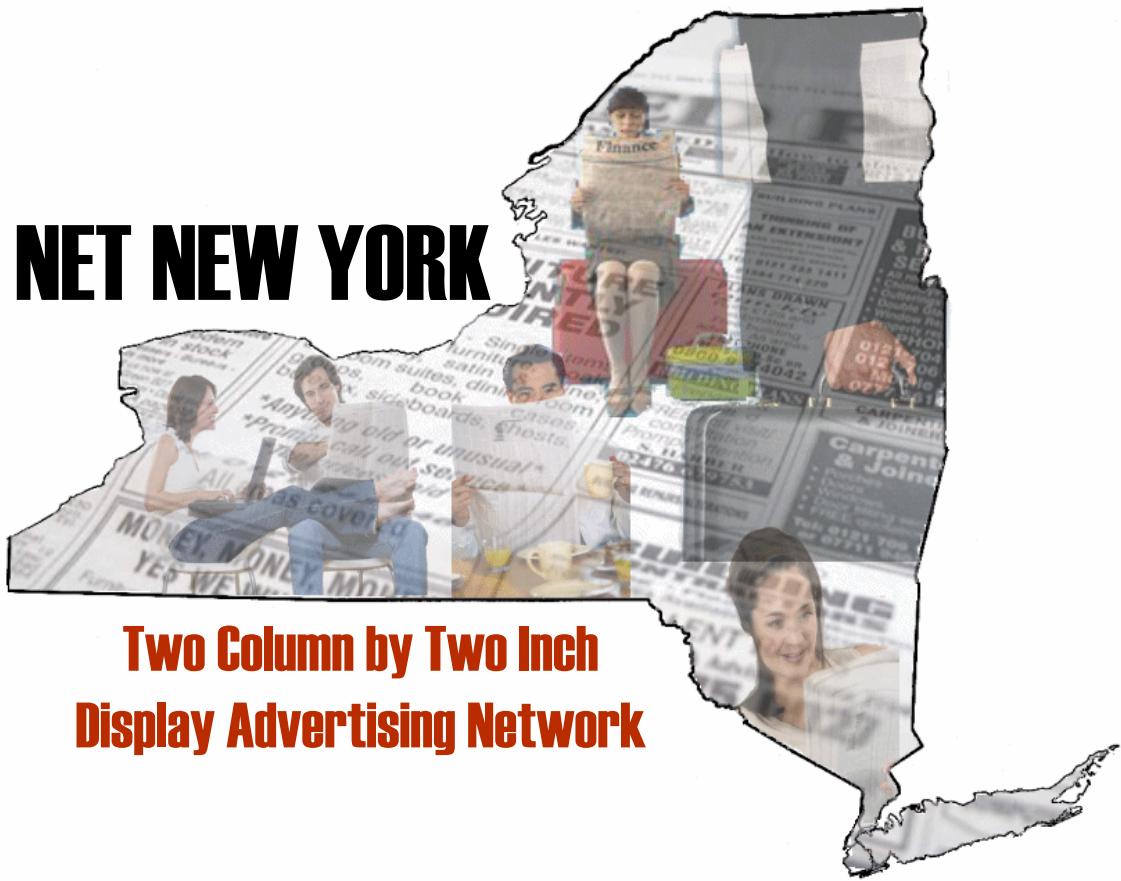


# AD NET NEW YORK



**Two Column by Two Inch  
Display Advertising Network**

## MEDIA KIT

50 Colvin Avenue  
Albany, NY 12206  
(518) 449-1667  
(518) 449-5053 (Fax)  
[www.nynpa.com](http://www.nynpa.com)

## 2 - General Information

### *AD NET NEW YORK*

#### OVERVIEW

- *Ad Net New York* is a statewide network formed to place small display ads in multiple New York State daily newspapers.
- Standard Ad Net NY ads are two-columns by two-inches (3.78" x 2"). We do accept two-column by three-inch (2x3) and two-column by four-inch (2x4) sized ads.
- *Ad Net New York* consists of 30 newspapers with a total circulation of over 630,000.
- There are three available regions: Eastern, Central and Western. Or buy the whole state!
- The customer's ad will appear in each newspaper once within a seven day window (Sunday through Saturday). Placement on a specific day can be requested (but it is not guaranteed).
- The deadline for publication is 12 noon on Wednesday.

