

New York DAILY **IMPACT**



*The classified network you love,
now with the flexibility you need!*

NEW Lower Pricing

Choose from 4 new levels of statewide rates!

NEW Regional Options

Place your ad in any region for one low price!

SAME Great Value

Ads run 5 days in each daily + 1 day in each weekly paper!

SAME Powerful Reach

Your message will be seen by 1.9 million readers!

SAME 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 New York

Batavia, Canandaigua, Dunkirk,
Geneva, Hornell, Jamestown,
Lockport, Niagara Falls, Olean,
Rochester, Wellsville

Hudson Valley

Catskill, Hudson, Kingston,
Middletown, Poughkeepsie,
West Point, White Plains

Central New York

Auburn, Binghamton, Corning, Cortland,
Elmira, Herkimer, Ithaca, Malone,
Massena, Norwich, Oneida, Oswego,
Rome, Watertown

Capital Region + North Country

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

MAKE AN IMPACT

IN NEW YORK STATE!

READERSHIP

Over 1.9 Million

CIRCULATION

Over 782,900

STATEWIDE RATES

10 words.....**199***

15 words.....**399**

20 words.....**499**

25 words.....**599**

Each word over 25.....**15**

*Available to individuals only.

REGIONAL RATES

Any Region...**249***

*Available for 25+ word ads only.

