

## COMMERCIAL RATES - Effective October 1, 2019

### • OPEN DISPLAY RATES

per advertising unit

Norwich Edition.....\$10.95	Oneonta-Coop. Edition.....\$9.35
Sidney Edition.....\$9.10	Mohawk Valley Edition.....\$9.35
Turnpike Edition.....\$8.55	Schoharie Valley Edition.....\$10.25
The Gazette.....\$4.95	

NOTE: Payment must be made when ads are placed until credit is established.  
All display ads will incur an additional \$2.00 on-line 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
- The Gazette -only \$4.95
- Oneonta-Cooperstown Pennysaver
- My Shopper/ Mohawk Valley
- My Shopper/Schoharie Valley

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

Ask about rates and information for our 2 paid newspapers: The Evening Sun, a Monday-Friday broadsheet; and The Gazette, a weekly tabloid size newspaper.

### COMMERCIAL CLASSIFIED RATE

\* Appears in ALL 7 Editions \*

**\$18.00 for first 20 words** 25¢ each additional word  
Every Commercial Classified runs FREE on the Internet.

### NEW YORK STATEWIDE ADVERTISING NETWORK

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

### COLOR ADVERTISING

Process spot color is available at a cost of \$75 per color, per page, per paper.

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

FCPNY CIRCULATION AUDIT BY



### YEARLY 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 newsprint 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.

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

### 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 Retail Advertising Consultant for details and pricing.

### COPY DEADLINES

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

	DEADLINE DAY	DELIVERY DAY
Norwich Edition -	Monday, 5:00 pm	Tuesday, pm
Sidney Edition -	Monday, 5:00 pm	Tuesday
Turnpike Edition -	Monday, 5:00 pm	Thursday
Oneonta-Coop. Edition -	Monday, 5:00 pm	Thursday
Mohawk Valley Edition -	Wednesday, 5:00 pm	Sunday
Schoharie Valley Edition -	Thursday, 5:00 pm	Saturday & Sunday
The Gazette -	Friday, 5:00 pm	Thursday

Rates subject to change without notice

### CERTIFICATION STATEMENT OF CARRIER DELIVERY

available on request

### OFFICE LOCATIONS

The Norwich, Sidney  
**Pennysaver** *Shopper*

**THE GAZETTE**  
A Continuation of the Wharton Valley Pennysaver

**Business, Sales & Accounting Office for ALL Publications**  
P.O. Box 111, 18-20 Mechanic St., Norwich, NY 13815  
(607) 334-4714 FAX (607) 336-7318  
www.pennysaveronline.com • advertise@pennysaveronline.com  
www.myshopperonline.com

The Turnpike and Oneonta-Cooperstown  
**Pennysaver**

**Business, Sales & Accounting Office**  
P.O. Box 671, 3178 St. Hwy 20, Richfield Springs, NY 13439  
(315) 858-1730 or (607) 431-2519 FAX (315) 858-2988  
www.pennysaveronline.com  
advertise@pennysaveronline.com

**sellingitfast.com**

Please call 1-800-767-7862 or email  
info@sellingitfast.com with any questions



# RATES & DISTRIBUTION

## information

A family of national award-winning publications serving 56,619 homes in Central New York State.

