

**REACH MOTIVATED CONSUMERS IN THE EMPIRE STATE  
WITH LOW COST- HIGH IMPACT  
CLASSIFIED ADVERTISING**



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- ✓ IN-PRINT
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in local, long-established publications & companion online venues with high market receivership and loyal readership!

**WE OFFER:**

**Statewide Coverage** *Frequency Discount Agreements Avail.*

In print: 176 editions, 2,003,302 homes & more than 2.6 million readers  
*Plus: local market online exposure*

**\$489**

25 words  
\$15 ea. Addl. Word

**Upstate Coverage** (Western & Central/Capital Zones)

In print: 104 editions, more than 1.2 million homes & 1.5 million readers  
*Plus: local market online exposure*

**\$349**

25 words  
\$15 ea. Addl. Word

**Downstate Coverage**

In print: 72 editions, more than 784,000 homes & 1 million readers  
*Plus: local market online exposure*  
*Includes Westchester, Long Island, areas of NYC & more*

**\$319**

25 word  
\$15 ea. Addl. Word

**Or focus on upstate TARGETED ZONES:**

**Western NY Coverage**

55 editions, more than 654,000 homes & 866,000 readers

*Plus: local market online exposure*

**\$249**

25 words  
\$10 ea. Addl. Word

Includes Buffalo, Rochester & more

**Central/Capital Coverage**

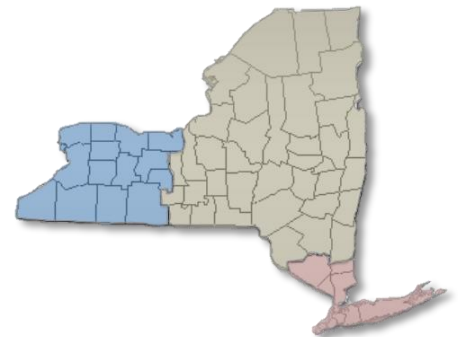
49 editions, more than 564,000 homes & 746,000 readers

*Plus: local market online exposure*

**\$229**

25 words  
\$10 ea. Addl. Word

Includes Syracuse, Albany, North Country & more



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**\$50 PAID FOR EACH NEW  
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THE ADVERTISER RUNS**



**\$40 PAID FOR EACH NEW  
UPSTATE OR DOWNSTATE  
AD EVERY CONSECUTIVE  
WEEK\* THE ADVERTISER  
RUNS**



**\$30 PAID FOR EACH NEW  
WESTERN OR CENTRAL-  
CAPITAL AD EVERY  
CONSECUTIVE WEEK\* THE  
ADVERTISER RUNS**



\*Incentives paid on billed weeks only; free promotional weeks do not earn incentives