DISCOUNTS

1x...Regular Rates

2x.....**Save 10%**

3x.....**Save 15%**

4x.....**Save 20%**

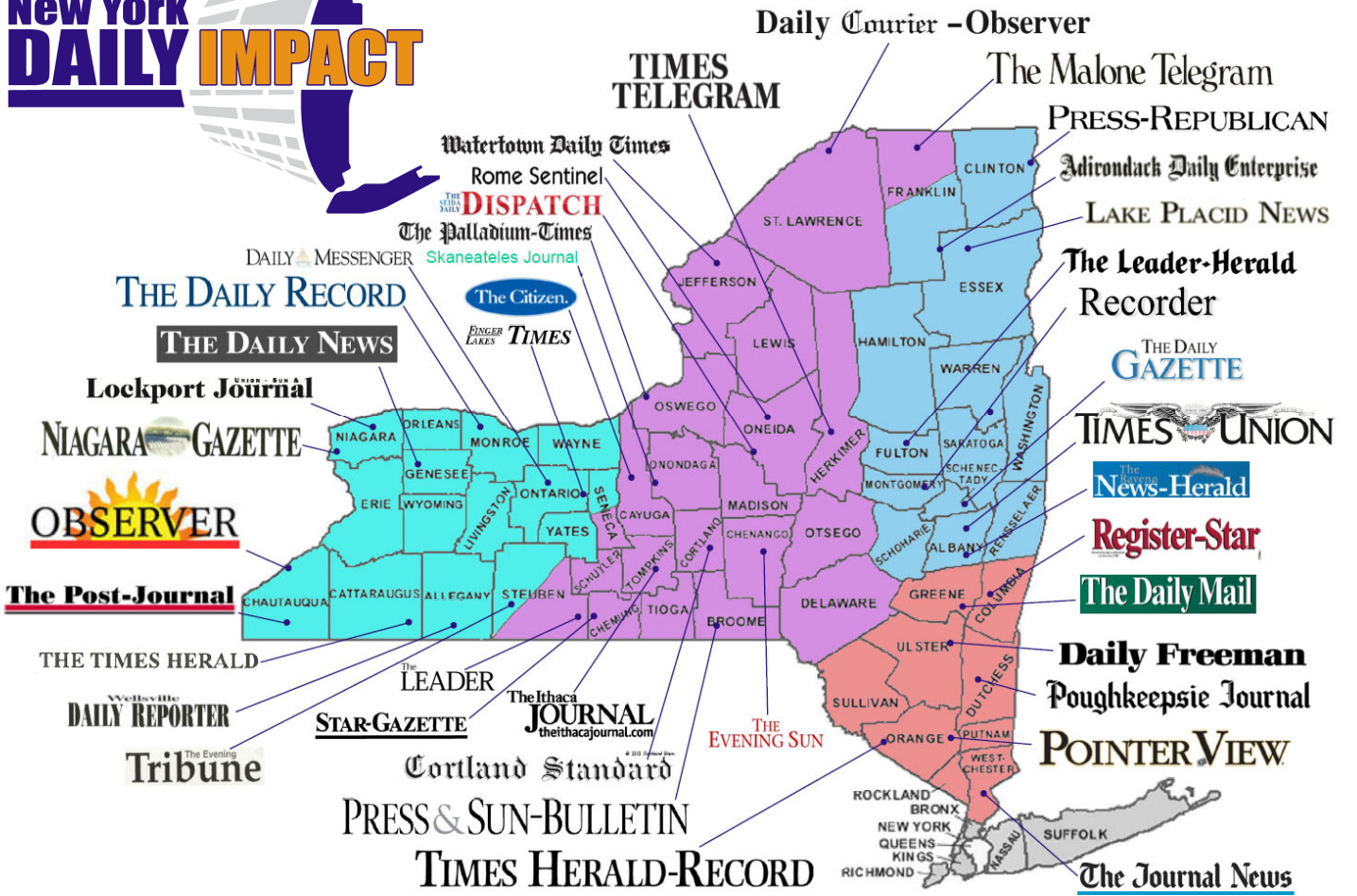
5x.....**Save 25%**





Map of Participating Newspapers

37 daily newspapers - 15 weekly publications



List of Participating Newspapers by City/Town

WESTERN NEW YORK
 Circ: 148,263 - Readers: 370,657

DAILY PAPERS (11)
 Batavia, *The Daily News*
 Canandaigua, *The Daily Messenger*
 Dunkirk, *Observer*
 Geneva, *Finger Lakes Times*
 Hornell, *The Evening Tribune*
 Jamestown, *The Post-Journal*
 Lockport, *Union-Sun & Journal*
 Niagara Falls, *Niagara Gazette*
 Olean, *Times Herald*
 Rochester, *The Daily Record*
 Wellsville, *Wellsville Daily Reporter*

WEEKLY PAPERS (4)
 Dansville, *Dansville-Wayland Penny-Saver*
 Dansville, *Genesee County Express*
 Hornell, *PenneSaver*
 North Tonawanda, *North Tonawanda Express*

CENTRAL NEW YORK
 Circ: 295,256 - Readers: 738,140

DAILY PAPERS (14)
 Auburn, *The Citizen*
 Binghamton, *Press & Sun-Bulletin*
 Corning, *The Leader*
 Cortland, *Cortland Standard*
 Elmira, *Star-Gazette*
 Herkimer, *Times Telegram*
 Ithaca, *The Ithaca Journal*
 Malone, *The Malone Telegram*
 Massena, *Daily Courier-Observer*
 Norwich, *The Evening Sun*
 Oneida, *Daily Dispatch*
 Oswego, *The Palladium-Times*
 Rome, *Daily Sentinel*
 Watertown, *Watertown Daily Times*

WEEKLY PAPERS (7)
 Auburn, *This Week in Cayuga County*
 Corning, *Corning Pennysaver*
 Cortland, *Consumer News*
 Horseheads, *Horseheads Shopper*
 Norwich, *Pennysaver/My Shopper*
 Oswego, *The Palladium-Times Weekly*
 Skaneateles, *The Skaneateles Journal*

HUDSON VALLEY
 Circ: 176,113 - Readers: 440,282

DAILY PAPERS (6)
 Catskill, *The Daily Mail*
 Hudson, *Register-Star*
 Kingston, *Daily Freeman*
 Middletown, *Times Herald-Record*
 Poughkeepsie, *Poughkeepsie Journal*
 White Plains, *The Journal News*

WEEKLY PAPERS (2)
 Middletown, *Gazette*
 West Point, *Pointer View*

CAPITAL REGION PLUS
 Circ: 163,308 Readers: 408,270

DAILY PAPERS (6)
 Albany, *Times Union*
 Amsterdam, *The Recorder*
 Gloversville, *The Leader-Herald*
 Plattsburgh, *Press-Republican*
 Saranac Lake, *Adirondack Daily Enterprise*
 Schenectady, *Daily Gazette*

WEEKLY PAPERS (2)
 Lake Placid, *Lake Placid News*
 Ravena, *Ravena News-Herald*

STATEWIDE (All Four Regions) - Circulation: 782,900 - Readership: 1,957,250 - 37 Daily Papers + 15 Weekly Papers

Details: 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:** Thursday at 1 p.m. (E.S.T.) week prior to publication. Ads subject to guidelines and standards at www.nynpa.com.