

Reach all of **NEW YORK**

with just one ad order

*That's over 5.7 million homes
through 443 publications!*

- **Display Ads**
- **Classifieds**
- **Inserts**

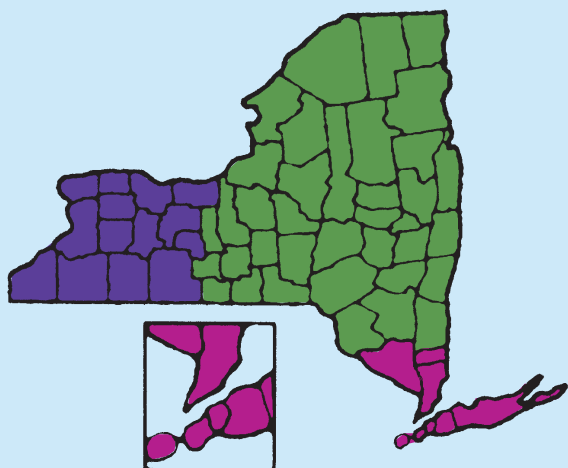
Call to place your ad today!



97.1% of households in our delivery areas **RECEIVE** their community paper on a regular basis*

77.4% of households statewide **READ** their community paper on a regular basis*

SELECT AN AREA TO COVER



WESTERN REGION

nearly 1 million homes in:

Rochester, Buffalo, Newark, Fredonia, Canandaigua & Brockport

CENTRAL REGION

over 1 million homes in:

Utica, Clifton Park, Watertown, Norwich, Bennington (VT), Syracuse & Elizabethtown

DOWNSTATE REGION

over 3.7 million homes in:

Bronx, Brooklyn, Staten Island, Hicksville, Poughkeepsie & White Plains

or all of the above!

DISPLAY ADS

Reach 5.7 million homes in 443 editions!

- Only 50¢ per column inch, per 1,000 circulation**
- Handpick which member publications you'd like to run in or run in an entire zone or in the whole state for maximum exposure
- Choose from 3 standard sizes - larger sizes available by request

Western: \$1,929.92
Central: \$2,063.36
Downstate: \$7,517.36
ALL: \$11,510.64

2 col. x 2"

Western: \$2,894.88
Central: \$3,095.04
Downstate: \$11,276.04
ALL: \$17,265.96

2 col. x 3"

Western: \$3,859.84
Central: \$4,126.72
Downstate: \$15,034.72
ALL: \$23,021.28

2 col. x 4"

**Minimum purchase: 500,000 circulation

Looking For MILLIONS Of Captive Readers?

We make it easy to reach nearly **6 MILLION HOMES** throughout New York State **for just \$490!***

Just call

for more info.

*Price quoted includes 15 words. Additional words \$15 each. Visit fcpan.com for complete guidelines.

SAMPLE DISPLAY AD

Call to place your order today!

81.2%

of New York households **FREQUENTLY** purchase products or services from ads seen in their community paper*

**Based on the most recent Circulation Verification Council audit*

CLASSIFIED ADS

Reach 4.7 million homes in 366 editions!

STATEWIDE
ALL OF NEW YORK STATE!

15 words only

\$490

Each additional word \$15

UPSTATE
ALL OF CENTRAL & WESTERN NY

15 words only

\$350

Each additional word \$15

LOOKING FOR MILLIONS OF CAPTIVE READERS?
We make it easy to reach nearly 6 million homes throughout New York State for as little as \$490! Call us today at

SAMPLE CLASSIFIED AD

A 30-word classified like the one above would cost \$715 if running statewide (First 15 words \$490 + 15 additional words at \$15 each = \$715)

FREQUENCY DISCOUNT!

\$460 per insertion (plus \$15 for each additional word) for a 4-week run!
Speak with a representative for details

INSERTS

- Handpick which zip codes you'd like to run in or run in an entire zone or in the whole state for maximum exposure

Call today for a customized quote to fit your individual advertising needs!

Prices start as low as

5¢ each

Wondering How You Can Reach More Customers?



CPAN makes it easy to reach nearly **6 MILLION HOMES** throughout New York State *with the click of a button.*



Just call or visit www.fcpny.com for more info.



SAMPLE INSERT

Here's Another Testimonial to CPAN's Success!

TO: Community Papers Advertising Network

FROM: Linda Cohn
Owner, Sunrise Realty
Bath, New York

Dear Colleen:

As you know, Harry and I decided to put our blueberry farm up for sale. When we asked you about the marketing area your paper could cover for us, you suggested a Statewide Classified ad, through the Free Community Papers of New York network. Since the network reaches over 6.7 million households and includes many downstate papers, we agreed to run the ad for two weeks.

I just want to tell you, we sold the farm through the ad you suggested. It is true, that ad is what sold the farm and very quickly.

Ms. Norma Adanado, the buyer we connected with, said, "I almost threw the paper out, as it was a week old, but decided to sit down and look at the real estate ads. Then I saw the 'Blueberry Farm For Sale' ad. I have always loved blueberries and will be retiring in a year. I decided to check it out." She knew we had other prospective buyers seriously considering the property and it would not be on the market if she waited the year until retirement. Her husband said, "If you want it, buy it. You have never made a bad investment in real estate, so go for it." Mind you, he had never even seen the property.

The real estate agents at my office knew when the ad published because our toll free line rang continuously. Some of the agents on their duty time recorded 25-30 calls just for the farm. We ran the ad twice and both times received hundreds of calls.

Since then, we have advertised other properties as well. Some callers from downstate thought we were in the Adirondack area, not knowing where Prattsburgh, Bath or Steuben County were. However, we have sold several properties to customers responding to these ads.

Currently the agents are working with customers looking for large parcels of land and farms. It is very cost effective marketing.

Thanks a million, Colleen. Now we can enjoy retirement and not work 24/7 anymore!

