

PUT YOUR MESSAGE ON DISPLAY IN NEW YORK STATE!

READERSHIP

Over 1.3 Million

CIRCULATION

Over 528,800

STATEWIDE 2x2

1x Rate: 1,199

2x Save 10%

3x Save 15%

4x Save 20%

5x Save 25%

2x3, 2x4 and 3x5
also available!

ADD DIGITAL

With AdNet Online!

Just 349 for
7 days on 20+ news
websites statewide!

Great Value

Ads run 1 day in 29 daily and 8 weekly newspapers statewide!

Powerful Reach

Your message will be seen by 1.3 million readers!

Regional Options

Place your ad statewide or regionally at affordable prices!

Deep Discounts

Save 10%, 15%, 20% or even 25% on multi-week orders!

NEW Jobs Network Option

Recruitment Advertisers: Place your ad on 100+ job sites at a great price!

Western NY 2x2 - 249

Batavia, Canandaigua, Geneva,
Hornell, Olean, Rochester,
Salamanca, Wellsville

Central NY 2x2 - 349

Auburn, Corning, Cortland,
Herkimer, Malone, Massena,
Norwich, Oneida, Rome, Skaneateles,
Watertown

Hudson Valley 2x2 - 299

Catskill, Hudson, Kingston,
Middletown, Poughkeepsie

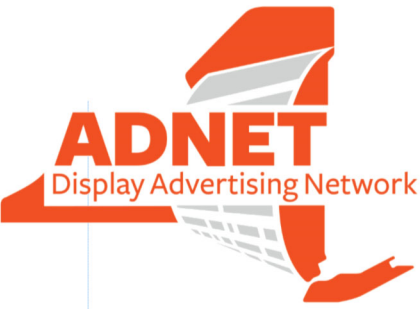
Capital Region Plus 2x2 - 399

Albany, Amsterdam,
Gloversville, Lake Placid,
Plattsburgh, Ravena, Saranac Lake,
Schenectady

For a complete list of participating newspapers, see the reverse side of this flier.

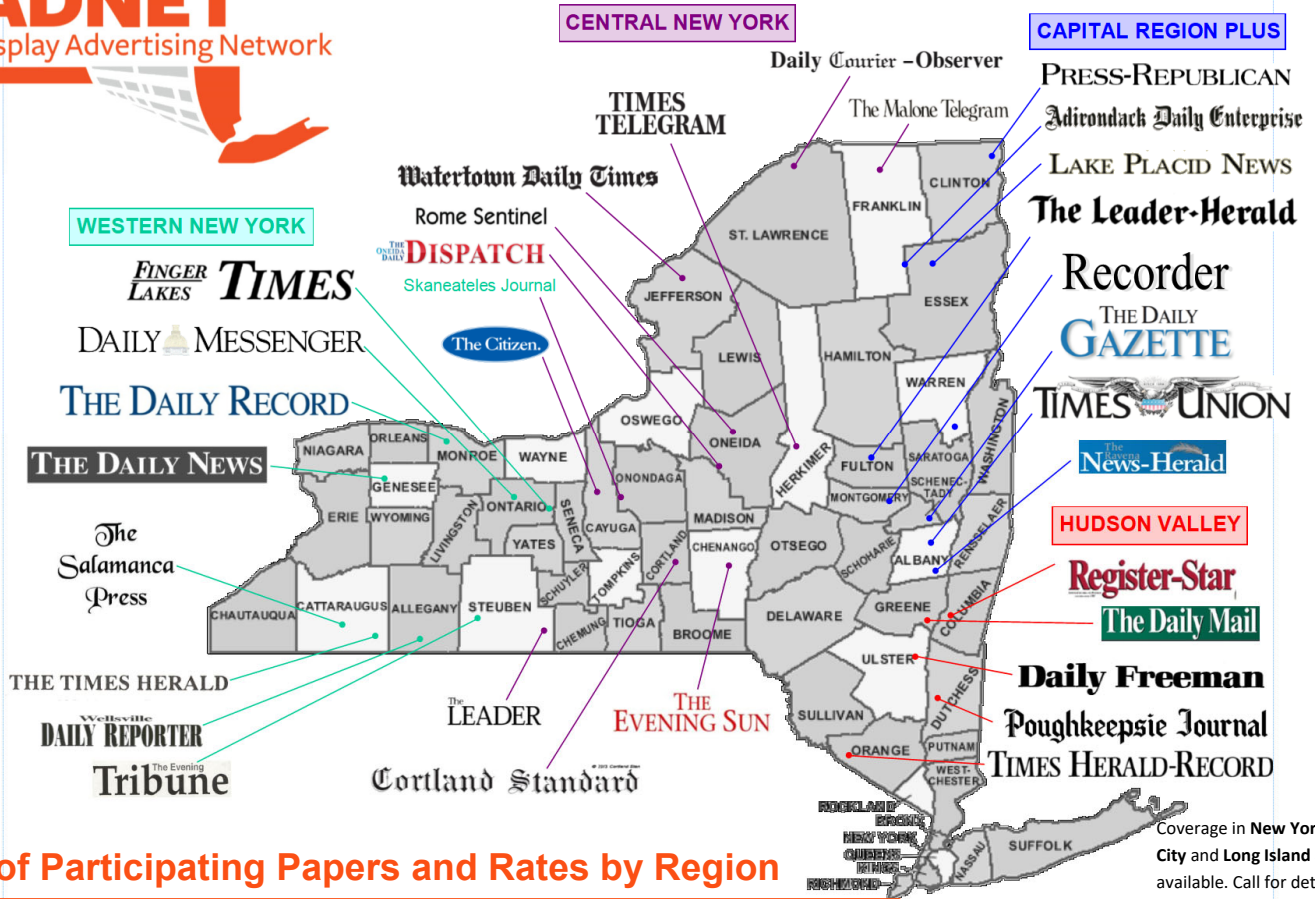
NYNPA Advertising Services
252 Hudson Ave, Albany, NY 12210
Toll Free: 800-777-1667
www.nynpa.com





