



- 21 news websites run your ad 7 days
- Regional or statewide ad placement
- Big discounts on multi-week runs!
- Save up to 25% on regional ads and print networks, too!

One order puts your ad on news websites across New York State in markets such as:
Amsterdam, Batavia, Catskill, Cortland, Geneva, Herkimer, Hudson, Lake Placid, Malone, Massena, Ogdensburg, Olean, Oneida, Ravena, Rome, Salamanca, Saranac Lake, Schenectady, Utica and Watertown
for as little as 49 dollars per region!



300x250

- * Choose your size
- * Choose your format
(Static, animated or video)

728x90

Primrose Realty
of Upstate New York

Looking for a Home?



For a complete list of participating news websites, see the reverse side of this flier.

GET YOUR MESSAGE ONLINE

IN NEW YORK STATE!

WEBSITES

21 Statewide

FREQUENCY

7 Days

STATEWIDE AD

1x Rate: 349

2x Save 10%!

3x Save 15%!

4x Save 20%!

5x Save 25%!

ADD PRINT

Increase Your Reach

with a print ad in the New York Daily Impact or AdNet New York!

NYNPA Advertising Services
252 Hudson Ave, Albany, NY 12210
Toll Free: 800-777-1667
www.nynpa.com





Sizes and Formats

Choose the size and format that fits your needs

Box Banner
(300 x 250 pixels)



Video Banner
(300 x 250 pixels)



Why choose AdNet Online?

- **Simplicity** - One order puts your ad on up to 21 news websites across New York State.
- **Flexibility** - Choose the size, region and format that works for you.
- **Affordability** - A 7-day campaign costs as little as 49 per region, and a statewide campaign costs just 349!

Leaderboard
(728 x 90 pixels)



All sizes and formats are the same price!*

*Ad design/layout is \$25 for static ads; \$50 for basic animated ads.
Client must provide internet-ready video ads.

Websites and Rates by Region

Select the region(s) you want to reach, or go statewide!

WESTERN NEW YORK

4 News Websites

Batavia, *The Daily News*
www.thedailynewsonline.com
Geneva, *Finger Lakes Times*
www.fltimes.com
Olean, *The Times Herald*
www.oleantimesherald.com
Salamanca, *The Salamanca Press*
www.salamancapress.com

74

CENTRAL NEW YORK

8 News Websites

Cortland, *Cortland Standard*
www.cortlandstandard.net
Herkimer, *Times Telegram*
www.timestelegram.com
Massena, *Daily Courier-Observer*
www.mpcourier.com
Ogdensburg, *The Journal/Advance News*
www.oqd.com
Oneida, *Oneida Daily Dispatch*
www.oneidadispatch.com
Rome, *Daily Sentinel*
www.romesentinel.com
Utica, *Observer-Dispatch*
www.uticaod.com
Watertown, *Watertown Daily Times*
www.watertowndailytimes.com

124

HUDSON VALLEY

3 News Websites

Catskill, *Daily Mail*
www.thedailymail.net
Columbia-Greene Media
www.columbiagreene.com
Hudson, *Register-Star*
www.registerstar.com

49

CAPITAL REGION PLUS

6 News Websites

Amsterdam, *The Recorder*
www.recordernews.com
Lake Placid, *Lake Placid News*
www.lakeplacidnews.com
Malone, *The Malone Telegram*
www.mymalonetelegram.com
Ravena, *Ravena News-Herald*
www.columbiagreene.com/ravena-news-herald
Saranac Lake, *Adirondack Daily Enterprise*
www.adirondackdailyenterprise.com
Schenectady, *The Daily Gazette*
www.dailygazette.com

99

STATEWIDE (All Four Regions) - 21 News Websites across New York State = **349** .

Details: Two standard web ad sizes are available: Box (300 x 250 pixels) and Leaderboard (728 x 90 pixels). Available formats included static banner, animated banner and video banner. Ad design/layout fees vary depending on format. (Static banner ad layout is \$25, basic animated banner ad layout is \$50. Video ad production is not available.) Participating websites are subject to change without notice. Pre-payment required. Agency discount available. Sample screenshot available upon request. **Deadline:** Thursday at 1 p.m. (E.S.T.) week prior to publication. Ads subject to guidelines and standards at www.nynpa.com.

Ready to Get Started?

Call 1-800-777-1667

E-mail: dferlazzo@nynpa.com

Or place your order online at:
www.nynpa.com/advertising