## PRINT/DIGITAL ADVERTISING RATES

### OPEN DISPLAY RATES
- Norwich Edition: $10.95 per advertising unit
- Sidney Edition: $9.10
- Turnpike Edition: $8.55
- Oneonta-Cooperstown Edition: $9.35
- Schoharie Valley Edition: $4.95

**NOTE:** Payment must be made when ads are placed until credit is established. All display ads will incur an additional $2.00 online ad fee.

### LOW-COST COMBINATION RATES
Buy one of our 7 editions at the open rate and add any other edition for only $5.75 per advertising unit per publication.

Choose from:
- Norwich Pennysaver
- Sidney Pennysaver
- Turnpike Pennysaver
- My Shopper/Mohawk Valley
- My Shopper/Schoharie Valley
- The Gazette - only $4.95

### NEW YORK STATEWIDE ADVERTISING NETWORK
Expand your reach to nearly 3 million homes. Call for rates and other information, including National reach.

### COMMERCIAL CLASSIFIED RATE
- *Appears in ALL 7 Editions*
- $18.00 for first 20 words
- 25¢ each additional word

### MECHANICAL INFORMATION
- Printed by photo-offset process
- Page size - 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.

### COPY DEADLINES
Below are for regular editions. Deadlines for legal holidays are one business day prior to regular deadline.

<table>
<thead>
<tr>
<th>Edition</th>
<th>Deadline Day</th>
<th>Delivery Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Norwich Edition</td>
<td>Monday, 5:00 pm</td>
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Rates subject to change without notice.

### PRINT/DIGITAL ADVERTISING RATES

### YEARDLY BULK SPACE AGREEMENT RATES
We offer lower cost bulk space purchasing plans. Contact your Retail Advertising Consultant for more details.

### 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: $5.00 per 1000
- up to 32 page tab: $5.85 per 1000
- up to 40 page tab: $8.00 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.

Shipping address: 57-65 Borden Ave., Norwich, NY 13815

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### CONTACT US

The Norwich and Sidney

**PENNYSÄVER**

A Continuation of the Wharton Valley Pennysaver

The Turnpike and Oneonta-Cooperstown

**PENNYSÄVER**

A Continuation of the Wharton Valley Pennysaver

### Certification Statement of Carrier Delivery
available on request

### Rates & Distribution

A family of national award-winning publications serving 54,981 homes in Central New York State.

**Effective January 1, 2021**
### Norwich Edition
- **Cincinnatus**...13040...10
- **Earlville**...13332...145
- **East Pharsalia**...13758...25
- **Eden**...13334...145
- **Georgetown**...13072...160
- **Gilbertsville**...13776...25
- **Greene RD 1 & 3**...13778...485
- **Guilford**...13780...250
- **Hamilton**...13346...525
- **Hubbardsville**...13355...20
- **New Berlin**...13411...925
- **North Norwich**...13814...100
- **North Pichler**...13124...20
- **Norwich**...13815...5670
- **Oxford**...13830...165
- **Pinegrove**...13337...25
- **Plymouth**...13832...50
- **Sherburne**...13460...1385
- **Smithtown**...13464...400
- **South Edmeston**...13466...30
- **South New Berlin**...13463...700
- **South Otsego**...13755...150
- **South Plymouth**...13844...150

**Total Deliveries:** 13,360

### THE GAZETTE
- **Burlington Flats**...13315...405
- **New Lisbon**...13341...35
- **Edmeston**...13335...145
- **West Edmeston**...13485...200
- **Morris**...13808...795
- **Garrattsville**...13342...50
- **Individual**...13342...160
- **Newstand Sales**...13342...150

**Total Deliveries:** 2,420

### Schoharie Valley Edition
- **Burlington Flats**...12013...125
- **East Springfield**...13333...605
- **Garrattsville**...13342...25
- **Garrattville**...13357...388
- **Mohawk**...13407...90
- **Richfield Mills**...13408...1370
- **Roseboom**...13450...75
- **Schuyler Lake**...13457...115
- **Springfield Center**...13468...135
- **West Edmeston**...13485...200
- **West Windfall**...13491...100

**Total Deliveries:** 11,225

### Sidney Edition
- **Afton**...13730...900
- **Bainbridge**...13733...1590
- **Franklin**...13774...380
- **Harpsville**...13787...400
- **Masonville**...13804...175
- **Mt. Upton**...13809...250
- **Neville**...13813...250
- **Oneonta RD3**...13820...200
- **Otego**...13825...600
- **Sidney**...13838...2078
- **Sidney Center**...13839...400
- **Unadilla**...13849...1140
- **Wells Bridge**...13859...32

**Total Deliveries:** 8,365

### Oneonta-Cooperstown Edition
- **Collersville**...13747...15
- **Cooperstown**...13326...295
- **Fly Creek**...13337...90
- **Hartwick**...13348...340
- **Laurens**...13796...275
- **Maryland**...13801...195
- **Milford**...13807...290
- **Mount Upton**...13810...250
- **Oneonta**...13820...1685
- **Portlandville**...13834...63
- **Roseboom Star Rd**...13450...65
- **Schenevus**...13215...275
- **Westford**...13488...125

**Total Deliveries:** 6,933

### Mohawk Valley Edition
- **Ame**...13137...75
- **Canajoharie**...13317...1200
- **Dolgeville**...13329...775
- **Forda**...13328...400
- **Fort Plain**...13339...2225
- **Fultonville**...13207...200
- **Little Falls, RD1**...13365...175
- **Nelliston**...13410...275
- **Palatine Bridge**...13438...525
- **St. Johnsville**...13452...1625
- **Sprakers**...13456...400

**Total Deliveries:** 7,675

### TURNPIKE EDITION
- **Bridgewater**...13313...125
- **East Springfield**...13442...50
- **Garrattsville**...13357...25
- **Jordanville**...13361...25
- **Mohawk**...13407...90
- **Richfield Mills**...13408...1370
- **Roseboom**...13450...75
- **Schuyler Lake**...13457...115
- **Springfield Center**...13468...135
- **West Edmeston**...13485...200
- **West Windfall**...13491...100

**Total Deliveries:** 5,003

### Total Editions
- **21,725**
- **14,356**
- **18,900**

**Effective January 1, 2021**

7 Editions, Totaling 54,981 Circulation! Serving communities in Chenango, Madison, Otsego, Delaware, Broome, Oneida, Schoharie, Herkimer, Montgomery, Albany, Fulton, Greene and Schenectady Counties.