Effective October 1, 2019

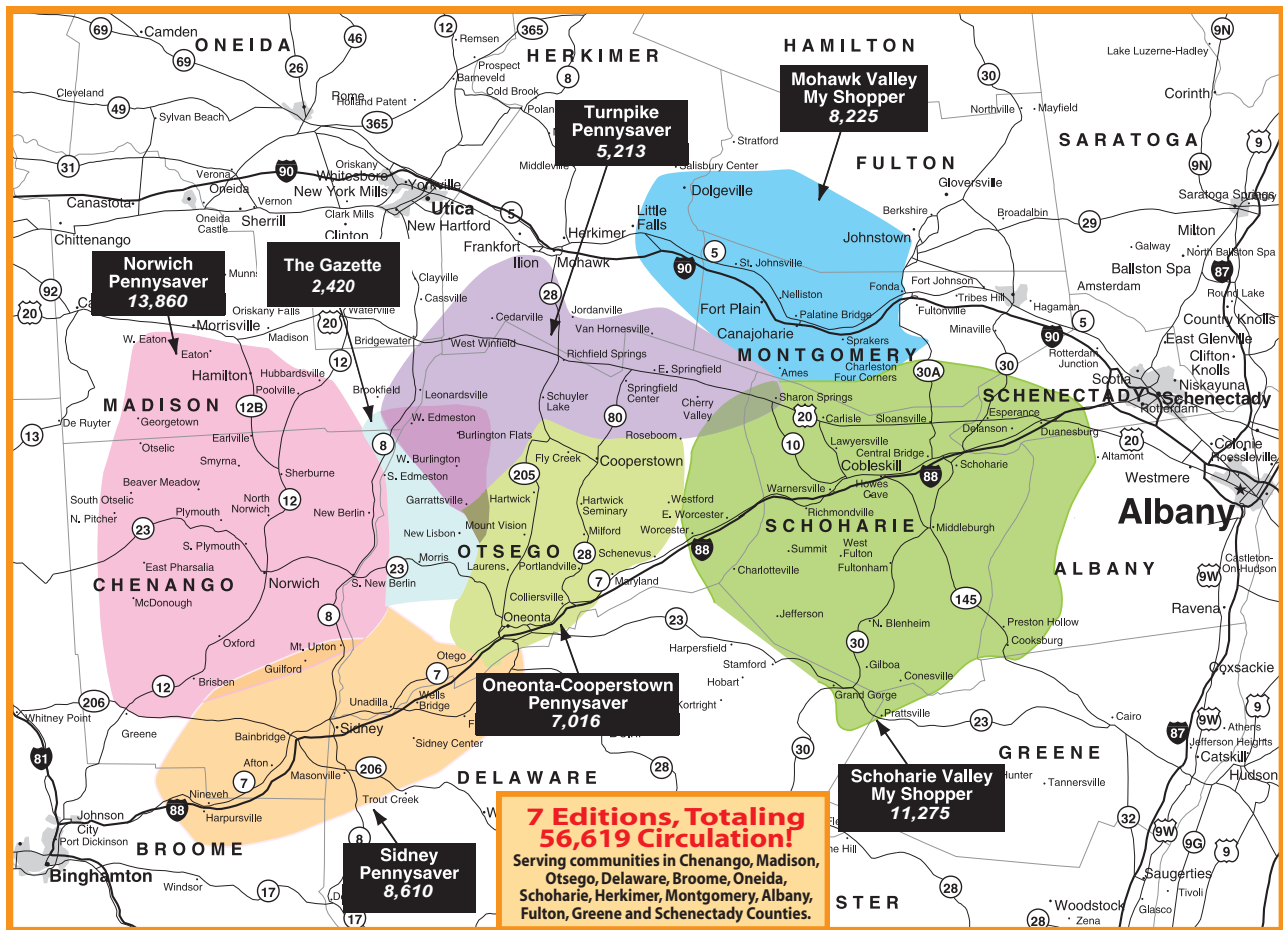
**Pennysaver**

- Norwich • Sidney • Turnpike
- Oneonta-Cooperstown

*Shopper*

- Schoharie Valley
- Mohawk Valley

**THE GAZETTE**



### NORWICH EDITION

Zip	Location	Deliveries
13040	Cincinnatus.....	40
13332	Earlville.....	575
13758	East Pharsalia.....	25
13334	Eaton and West Eaton.....	150
13072	Georgetown.....	175
13776	Gilbertsville.....	25
13778	Greene RD 1 & 3.....	460
13780	Guilford.....	290
13346	Hamilton.....	525
13355	Hubbardsville.....	20
13801	McDonough.....	300
13411	New Berlin.....	970
13814	North Norwich.....	100
13124	North Pitcher.....	20
13815	Norwich.....	5950
13830	Oxford.....	1465
13136	Pitcher.....	25
13832	Plymouth.....	50
13460	Sherburne.....	1450
13464	Smyrna.....	375
13466	South Edmeston.....	20
13843	South New Berlin.....	700
13155	South Otselic.....	125
13844	South Plymouth.....	25
<b>TOTAL</b>		<b>13,860</b>

