

# 2021 NORWICH and SIDNEY EDITIONS

The Norwich and Sidney  
**Pennysaver**

**BUSINESS, SALES & ACCOUNTING OFFICES FOR ALL PUBLICATIONS**  
P.O. Box 111, 18-20 Mechanic St., Norwich, NY 13815  
**(800) 767-7862 FAX (607) 336-7318**  
*www.pennysaveronline.com • production@pennysaveronline.com*

## EFFECTIVE JANUARY 1, 2021

### • OPEN DISPLAY RATES

per advertising unit

**Norwich Edition.....\$10.95**

**Sidney Edition.....\$9.10**

*All display ads will incur an additional  
\$2.00 on-line ad fee.*

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

### • STATEWIDE NETWORK

We can arrange to have your Pennysaver 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 NORWICH EDITION

Minimum Advertising Units	Advertising Unit Rate
200.....	\$10.05
400.....	\$9.80
900.....	\$9.55
1500.....	\$9.35
2500.....	\$9.10
3000.....	\$8.85
4000.....	\$8.60
6000.....	\$8.35
8000.....	\$8.15

### SIDNEY EDITION

Minimum Advertising Units	Advertising Unit Rate
200.....	\$8.40
400.....	\$8.20
900.....	\$8.00
1500.....	\$7.80
2500.....	\$7.60
3000.....	\$7.40
4000.....	\$7.20
6000.....	\$7.00
8000.....	\$6.80

### • COMMERCIAL CLASSIFIED RATE

\$8.50 for first 20 words

25¢ each additional word

Price includes BOTH editions and FREE

ON THE INTERNET!

*All classified ads are restricted to their proper style  
and classification.*

### • NEW YORK STATE CLASSIFIED NETWORK

Expand your reach to nearly 3 million homes.  
Call for rates and other information, including National reach.

### • PRE-PRINTED CIRCULAR DELIVERY RATES

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

up to 24 page tab.....\$65 per 1000

up to 32 page tab.....\$85 per 1000

up to 40 page tab.....\$100 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.*

*\* Folding charge \$25 per 1000.*

### • 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

Monday at noon for regular editions.

Friday at noon prior to Monday legal holidays.

### • DELIVERY DATES

Sidney Edition - Tuesday

Norwich Edition - Tuesday p.m.

### • 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.*

2021

# The Norwich and Sidney Pennysaver

*Serving communities in Chenango, Madison,  
Otsego, Delaware and Broome Counties*

## NORWICH EDITION

<u>Zip</u>	<u>Location</u>	<u>Deliveries</u>
13332	Earlville.....	550
13758	East Pharsalia.....	25
13334	Eaton and West Eaton.....	145
13072	Georgetown.....	160
13776	Gilbertsville.....	25
13778	Greene RD 1 & 3.....	485
13780	Guilford.....	250
13346	Hamilton.....	525
13355	Hubbardsville.....	20
13801	McDonough.....	275
13411	New Berlin.....	925
13814	North Norwich.....	100
13124	North Pitcher.....	20
13815	Norwich.....	5670
13830	Oxford.....	1420
13136	Pitcher.....	25
13832	Plymouth.....	50
13460	Sherburne.....	1385
13464	Smyrna.....	400
13466	South Edmeston.....	30
13843	South New Berlin.....	700
13155	South Otselic.....	150
13844	South Plymouth.....	25

**TOTAL 13,360**

## SIDNEY EDITION

<u>Zip</u>	<u>Location</u>	<u>Deliveries</u>
13730	Afton.....	900
13733	Bainbridge.....	1590
13775	Franklin.....	300
13787	Harpursville.....	450
13804	Masonville.....	175
13809	Mt. Upton.....	250
13813	Nineveh.....	250
13820	Oneonta RD3.....	200
13825	Otego.....	600
13838	Sidney.....	2078
13839	Sidney Center.....	400
13849	Unadilla.....	1140
13859	Wells Bridge.....	32

**TOTAL 8,365**

**TOTAL BOTH  
EDITIONS**

**21,725**

# EXPAND YOUR MARKET AREA!

### LOW-COST COMBINATION RATES:

Add any edition in our family of publications for only \$5.75 per advertising unit per publication.

### CHOOSE FROM:

- Oneonta-Cooperstown Pennysaver
- Turnpike Pennysaver
- My Shopper/Schoharie Valley
- My Shopper/Mohawk Valley
- Norwich Pennysaver
- Sidney Pennysaver
- The Gazette

- Ads must appear in the same week with no changes
- You are not eligible for a discount in those publishing areas where you have a retail outlet.

FCPNY CIRCULATION AUDIT BY



## CERTIFICATION STATEMENT OF CARRIER DELIVERY

Audit Results available on request.

We reserve the right to edit or cancel any advertisement at any time. We do not guarantee the accuracy of any claims made in any advertisement appearing in the Pennysaver. We cannot be responsible for typographical errors. In the event of an error, we are only liable for the space occupied by the error, and only for one insertion.