#### Rate Information:

- \$1,200 Statewide for a 2x2 (\$1,800 for a 2x3; \$2,400 for a 2x4)
- \$650 Eastern Region for a 2x2 (\$975 for a 2x3; \$1,300 for a 2x4)
- \$350 Western Region for a 2x2 (\$525 for a 2x3; \$700 for a 2x4)
- \$300 Central Region for a 2x2 (\$450 for a 2x3; \$600 for a 2x4)
- \$50 charge if ad layout is done by NYNPA
- Agencies placing direct receive a 15% commission.
- If you order four weeks or more in advance, with no changes to the ad copy, there is a 10% discount on your total order. Or, if you place four separate orders in four consecutive weeks, with no changes to the ad copy you will receive a 10% discount on the fourth ad only.

# 3 - Participating Newspapers

**Eastern Region: \$650**

*Times Union, Albany*  
*The Recorder, Amsterdam*  
*The Daily-Mail, Catskill*  
*The Leader-Herald, Gloversville\**  
*The Register Star, Hudson*  
*Daily Freeman, Kingston*  
*Times Herald-Record, Middletown*  
*Poughkeepsie Journal*  
*Adirondack Daily Enterprise, Saranac Lake*  
*The Saratogian, Saratoga Springs*  
*The Gazette, Schenectady (accepts 2x2 only)*  
*The Record, Troy*

**Total Circulation: 341,370**

\*Includes TMC free shopping paper as well.

**Central Region: \$300**

*The Leader, Corning\**  
*Cortland Standard*  
*The Evening Times, Little Falls*  
*Ogdensburg Journal & Advance News*  
*Oneida Daily Dispatch*  
*The Daily Star, Oneonta\**  
*The Daily Sentinel, Rome\**  
*The Daily Times, Watertown*

**Total Circulation: 145,888**

\*Includes TMC free shopping paper as well.

**Western Region: \$350**

*The Citizen, Auburn*  
*The Daily News, Batavia*  
*The Daily Messenger, Canandaigua*  
*Finger Lakes Times, Geneva*  
*The Evening Tribune, Hornell\**  
*The Post-Journal, Jamestown*  
*The Times Herald, Olean\**  
*Salamanca Press*  
*The Daily Reporter, Wellsville\**

**Total Circulation: 156,450**

\*Includes TMC free shopping paper as well.

**Statewide: \$1,200**

Ads can be run regionally as well. The breakdown of cost and newspapers appear on this page. You can combine any two of the three regions as you see fit. The cost is simply that of the two regions added together.

**Total Network Circulation: 681,657**

**Sample two-column by two-inch (2x2) ad created by NYNPA:**

Depth: 2.00"

Width: two columns = 3.78



# 4 - Order Form

## AD NET NEW YORK Two Column by Two Inch Display Advertising Network

### ORDER FORM (Please Use This Form For Display Ads Only)

**Rate (Per Insertion):** \$1,200 Statewide; \$650 Eastern Region; \$300 Central Region; \$350 Western Region; Frequency discounts available; \$50 (non-commissionable) charge for Ad Layout and Design

Start Date: Week of \_\_\_\_\_ # of Insertions: \_\_\_\_\_ Amount Enclosed: \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone Number: \_\_\_\_\_

Salesperson (if applicable): \_\_\_\_\_

Other States This Ad Should Appear In: \_\_\_\_\_ (please consult rate card)

Please attach your ad copy in this sample space or on a separate sheet.

