

2025 NORWICH and SIDNEY EDITIONS



The Norwich and Sidney

PENNYSAVER

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, 2025

• OPEN DISPLAY RATES

per advertising unit

Norwich Edition.....\$11.50

Sidney Edition.....\$9.55

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 NORWICH EDITION

| Minimum Advertising Units | Advertising Unit Rate |
|---------------------------|-----------------------|
| 200..... | \$10.55 |
| 400..... | \$10.30 |
| 900..... | \$10.00 |
| 1500..... | \$9.80 |
| 2500..... | \$9.55 |
| 3000..... | \$9.30 |
| 4000..... | \$9.00 |
| 6000..... | \$8.75 |
| 8000..... | \$8.55 |

SIDNEY EDITION

| Minimum Advertising Units | Advertising Unit Rate |
|---------------------------|-----------------------|
| 200..... | \$8.80 |
| 400..... | \$8.60 |
| 900..... | \$8.40 |
| 1500..... | \$8.20 |
| 2500..... | \$8.00 |
| 3000..... | \$7.80 |
| 4000..... | \$7.60 |
| 6000..... | \$7.35 |
| 8000..... | \$7.15 |

• 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 nearly 3 million homes. Call for rates and other information, including National reach.

• PRE-PRINTED CIRCULAR DELIVERY RATES

We can deliver your pre-printed newspaper 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 noon for regular editions.

Friday at noon prior to Monday legal holidays.

• DELIVERY DATES

Sidney Edition - Tuesday

Norwich Edition - Tuesday p.m.

• 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.

NORWICH EDITION

| <u>Zip</u> | <u>Location</u> | <u>Deliveries</u> |
|------------|---------------------------|-------------------|
| 13332 | Earlville..... | 450 |
| 13758 | East Pharsalia..... | 25 |
| 13334 | Eaton and West Eaton..... | 125 |
| 13072 | Georgetown..... | 50 |
| 13776 | Gilbertsville..... | 25 |
| 13778 | Greene RD 1 & 3..... | 400 |
| 13780 | Guilford..... | 225 |
| 13346 | Hamilton..... | 450 |
| 13801 | McDonough..... | 250 |
| 13411 | New Berlin..... | 775 |
| 13814 | North Norwich..... | 75 |
| 13124 | North Pitcher..... | 20 |
| 13815 | Norwich..... | 5120 |
| 13830 | Oxford..... | 1175 |
| 13136 | Pitcher..... | 25 |
| 13832 | Plymouth..... | 50 |
| 13460 | Sherburne..... | 1160 |
| 13464 | Smyrna..... | 300 |
| 13466 | South Edmeston..... | 30 |
| 13843 | South New Berlin..... | 600 |
| 13155 | South Otselic..... | 100 |
| 13844 | South Plymouth..... | 25 |

TOTAL 11,455

SIDNEY EDITION

| <u>Zip</u> | <u>Location</u> | <u>Deliveries</u> |
|------------|--------------------|-------------------|
| 13730 | Afton..... | 875 |
| 13733 | Bainbridge..... | 1390 |
| 13775 | Franklin..... | 100 |
| 13787 | Harpurville..... | 255 |
| 13804 | Masonville..... | 175 |
| 13809 | Mt. Upton..... | 225 |
| 13825 | Otego..... | 175 |
| 13838 | Sidney..... | 2028 |
| 13839 | Sidney Center..... | 293 |
| 13849 | Unadilla..... | 1040 |
| 13859 | Wells Bridge..... | 32 |

TOTAL 6,588

**TOTAL BOTH
EDITIONS**

18,043

**EXPAND
YOUR
MARKET
AREA!**

LOW-COST COMBINATION RATES:

Add any edition in our family of publications for only \$6.00 per advertising unit per publication.

CHOOSE FROM:

- Oneonta-Cooperstown Pennysaver
- Turnpike Pennysaver
- My Shopper/Schoharie Valley
- My Shopper/Mohawk Valley
- Norwich Pennysaver
- Sidney Pennysaver
- The Gazette \$5.25

- Ads must appear in the same week with no changes
- You are not eligible for a discount in those publishing areas where you have a retail outlet.

FCPNY CIRCULATION AUDIT BY



**CERTIFICATION STATEMENT
OF CARRIER DELIVERY**

Audit Results available on request.

We reserve the right to edit or cancel any advertisement at any time. We do not guarantee the accuracy of any claims made in any advertisement appearing in the Pennysaver. We cannot be responsible for typographical errors. In the event of an error, we are only liable for the space occupied by the error, and only for one insertion.