

PennySaver

Trusted To Bring BUYERS And SELLERS
Together For More Than
60 YEARS!



**NOW
OFFERING:**
Mobile & SEM

Effective Date: January 1, 2020

2020

CLASSIFIED
ADVERTISING
RATES

www.nypennysaver.com

P: 914.962.3871

P: 845.298.8178

F: 914.962.4820

31 Pecks Lane Ste 3, Newtown CT 06470

Hybrid Pandemic Distribution: Due to the negative impact of the pandemic on small business we have temporarily adjusted our distribution schedule to a variable model based on Advertiser demand. Pennysaver is still published weekly with reduced mailed circulation and a greater emphasis on digital and drop distribution. Ask your account rep for additional details.

10 EDITIONS

Direct Mail, Rack Distribution & E-Delivery Through 5 Zones

Mailed Circulation of 184,084 + Rack Distribution + Electronic Delivery

Full mailed circulation satisfied over a 2 week period



CIRCULATION

- Zone 1 **29,591**
 - Zone 2 **48,850**
 - Zone 3 **35,393**
 - Zone 4 **20,700**
 - Zone 5 **49,550**
- South 134,534**
North 49,550

All Editions **184,084**

73%

frequently purchase products from ads in the PennySaver*

77%

regularly read or look through the PennySaver*

** based on a 2018 certified audit*

OFFICE HOURS:

Monday - Thursday: 8:30-5:00
 Friday: 8:30-4:00

Place your ad or call for information:

(914) 962-3871 or (845) 298-8178

Place Your Ad Online @ www.nypennysaver.com



Email Your Ad To ads@pennysaver.net



CLASSIFIED DEADLINE – By Phone: Friday 4pm • By Email: 3pm • By Web: 3:30pm

*PennySaver Enhanced Circulation is a 2 week campaign utilizing the power of the PennySaver through all media channels. Week 1: Your ad will appear in our printed mailed and rack editions. Week 2: Your ad will appear in our printed rack editions and our enhanced digital circulation; which increases your reach by an additional 150% for half the cost of Week 1.

ZONES	PRIVATE Private party ads of a non-commercial nature, i.e. household goods for sale, etc. Ads appear in run-of-paper and positioning is not available. Customers may choose local, Dutchess, Westchester/Putnam/New Fairfield or all zones.	COMMERCIAL/ BUSINESS Classified or non-classified reader ads offering goods or services for intended profit on a regular or seasonal basis, i.e. plumbing, electrical work, trucking, tutoring, flea markets, antiques, firewood, horse stall rentals, kennels, breeders, collectors of particular items, housecleaning, etc. Also, business ads offering auxiliary products or services in exchanges, i.e. auto repair company offering auto parts in Automobile Exchange. Customers may choose local, Dutchess, Westchester/Putnam/New Fairfield or all zones. A NAME MUST APPEAR IN AD.
Each Local Zone	\$14.00 for 15 words Each additional word 50¢ Reader ads only Line Rate: \$11.00/line. 3 lines min.	\$22.00 for 15 words Each additional word 50¢ Reader ads only Line Rate: \$11.00/line. 3 lines min.
Westchester Putnam, New Fairfield Zones 1-4 (7 Editions)	\$42.00 for 15 words Each additional word 50¢ Line Rate: \$14.00/line. 3 lines min.	\$62.00 for 15 words Each additional word 50¢ Line Rate: \$21.00/line. 3 lines min.
Dutchess Zone 5 (3 Editions)	\$32.00 for 15 words Each additional word 50¢ Line Rate: \$14.00/line. 3 lines min. <i>* EXCHANGE ADS ONLY</i>	\$42.00 for 15 words Each additional word 50¢ Line Rate: \$21.00/line. 3 lines min. <i>* EXCHANGE ADS ONLY</i>
All 5 Zones	\$58.00 for 15 words Each additional word 50¢ Line Rate: \$14.00/line. 3 lines min.	\$88.00 for 15 words Each additional word 50¢ Line Rate: \$32.00/line. 3 lines min.

* Exchange ads are ads appearing in all real estate, automobile, help wanted, antiques, auctions and animals & pets sections.

