

## PRINT/DIGITAL ADVERTISING RATES

### • OPEN DISPLAY RATES

per advertising unit

Norwich Edition.....\$11.50	Oneonta-Coop. Edition.....\$9.80
Sidney Edition.....\$9.55	Mohawk Valley Edition.....\$9.80
Turnpike Edition.....\$8.95	Schoharie Valley Edition.....\$10.75
The Gazette.....\$5.25	

*NOTE: Payment must be made when ads are placed until credit is established.  
All display ads will incur an additional \$5.00 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 \$6.00 per advertising unit per publication.

#### Choose from:

- Norwich Pennysaver
- Sidney Pennysaver
- Turnpike Pennysaver
- The Gazette
- 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.....	\$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.*

**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.**

	<u>DEADLINE DAY</u>	<u>DELIVERY DAY</u>
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, Noon	Saturday & Sunday
The Gazette -	Friday, 5:00 pm	Thursday

Rates subject to change without notice

### CERTIFICATION STATEMENT OF CARRIER DELIVERY

*available on request*

## CONTACT US



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



The Turnpike and Oneonta-Cooperstown  
**PENNYSAVER**

**1-800-767-7862**

**Business, Sales & Accounting Office**

P.O. Box 111, 18-20 Mechanic St., Norwich, NY 13815  
607-334-4714 FAX 607-336-7318

advertising@pennysaveronline.com • www.pennysaveronline.com



# RATES & DISTRIBUTION

## information

A family of national award-winning publications serving 52,801 homes in Central New York State.