### THE GAZETTE

Zip	Location	Deliveries
13315	Burlington Flats.....	405
13482	West Burlington.....	30
13415	New Lisbon.....	35
13335	Edmeston.....	595
13485	West Edmeston.....	200
13808	Morris.....	795
13342	Garrattsville.....	50
	Individual.....	160
	Newsstand Sales.....	150
<b>TOTAL</b>		<b>2,420</b>

### TURNPIKE EDITION

Zip	Location	Deliveries
13313	Bridgewater.....	125
13315	Burlington Flats.....	405
13320	Cherry Valley.....	670
13333	East Springfield.....	25
13342	Garrattsville.....	75
13357	Ilion.....	428
13361	Jordanville.....	25
13407	Mohawk.....	115
13439	Richfield Springs.....	1725
13450	Roseboom.....	75
13457	Schuyler Lake.....	115
13468	Springfield Center.....	155
13485	West Edmeston.....	200
13491	West Winfield.....	1075
<b>TOTAL</b>		<b>5,213</b>

### SCHOHARIE VALLEY EDITION

Zip	Location	Deliveries
12031	Carlisle.....	75
12035	Central Bridge.....	300
12036	Charlotteville.....	75
12043	Cobleskill.....	2725
12053	Delanson.....	450
12056	Duanesburg.....	300
12064	East Worcester.....	50
12066	Esperance.....	575
12071	Fultonham.....	100
12076	Gilboa.....	450
12092	Howes Cave.....	425
12093	Jefferson.....	375
12122	Middleburgh.....	1500
12131	North Blenheim.....	100
12149	Richmondville.....	750
12157	Schoharie.....	1075
12160	Sloansville.....	250
12175	Summit.....	150
12187	Warnerville.....	175
12194	West Fulton.....	100
12197	Worcester.....	525
12434	Grand Gorge.....	125
12468	Prattsville.....	125
13459	Sharon Springs.....	500
<b>TOTAL</b>		<b>11,275</b>

### SIDNEY EDITION

Zip	Location	Deliveries
13730	Afton.....	825
13733	Bainbridge.....	1665
13775	Franklin.....	275
13787	Harpursville.....	550
13804	Masonville.....	185
13809	Mt. Upton.....	310
13813	Nineveh.....	250
13820	Oneonta RD3.....	200
13825	Otego.....	675
13838	Sidney.....	2078
13839	Sidney Center.....	375
13849	Unadilla.....	1190
13859	Wells Bridge.....	32
<b>TOTAL</b>		<b>8,610</b>

### ONEONTA-COOPERSTOWN EDITION

Zip	Location	Deliveries
13747	Colliersville.....	15
13326	Cooperstown.....	1300
13337	Fly Creek.....	100
13348	Hartwick.....	340
13796	Laurens.....	300
12116	Maryland.....	195
13807	Milford.....	260
13810	Mount Vision.....	250
13820	Oneonta.....	3728
13834	Portlandville.....	63
13450	Roseboom Star Rte.....	65
12155	Schenevus.....	275
13488	Westford.....	125
<b>TOTAL</b>		<b>7,016</b>

### MOHAWK VALLEY EDITION

Zip	Location	Deliveries
13317	Ames.....	75
13317	Canajoharie.....	1250
13329	Dolgeville.....	975
12068	Fonda.....	200
13339	Fort Plain.....	2325
12072	Fultonville.....	200
13365	Little Falls, RD#1.....	200
13410	Nelliston.....	300
13428	Palatine Bridge.....	575
13452	St. Johnsville.....	1675
12166	Sprakers.....	450
<b>TOTAL</b>		<b>8,225</b>

**TOTAL EDITIONS 22,470**

**TOTAL EDITIONS 14,649**

**TOTAL EDITIONS 19,500**