

**2024
TURNPIKE and
ONEONTA-COOPERSTOWN
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.pennysaveronline.com • production@pennysaveronline.com

EFFECTIVE JANUARY 1, 2024

• 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 over 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.