

**MOHAWK and SCHOHARIE
VALLEY EDITIONS**



SCHOHARIE VALLEY EDITION OFFICE (Main Office)
2403 St. Rte. 7, Suite 4, Cobleskill, NY 12043
(518) 234-8215 • FAX (518) 234-8520 • production@pennysaveronline.com
MOHAWK VALLEY EDITION OFFICE (Sales Only)
55 East Main St., P.O. Box 39, Nelliston, NY 13410
(518) 993-2772 • FAX (518) 993-2726
www.pennysaveronline.com • production@pennysaveronline.com

EFFECTIVE JANUARY 1, 2009

• OPEN DISPLAY RATES

per advertising unit

Mohawk Valley Edition.....\$7.95

Schoharie Valley Edition.....\$8.70

NOTE: Payment must be made when ad is placed until credit is established.

• NATIONAL ADVERTISING RATE

per advertising unit

Mohawk Valley Edition.....\$9.35

Schoharie Valley Edition\$10.20

Advertising agencies are allowed a 15% discount from our National Advertising Rate for camera-ready copy. No further discounts are allowed.

• STATEWIDE NETWORK

We can arrange to have your My Shopper display ad placed in neighboring publications or in publications throughout New York State. Call us for rates and other information.

**YEARLY BULK SPACE AGREEMENT RATES
MOHAWK VALLEY EDITION**

Minimum Advertising Units	Advertising Unit Rate
200.....	\$7.60
400.....	\$7.30
900.....	\$7.20
1500.....	\$7.10
2500.....	\$7.00
3000.....	\$6.85
4000.....	\$6.75
6000.....	\$6.60
8000.....	\$6.55

SCHOHARIE VALLEY EDITION

Minimum Advertising Units	Advertising Unit Rate
200.....	\$8.50
400.....	\$8.25
900.....	\$8.10
1500.....	\$7.90
2500.....	\$7.75
3000.....	\$7.55
4000.....	\$7.35
6000.....	\$7.20
8000.....	\$7.10

• COMMERCIAL CLASSIFIED RATE

\$8.00 for first 20 words

20¢ each additional word

Price includes BOTH editions and FREE ON THE INTERNET!
All classified ads are restricted to their proper style and classification.

• STATE AND NATIONAL CLASSIFIED NETWORKS

Reach from over 7 million to over 15 million homes for 1¢ per household!
Call us for rates and other information.

• PRE-PRINTED CIRCULAR DELIVERY RATES

We can deliver your pre-printed newsprint circular in any or all of our circulation areas.

up to 24 page tab.....\$60 per 1000

up to 32 page tab.....\$80 per 1000

up to 40 page tab.....\$95 per 1000

500 minimum amount necessary and can be zoned by zip code to only the areas you prefer. Yearly frequency rates available.

These rates do not apply to groups or associations.

** Finished size to insert must be 8 1/2" x 11", must arrive 7 days prior to insertion.*

• COLOR ADVERTISING

Spot color is available in a variety of colors at a cost of \$75 per color, per page, per paper.

Process color available at a cost of \$225 per page, per paper.

• COPY DEADLINES

Mohawk Valley Edition - Wednesday, 5:00 pm.

Schoharie Valley Edition - Thursday, 5:00 pm

• DELIVERY

Saturday & Sunday (Mohawk Valley)

Every Sunday (Schoharie Valley)

• MECHANICAL INFORMATION

- Printed by photo-offset process
- Page size - 6 columns wide by 16" deep
- 96 advertising units per page
- Column width is 1 5/8" or 10 picas (for mechanical requirements)
- There will be an additional charge for E-mailing of finished ads to other publications.
See your sales representative for details and pricing.