Map of Participating Newspapers

29 daily papers - 8 weekly publications



List of Participating Papers and Rates by Region

WESTERN NEW YORK	CENTRAL NEW YORK	HUDSON VALLEY	CAPITAL REGION PLUS
Circulation: 50,444 Readership: 126,110	Circulation: 222,600 Readership: 556,500	Circulation: 94,000 Readership: 235,000	Circulation: 161,818 Readership: 404,545
DAILY PAPERS (7) Batavia, <i>The Daily News</i> Canandaigua, <i>The Daily Messenger</i> Geneva, <i>Finger Lakes Times</i> Hornell, <i>The Evening Tribune</i> Olean, <i>Times Herald</i> Rochester, <i>The Daily Record</i> Wellsville, <i>Wellsville Daily Reporter</i>	DAILY PAPERS (10) Auburn, <i>The Citizen</i> Corning, <i>The Leader</i> Cortland, <i>Cortland Standard</i> Herkimer, <i>Times Telegram</i> Malone, <i>The Malone Telegram</i> Massena, <i>Daily Courier-Observer</i> Norwich, <i>The Evening Sun</i> Oneida, <i>Daily Dispatch</i> Rome, <i>Daily Sentinel</i> Watertown, <i>Watertown Daily Times</i>	DAILY PAPERS (5) Catskill, <i>The Daily Mail</i> Hudson, <i>Register-Star</i> Kingston, <i>Daily Freeman</i> Middletown, <i>Times Herald-Record</i> Poughkeepsie, <i>Poughkeepsie Journal</i>	DAILY PAPERS (7) Albany, <i>Times Union</i> Amsterdam, <i>The Recorder</i> Glens Falls, <i>The Post-Star</i> Plattsburgh, <i>Press-Republican</i> Saranac Lake, <i>Adirondack Daily Enterprise</i> Schenectady, <i>Daily Gazette</i>
WEEKLY PAPERS (1) Salamanca, <i>The Salamanca Press</i>	WEEKLY PAPERS (5) Auburn, <i>This Week in Cayuga County</i> Corning, <i>Corning Pennysaver</i> Horseheads, <i>Horseheads Shopper</i> Norwich, <i>Pennysaver/My Shopper</i> Skaneateles, <i>The Skaneateles Journal</i>		WEEKLY PAPERS (2) Lake Placid, <i>Lake Placid News</i> Ravena, <i>Ravena News-Herald</i>
2x2 / 2x3 / 2x4 / 3x5 249 / 374 / 499 / 749	2x2 / 2x3 / 2x4 / 3x5 349 / 524 / 699 / 1,049	2x2 / 2x3 / 2x4 / 3x5 299 / 449 / 599 / 899	2x2 / 2x3 / 2x4 / 3x5 399 / 599 / 799 / 1,199

STATEWIDE (All Four Regions) - Circulation: 528,862 - Readership: 1,322,155

30 paid daily papers, 9 weekly publications: **2x2 = 1,199 / 2x3 = 1,799 / 2x4 = 2,399 / 3x5 = 3,599**

Details: 2-column ads are 3.78 inches wide x 2, 3, or 4 inches tall. 3-column ads are 5.67 inches wide x 5 inches tall. Papers may adjust your ad to fit their own dimensions. Network statistics are approximate, as reported by participating newspapers, and are subject to change without notice. Pre-payment required. Agency discount available. Tearsheets available upon request. **Deadline:** Wednesday at 12 p.m. (E.S.T.) week prior to publication. Ad design/layout available for 50 if copy is not camera-ready. Ads subject to guidelines and standards at www.nynpa.com.