

**2023
TURNPIKE and
ONEONTA-COOPERSTOWN
EDITIONS**

The Turnpike and Oneonta-Cooperstown
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, 2023

• OPEN DISPLAY RATES

per advertising unit

Turnpike Edition.....\$8.95
Oneonta-Cooperstown Edition.....\$9.80

*All display ads will incur an additional
\$5.00 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
TURNPIKE EDITION**

Minimum Advertising Units	Advertising Unit Rate
200.....	\$8.30
400.....	\$8.00
900.....	\$7.85
1500.....	\$7.70
2500.....	\$7.50
3000.....	\$7.35
4000.....	\$7.15
6000.....	\$6.90
8000.....	\$6.75

ONEONTA-COOPERSTOWN EDITION

Minimum Advertising Units	Advertising Unit Rate
200.....	\$9.10
400.....	\$8.80
900.....	\$8.65
1500.....	\$8.45
2500.....	\$8.30
3000.....	\$8.10
4000.....	\$7.90
6000.....	\$7.70
8000.....	\$7.50

• 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 newsprint circular in any or all of our circulation areas.

up to 24 page tab.....\$70 per 1000
up to 32 page tab.....\$90 per 1000
up to 40 page tab.....\$105 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 \$50 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 5:00 for regular editions.

• DELIVERY DATES

Every Thursday

• 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.

CIRCULATION NUMBERS
TURNPIKE EDITION

<u>Zip</u>	<u>Location</u>	<u>Deliveries</u>
13313	Bridgewater.....	125
13315	Burlington Flats.....	375
13320	Cherry Valley.....	655
13333	East Springfield.....	50
13342	Garrattsville.....	25
13357	Ilion	388
13361	Jordanville.....	25
13407	Mohawk.....	90
13439	Richfield Springs.....	1630
13450	Roseboom.....	75
13457	Schuyler Lake.....	115
13468	Springfield Center.....	125
13485	West Edmeston.....	185
13491	West Winfield.....	975

TOTAL 4,838

ONEONTA-COOPERSTOWN

EDITION

<u>Zip</u>	<u>Location</u>	<u>Deliveries</u>
13747	Colliersville.....	15
13326	Cooperstown.....	1195
13342	Garrattsville.....	25
13337	Fly Creek.....	90
13348	Hartwick.....	340
13796	Laurens.....	275
12116	Maryland.....	195
13807	Milford.....	260
13810	Mount Vision.....	250
13820	Oneonta.....	3310
13834	Portlandville.....	63
13450	Roseboom Star Rte.....	65
12155	Schenevus.....	275
13488	Westford.....	100

TOTAL 6,458

TOTAL BOTH EDITIONS **11,296**

**EXPAND
YOUR
MARKET
AREA!**

LOW-COST COMBINATION RATES:

Add any edition in our family of publications for only \$6.00 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 \$5.25

- 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.