

My Shopper

Snyder Communications

Contact Information:

2403 St. Rte. 7
Suite 4
Cobleskill, NY 12043

Phone: 518-234-8215
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Publisher: Dick Snyder
Advertising Manager: Russ Foote
Ad Coordinator: Scott Voss
Web Site www.pennysaveronline.com

Publication Information:

- Publication Day: Sunday
- Deadline: Contact publication

Distribution Information:

- Home Delivery: Carrier & Controlled Bulk

Advertising Information:

Display Advertising

- Local Rate:
 - Mohawk Valley Edition \$9.35 per column inch
 - Schoharie Valley Edition \$10.25 per column inch
- Color Rate: Contact publication

Dimensions:

- Columns: 6
- Inches Per Page: 96
- Page Width 10.375"
- Page Depth: 16"
- Column Width: 1 5/8"

Classified Advertising

- Classified Rate: \$8.50 for up to 20 words, \$0.25 each additional word
- Classified Deadline: Contact publication

Preprints

- Preprint Rate: \$65/M
- Preprint Deadline: Contact publication
- Preprint Minimums: Contact publication

Circulation Information:

Total Circulation = 26,091

- Mohawk Valley Edition -- Circulation: 11,592
- Schoharie Valley Edition -- Circulation: 14,499

Click here to [view complete circulation](#) by Zip Code.

Counties Served

Schoharie, Montgomery, Delaware, Otsego,
Herkimer, Schenectady, Albany

Last Audited 9/17 by

