

**REACH MOTIVATED CONSUMERS IN THE EMPIRE STATE
WITH LOW COST- HIGH IMPACT
CLASSIFIED ADVERTISING**



Your classified ad appears

- ✓ IN-PRINT
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in local, long-established publications & companion online venues with high market receivership and loyal readership!

WE OFFER:

Statewide Coverage *Frequency Discount Agreements Avail.*

In print: 201 editions, more than 2.28 million homes & 3 million readers
Plus: local market online exposure

\$489

25 words
\$15 ea. Addl. Word

Upstate Coverage (Western & Central/Capital Zones)

In print: 104 editions, more than 1.2 million homes & 1.5 million readers
Plus: local market online exposure

\$349

25 words
\$15 ea. Addl. Word

Downstate Coverage

In print: 97 editions, more than 1 million homes & 1.4 million readers
Plus: local market online exposure
Includes Westchester, Long Island, areas of NYC & more

\$319

25 word
\$15 ea. Addl. Word

Or focus on upstate TARGETED ZONES:

Western NY Coverage

55 editions, more than 651,000 homes & 862,000 readers

Plus: local market online exposure

\$249

25 words
\$10 ea. Addl. Word

Includes Buffalo, Rochester & more

Central/Capital Coverage

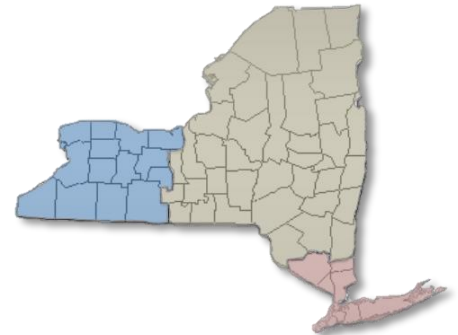
49 editions, more than 568,000 homes & 752,000 readers

Plus: local market online exposure

\$229

25 words
\$10 ea. Addl. Word

Includes Syracuse, Albany, North Country & more



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STATEWIDE AD EVERY
CONSECUTIVE WEEK*
THE ADVERTISER RUNS**



**\$40 PAID FOR EACH NEW
UPSTATE OR DOWNSTATE
AD EVERY CONSECUTIVE
WEEK* THE ADVERTISER
RUNS**



**\$30 PAID FOR EACH NEW
WESTERN OR CENTRAL-
CAPITAL AD EVERY
CONSECUTIVE WEEK* THE
ADVERTISER RUNS**



*Incentives paid on billed weeks only; free promotional weeks do not earn incentives