

2021

**MOHAWK and SCHOHARIE  
VALLEY EDITIONS**



**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.mysbopperonline.com](http://www.mysbopperonline.com) • [production@mysbopperonline.com](mailto:production@mysbopperonline.com)

**EFFECTIVE JANUARY 1, 2021**

**• OPEN DISPLAY RATES**

per advertising unit

**Mohawk Valley Edition.....\$9.35**

**Schoharie Valley Edition.....\$10.25**

*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 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.....	\$8.85
400.....	\$8.60
900.....	\$8.45
1500.....	\$8.25
2500.....	\$8.05
3000.....	\$7.85
4000.....	\$7.65
6000.....	\$7.45
8000.....	\$7.25

**SCHOHARIE VALLEY EDITION**

Minimum Advertising Units	Advertising Unit Rate
200.....	\$9.75
400.....	\$9.45
900.....	\$9.25
1500.....	\$9.05
2500.....	\$8.85
3000.....	\$8.60
4000.....	\$8.40
6000.....	\$8.20
8000.....	\$7.95

**• 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.*  
Classified Ad Deadline Thursday at 2 pm

**• 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.....\$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**

Mohawk Valley Edition - Wednesday, 5:00 pm.  
Schoharie Valley Edition - Thursday, 5:00 pm

**• DELIVERY**

Sunday (Mohawk Valley)  
Saturday & 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 retail advertising consultant for details and pricing.*

**CIRCULATION NUMBERS  
SCHOHARIE VALLEY EDITION**

Zip	Location	Deliveries
12031	Carlisle.....	75
12035	Central Bridge.....	300
12036	Charlotteville.....	75
12043	Cobleskill.....	3000
12053	Delanson.....	425
12056	Duanesburg.....	275
12064	East Worcester.....	25
12066	Esperance.....	550
12071	Fultonham.....	75
12076	Gilboa.....	400
12092	Howes Cave.....	425
12093	Jefferson.....	350
12122	Middleburgh.....	1425
12131	North Blenheim.....	75
12149	Richmondville.....	750
12157	Schoharie.....	1075
12160	Sloansville.....	200
12175	Summit.....	150
12187	Warnerville.....	175
12194	West Fulton.....	75
12197	Worcester.....	575
12434	Grand Gorge.....	125
12468	Prattsville.....	125
13459	Sharon Springs.....	500

**TOTAL 11,225**

**MOHAWK VALLEY EDITION**

Zip	Location	Deliveries
13317	Ames.....	75
13317	Canajoharie.....	1200
13329	Dolgeville.....	775
12068	Fonda.....	200
13339	Fort Plain.....	2225
12072	Fultonville.....	200
13365	Little Falls.....	175
13410	Nelliston.....	275
13428	Palatine Bridge.....	525
13452	St. Johnsville.....	1625
12166	Sprakers.....	400

**TOTAL 7,675**

**TOTAL BOTH EDITIONS**

**18,900**

**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 My Shopper. 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.