ADDITIONAL CHARGES FOR BOLDFACE TYPE

1-7 Bold Words: **FREE** | 8-11 Bold Words: **\$10.00** | 12 + Bold Words: **\$15.00**

Running Copy Classified

(15 WORDS) 15 line maximum

Example

AUTO SALES CAREER TRAINING PROGRAMS \$45,000 in first year with up to \$500 guaranteed weekly during training program. 5 day week. No Sundays. 401K, medical, dental. Openings for sales oriented men or women. AUTO SALES. Call Mr. Ambler, 914-000-0000

Line Copy Classified

(PER LINE, 3 line minimum) 15 line maximum

Example

ACCOUNTING / BANKING / EXECUTIVES
REAL ESTATE APPRAISER: MAI designations, bank opening.... to 33K
CONTROLLER: Small manufacturing co., specialist to 33K
NEW BUSINESS: Commercial loans, W. Massachusetts to 33K
ACME PERSONNEL 914-999-9999

PennySaver is published every Wednesday

ENHANCEMENTS TO YOUR AD

Borders, Shadow Boxes, Logos & Headlines. We offer borders, shadowboxes and headlines to highlight your ads. Run your company logo in your classified ad. Call your classified representative for rates. Visit us on the web at www.nypennysaver.com.

CLIP ART

Help your ad stand out with one of our many pictures such as Pets, Housecleaning, Masonry, Sale by Owner and many more.

MEDIA PACKAGES

1 photo free; 3 photos \$3; 4-10 photos \$5; 2-minute video \$8

GARAGE/TAG/MOVING/SALES

EACH LOCAL ZONE: Print/Online and Graphic \$19

DEADLINES

Regular Account Customers

All ads are pre-paid. Customers wishing to place ads in person may come to the PennySaver's Newtown, CT office until 4 p.m., Friday of the week before publication. (Note: Deadline for Display Ads is 5:00 p.m. Thursday.)

Classified Ads Online

While customers may place their classified ads online 24 hours a day, 7 days a week, a Friday, 3:30 p.m. deadline applies for those wishing their ads to appear in the next issue of the Yorktown PennySaver.

Ads may be called in during the week, but payment must reach our offices by the Friday deadline. Last minute callers should consider charging on Visa, MasterCard, American Express or Discover. Customers may also place their classified ads online via the web site: www.nypennysaver.com. (The Friday, 3:30 p.m. deadline applies if you wish your ad to appear in the next edition of the Yorktown PennySaver.)

MasterCard, Visa, American Express and Discover

Customers may charge their ads by calling or by coming in to our offices. Please have your credit card handy when placing your ad. Each charge is verified, however, before an ad can run. The Yorktown PennySaver will attempt to reach those people whose charges are not verified but is not responsible for running ads if the customer cannot be contacted. Classified ads may also be placed online with the use of a credit card.

PLACEMENT OF READER ADS

Reader ads appear randomly throughout PennySaver. Credit will not be given because of placement.

PENNYSAVER BOX NUMBERS & BLIND EMAIL ADDRESSES

Advertisers can rent PennySaver box numbers for responses from their ads. Rates for box numbers are \$12 per week.

ALPHABETIZATION

PennySaver does not guarantee alphabetization or classification within exchanges, and will not allow credit for ads appearing out of order.

ERRORS & OMISSIONS

Credit for errors will only be given for space involved. The publisher shall not be liable for a failure to insert any advertisement beyond cost of actual space occupied. The publisher is not liable for any error if an email/fax was submitted to customer prior to publication deadline. Should an ad be omitted, advertisers are entitled to a choice of a refund or to have the ad run in the next issue. No credits will be issued on ads more than one week old. For advertisements appearing over consecutive weeks, the publisher will not be held responsible for any errors beyond the first date of publication. The publisher will not be responsible for any errors in a display ad taken over the telephone. No credit will be given for position.

If there is any question about an ad, please call the advertising department immediately. The publisher shall not be liable for failure to print, publish or circulate all or any part of an issue in which an advertisement accepted by the publisher is contained if failure is due to acts of God or government, strikes or accidents, or other circumstances beyond the control of the publisher.

TFN

Til Further Notice Ads are ads that run indefinitely and are initiated with written permission. All changes and cancellations must be in writing. Please call classified department for details.

Publisher's Rights: The publisher reserves the right to refuse, alter or cancel any advertisement at any time.

For more info: www.nypennysaver.com or email: ads@pennysaver.net



INTEGRATED PRINT & ONLINE ADVERTISING SOLUTIONS
www.chasemediagroup.com

PennySaver:

Display & Classified Advertising

Email Marketing:

Custom-tailored email campaigns

Chase Media Group:

Integrated print & online advertising solutions

Chase Inserts:

Inserts & MVP Detached Cards

Chase Direct Mail:

Reach Target Audience with Direct Mail Cards

Chase EDDM:

Every Door Direct Mail Advertising

Chase Interactive Media:

Web Design, SEO & SEM

Chase Press:

Commercial & Digital Printing Specialists
Menu Printing & Design Services

Chase Promotional Products:

"Make an Impression"

Chase Mobile Marketing:

Mobile Advertising through Text Messaging

Chase Creative Works:

Award-winning graphic design