



ONE CALL = 2 MILLION READERS

CANNY ads run **ONE DAY** in each of **54 NEWSPAPERS** across New York State for just **\$425**.

RATES

One Insertion (1x in each paper, up to 25 words).....\$425

OPTIONS

Additional Words.....\$15 each

Title Bolding.....\$40

DISCOUNTS

Buy 4 Insertions.....Get the 5th Free!

DETAILS

Prepayment required. Visa, Mastercard, and checks accepted. Agency discount available. Tearsheets available upon request. Deadline: Thursday at 1 p.m. (E.S.T.) week prior to publication. All ads subject to guidelines and standards listed at www.nynpa.com.

PARTICIPATING PAPERS

See reverse side of this flyer for list and map.

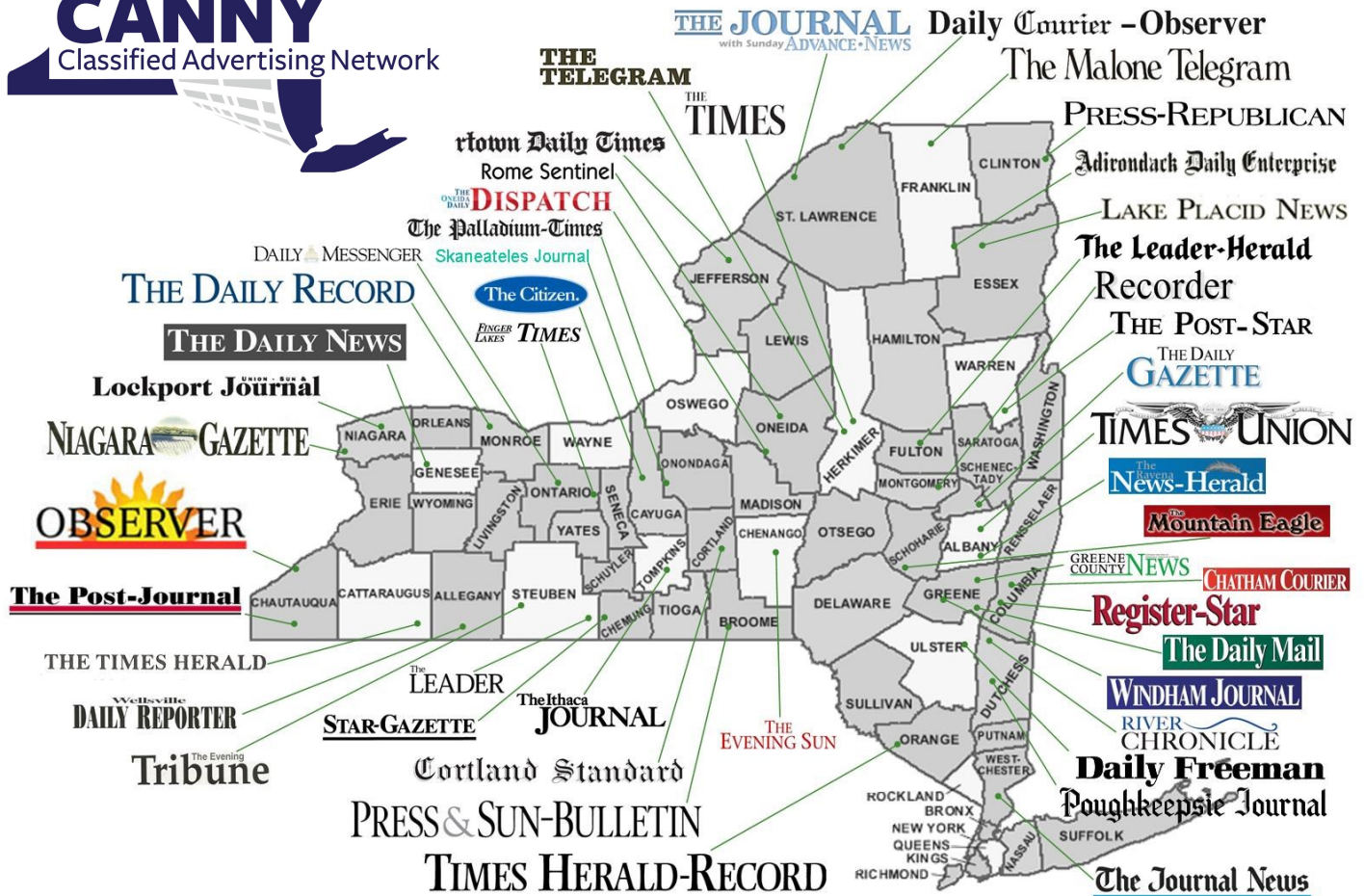


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www.nynpa.com



Map of Participating Newspapers

39 paid daily papers - 9 paid weekly papers - 6 free papers



List of Participating Newspapers by City/Town

Combined Total Circulation: 824,466 - Combined Total Readership: Over 2 Million*

PAID DAILY PAPERS (39)

Albany, *Times Union*
 Amsterdam, *The Recorder*
 Auburn, *The Citizen*
 Batavia, *The Daily News*
 Binghamton, *Press & Sun-Bulletin*
 Canandaigua, *The Daily Messenger*
 Catskill, *The Daily Mail*
 Corning, *The Leader*
 Cortland, *Cortland Standard*
 Dunkirk, *Observer*
 Elmira, *Star-Gazette*
 Geneva, *Finger Lakes Times*
 Glens Falls, *The Post-Star*
 Gloversville, *The Leader-Herald*
 Herkimer, *Herkimer Telegram*
 Hornell, *The Evening Tribune*
 Hudson, *Register-Star*
 Ithaca, *The Ithaca Journal*
 Jamestown, *The Post-Journal*

Kingston, *Daily Freeman*
 Little Falls, *Little Falls Times*
 Lockport, *Union-Sun & Journal*
 Malone, *Malone Telegram*
 Massena, *Daily Courier-Observer*
 Middletown, *Times Herald-Record*
 Niagara Falls, *Niagara Gazette*
 Norwich, *The Evening Sun*
 Olean, *Times Herald*
 Oneida, *Daily Dispatch*
 Oswego, *The Palladium-Times*
 Plattsburgh, *The Press-Republican*
 Poughkeepsie, *Poughkeepsie Journal*
 Rochester, *The Daily Record*
 Rome, *Daily Sentinel*
 Saranac Lake, *Adirondack Daily Enterprise*
 Schenectady, *Daily Gazette*
 Watertown, *Watertown Daily Times*
 Wellsville, *Wellsville Daily Reporter*
 White Plains, *The Journal News*

PAID WEEKLY PAPERS (9)

Chatham, *Chatham Courier*
 Greene, *Greene County News*
 Lake Placid, *Lake Placid News*
 Ogdensburg, *Sunday Advance*
 Ravena, *Ravena News-Herald*
 Red Hook, *River Chronicle*
 Skaneateles, *The Skaneateles Journal*
 Stamford, *The Mountain Eagle*
 Windham, *Windham Journal*

FREE WEEKLY PAPERS (6)

Corning, *Corning Pennysaver*
 Cortland, *Consumer News*
 Horseheads, *Horseheads Shopper*
 Olean, *Market Connection*
 Oswego, *Palladium-Times Weekly Edition*
 Plattsburgh, *Press-Extra*

*Based on 2012 participating newspaper survey. Newspaper circulation and readership numbers subject to change without notice.