

digital marketing news **web business** display **advertising**  
print coupons  
**SEM** relationships  
direct mail **SMS** catalogs inserts  
menus hosting **grow**  
classifieds **your business**  
**media** newspapers sheetfed MVP cards **press save**  
creative design



# MEDIA KIT

CONSUMERS SAVE. BUSINESSES GROW.



914.962.3871  
chasemultimedia.com  
1520 Front Street, Yorktown Heights, NY 10598

# Media

## TABLE of CONTENTS

3 CMG Corporate Profile

4 Contact

5 PRINT

6 Circulation Map

7 PennySaver

9 UrNexCar

10 QponsToGo

11 Chase Inserts

12 Chase Direct Mail

13 PRINTING

14 Chase Press

15 ONLINE

16 Chase Interactive Media

17 Low Cost Sites

18 DIGITAL

19 Chase Clicks (SEO/SEM)

20 Chase Mobile Media

21 Garage Sale PennySaver

22 PROMOTIONAL

23 Chase Promotional Products



## CMG CORPORATE PROFILE

Chase Media Group (CMG) is a multimedia products company. Through integrated print, online and digital solutions we grow small-business sales by raising awareness, effective positioning, and delivering compelling offers to targeted audiences in the Hudson Valley and across America—a true multimedia marketing approach.

There are 7 business units that make up Chase Media Group: PennySaver, Chase Press, Chase Direct Mail, Chase Inserts, Chase Interactive Media, Chase Creative Works and Chase Promotional Products.

### Some of our products and services are:

- Print & Online Classified and Display Advertising
- UrNexCar Auto
- Commercial Printing
- Direct Mail
- Inserts
- Web Design and Development
- SEO and SEM
- Email Marketing
- Strategic Marketing
- Graphic Design
- Promotional Products
- Mobile Apps
- QR Codes

The company challenges traditional price-sensitive markets with a quality approach to all work and a customer service commitment that anticipates and outperforms expectations. Chase Media Group further distinguishes itself by helping to ensure the success of all stakeholders—employees, vendors and customers—by its commitment to collaborative, optimal results.

Our own 80,000-sq.-ft. facility is home to everything we do. We hope it will become your home too...for everything you need to grow your business.

## HOURS of OPERATION

Monday - Friday 8:30am-5:30pm

## CONTACT

### Chase Media Group

914.962.3871

[chasemultimedia.com](http://chasemultimedia.com)

[info@chasemultimedia.com](mailto:info@chasemultimedia.com)

1520 Front Street, Yorktown Heights, NY 10598

### Wappingers Office

845.298.8178

1207 Route 9, Suite 8

Wappingers Falls, NY 12590

## OUR MISSION

Chase Media Group through honesty, ethical and professional behavior is continually striving to provide the highest quality print, editorial, online and digital advertising and marketing services to businesses and individuals in all local markets served across the country.

## OUR VISION

Chase Media Group is the best opportunity in the Hudson Valley to serve local businesses and personal needs through print advertising and electronic media by encouraging performance excellence, opportunity and growth for all stakeholders—customers, employees, community and vendors.

# Contact Us



# Print

1520 Front Street, Yorktown Heights, NY 10598 | 914.962.3871 | [chasemultimedia.com](http://chasemultimedia.com)

# Zones

## Distribution Area for:

N.Y. CONN.

Display Advertising  
Classified Advertising  
Inserts  
MVP Cards  
UrNexCar



## Circulation:

Zone 1: 24,932

Zone 2: 69,343

Zone 3: 75,807

Zone 4: 30,887

Zone 5: 58,222

**ALL ZONES: 259,191**

SOURCE: CVC AUDIT 2010

# PennySaver | nypennysaver.com

A DIVISION OF CHASE MEDIA GROUP

*Weekly shopper with display and classified advertising.*

- 15 editions published every Wednesday
- CVC audited, mailed circulation of 259,191
- Covers Westchester, Putnam and Dutchess counties (NY) and New Fairfield (CT)
- Spot color and 4-color process is available each week