Requested Ad Category: \_\_\_\_\_

Credit Card: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

**Advertising Guidelines**

**Deadline:** Copy must be received by the New York News Publishers Association (NYNPA) by Wednesday at 12:00 noon preceding the week of publication. Late copy will automatically be used the following week.

**Payment:** Each ad submitted to the NYNPA must be accompanied with a check for the full amount. Make checks payable to the New York News Publishers Association NYNPA also accepts MasterCard and Visa.

**Restriction:** For a complete description of this network and its guidelines please consult the accompanying brochure or contact NYNAS

*AdNet is operated by the  
New York News Publishers Association, Inc.  
50 Colvin Avenue  
Albany, New York 12206  
(518) 449-1667  
www.nynpa.com*

## 5 - Standards of Acceptance

### **AD NET NEW YORK**

The following guidelines govern this network. These guidelines do not, and are not intended to, reflect all of the individual participating newspapers' policies. The policies of the individual newspapers supersede these guidelines.

Display ads published in *Ad Net New York* will be two column by two inches (3.78" x 2") based on the Standard Advertising Unit (SAU). NYNPA and its participating newspapers reserve the right to adjust the size of any ad to conform to the dimensions of the individual publication.

Individual newspapers and the New York News Publishers Association reserves the right to properly classify, edit or reject advertising not in compliance with local regulations or policies. Individual newspapers reserve the right to publish the display ad either ROP (Run of Press) or in the classified section.

Advertising will be rejected if it appears to be false, misleading, fraudulent, libelous, defamatory, illegal, in poor taste, in objectionable format, not adhering to New York State law, or for other cause.

Advertising will be rejected if it is known or determined to discriminate on the basis of disability, family status, marital status, race, color, national origin, sex or age except where expressly permitted by law.

Adoption advertisements are acceptable but are not guaranteed 90% placement. Individuals placing adoption ads must sign the placement guarantee waiver form before the ad will be published.

Employment advertising must be for a bona fide job offering and must state the nature of the work offered. Earnings claims must be based on fact and a statement of such claims must be available upon request.

Advertisements for "trucking" and other private/public vocational schools must list the name and location of the school or company. Unless these advertisements are for a bona fide job offering, they must be placed under the "Training/Instruction" or similar category. Financing, tuition reimbursement and job placement claims must be substantiated, quantified and all disclaimers clearly stated.

Sales help wanted advertising must not offer, or appear to offer, work on a salary basis when compensation is in the form of commission or bonuses. When based on commission, no statement or implication of the amount that may be earned is acceptable unless it is a guaranteed wage and the word "guaranteed" appears in the ad copy.

Work-at-home advertisements are acceptable but are not guaranteed 90% placement. Individuals placing work-at-home ads must sign the placement guarantee waiver form before the ad will be published. Advertising that offers employment through "listing publications" must specify such is the case.

Advertisements for bad credit repair or similar programs will not be accepted. The name of the company must appear in any ad offering loans or mortgages. The company must be registered with the New York State Banking Department.

Business opportunity advertising must clearly state the type of business being offered and the minimum amount of investment required. All franchise offerings must comply with the regulations of New York State.

Advertising for any products must clearly state the type of merchandise being sold and the price of the item(s).

Any telephone number that appears in an ad must not refer the reader to another phone number, person, or company. "Call for more information" is not acceptable.

Advertising for weight control, health and diet products must have federal Food and Drug Administration approval.

Illustrations, logos, headlines and other types of display devices are accepted in this network. Type size, bold face, capitalization and specific run dates will be determined by the individual newspapers.

All advertising distributed through the Ad Net New York program must include the company name, address and phone number. This information will be kept on file by NYNPA and does not need to be included in the actual advertisement.

For more information please contact the New York News Publishers Association, Inc.. at (518) 449-1667 or visit our website at [www.nynpa.com](http://www.nynpa.com)