*Effective January 1, 2023*

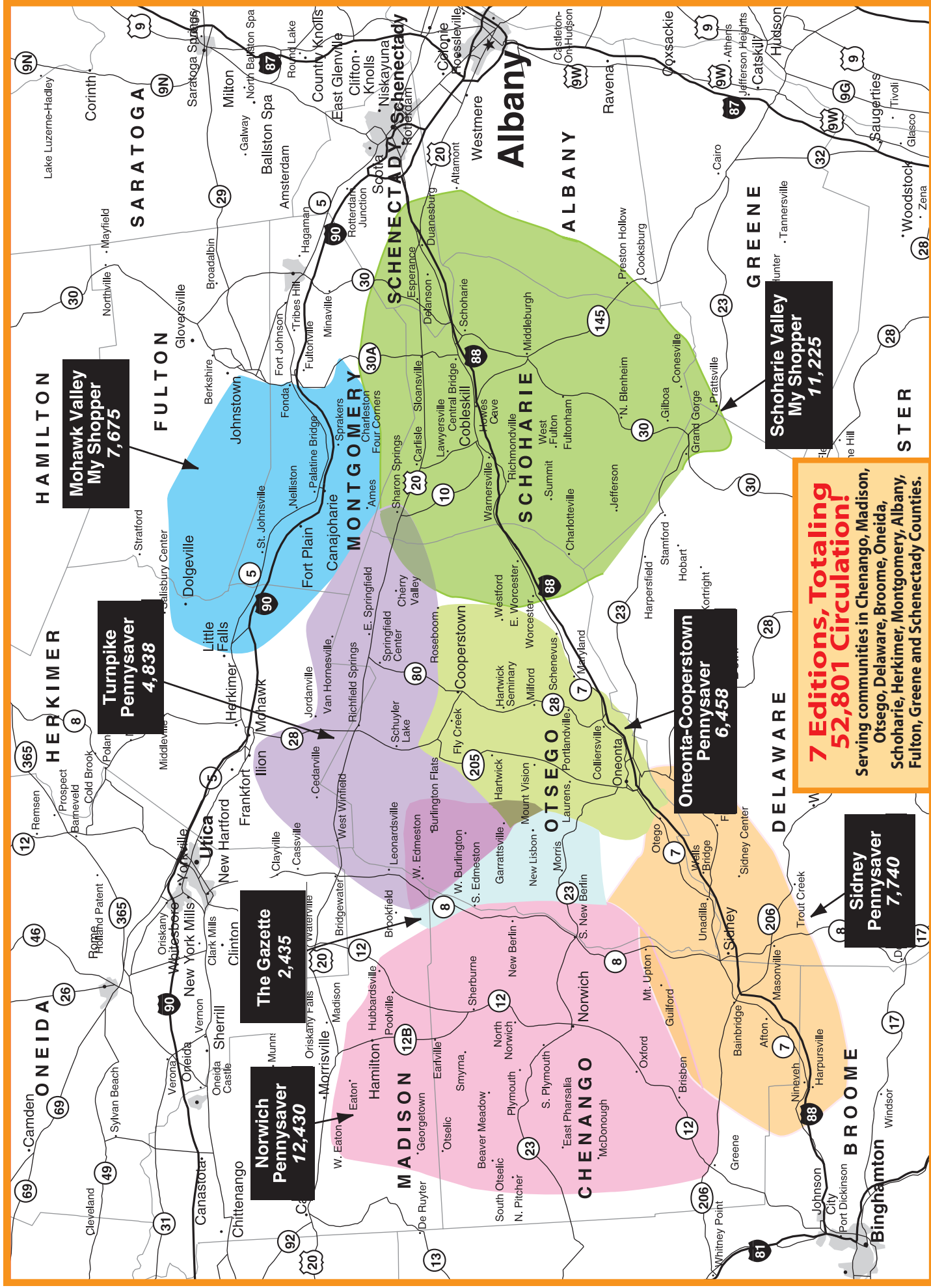


- Norwich • Sidney • Turnpike
- Oneonta-Cooperstown



- Schoharie Valley
- Mohawk Valley

**THE GAZETTE**



### NORWICH EDITION

Zip	Location	Deliveries
13332	Earlville.....	500
13758	East Pharsalia.....	25
13334	Eaton and West Eaton.....	145
13072	Georgetown.....	125
13776	Gilbertsville.....	25
13778	Greene RD 1 & 3.....	435
13780	Guilford.....	250
13346	Hamilton.....	450
13355	Hubbardsville.....	20
13801	McDonough.....	275
13411	New Berlin.....	850
13814	North Norwich.....	75
13124	North Pitcher.....	20
13815	Norwich.....	5420
13830	Oxford.....	1300
13136	Pitcher.....	25
13832	Plymouth.....	50
13460	Sherburne.....	1260
13464	Smyrna.....	350
13466	South Edmeston.....	30
13843	South New Berlin.....	650
13155	South Otselic.....	125
13844	South Plymouth.....	25

**TOTAL 12,430**

### SIDNEY EDITION

Zip	Location	Deliveries
13730	Afton.....	625
13733	Bainbridge.....	1490
13775	Franklin.....	250
13787	Harpursville.....	425
13804	Masonville.....	175
13809	Mt. Upton.....	225
13813	Nineveh.....	250
13820	Oneonta RD3.....	150
13825	Otego.....	550
13838	Sidney.....	2078
13839	Sidney Center.....	400
13849	Unadilla.....	1090
13859	Wells Bridge.....	32

**TOTAL 7,740**

### THE GAZETTE

Zip	Location	Deliveries
13315	Burlington Flats.....	405
13482	West Burlington.....	30
13415	New Lisbon.....	35
13335	Edmeston.....	620
13485	West Edmeston.....	200
13808	Morris.....	795
13342	Garrattsville.....	50
	Individual.....	150
	Newsstand Sales.....	150

**TOTAL 2,435**

### TURNPIKE EDITION

Zip	Location	Deliveries
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**

### SCHOHARIE VALLEY EDITION

Zip	Location	Deliveries
12031	Carlisle.....	75
12035	Central Bridge.....	300
12036	Charlottesville.....	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**

### ONEONTA-COOPERSTOWN EDITION

Zip	Location	Deliveries
13747	Colliersville.....	15
13326	Cooperstown.....	1195
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	Scheunus.....	275
13488	Westford.....	100
13342	Garrattsville.....	25

**TOTAL 6,458**

### 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, RD#1.....	175
13410	Nelliston.....	275
13428	Palatine Bridge.....	525
13452	St. Johnsville.....	1625
12166	Sprakers.....	400

**TOTAL 7,675**

**TOTAL EDITIONS 20,170**

**TOTAL EDITIONS 13,731**

**TOTAL EDITIONS 18,900**