## SINGLE AREA CIRCULATIONS

### South Editions

#### ZONE 1

1 – Yorktown/Somers 24,932

**TOTAL CIRCULATION = 24,932**

#### ZONE 2

2D – Mahopac 11,331

2E – Carmel 14,164

2F – Brewster/New Fairfield 17,154

2G – Mt. Kisco/Katonah 26,694

**TOTAL CIRCULATION = 69,343**

#### ZONE 3

3C – Croton/Ossining 24,565

3D – Pleasantville 17,429

3E – Tarrytown 18,046

3F – No. White Pl./Elmsford 15,767

**TOTAL CIRCULATION = 75,807**

#### ZONE 4

4A – Putnam Valley 5,194

4B – Peekskill/Cortlandt 25,693

**TOTAL CIRCULATION = 30,887**

### North Editions

#### ZONE 5

5A – Fishkill/Beacon 18,992

5B – Hopewell 14,529

5C – Wappingers 15,905

5D – Pawling 8,796

**TOTAL CIRCULATION = 58,222**

**ALL EDITIONS = 259,191**

## COMBINATION AREA CIRCULATIONS

**2 – No. West/Put./Fair.** 69,343

*Combines 2D, 2E, 2F & 2G*

**2A – Mah./Car./Brew./Fair.** 42,649

*Combines 2D, 2E & 2F*

**2B – Car./Brew./Fair.** 31,318

*Combines 2E & 2F*

**2C – Mahopac/Carmel** 25,495

*Combines 2D & 2E*

**3 – Central/So. West.** 75,807

*Combines 3C, 3D, 3E & 3F*

**3A – Central West.** 41,994

*Combines 3C & 3D*

**3B – Southern West.** 33,813

*Combines 3E & 3F*

**4 – Peek./Cort./Put. Valley** 30,887

*Combines 4A & 4B*

**5 – Southern Dutchess** 58,222

*Combines 6A, 6B, 6C & 6D*

### Our Readers Are:

18-24 yrs. = 5%

25-34 yrs. = 13%

35-54 yrs. = 53%

55+ yrs. = 29%

### Our Readers Income:

Under \$25K = 5%

\$25-\$49K = 17%

\$50-\$74K = 24%

\$75-\$99K = 21%

\$100K+ = 33%

*I am writing to thank the PennySaver for having a fine publication for Drum Hill Senior Living to advertise. Over the last several years (nine to be exact) the PennySaver has been one of my top sources of leads which has resulted in many move-ins. Front covers are noticeably successful for us! Hurray for us! Fantastic for you! Also cheers to your art department for creating our ads and for always being patient with me and our special events.*

*—Priscilla Finelli, Director of Sales and Marketing  
for Drum Hill Senior Living, Peekskill*

**99.4%** regularly receive the PennySaver

**78.0%** regularly read the PennySaver

**82.4%** frequently purchase products/  
services from ads seen in the PennySaver

**Source:** Circulation Verification Council (CVC), 2010

# QponsToGo | qponstogo.com

A PRODUCT OF THE PENNYSAVER

*Monthly coupon-driven special section inside the PennySaver and online all the time!*

Customers can download your coupon online all month long or cut it out of the print version which reaches over 250,000 homes and businesses weekly.

In 2009, coupon redemption grew by

# 27%

(The NCH Marketing/Marketing Charts, 2010)



*“...the response has been fantastic! “The coupons have been coming in all month!”*

*— Steve Rodriguez, Salsa Eatery*

# Coupons

# URNEXCAR | urnexcar.com



A PRODUCT OF THE PENNYSAVER

*An Integrated Auto Package that combines  
PRINT + ONLINE + DIGITAL Exposure*

Reach over 250,000 homes and businesses weekly in the PennySaver Auto Showcase. Your inventory is also available online 24/7. Search by new and used cars or make and model.

## YOU GET

- 5 Classified Ad Listings
- 6 Photo Listings in the PennySaver Auto Showcase
- Dealer Inventory Listings on urnexcar.com
- QR Codes in Display Ad for \$50

| URNEXCAR.com AUTOSHOWCASE                                                                    |                                                                                             |                                                                                      |
|----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| For more information on vehicles call the dealers below or visit urnexcar.com                |                                                                                             |                                                                                      |
| <b>RT 118 MOTOR CARS</b><br>845-708-7400                                                     | <b>DCH TOYOTA</b><br>888-633-8233                                                           | <b>GREENWICH HONDA</b><br>203-422-0602                                               |
| <br>2008 FORD<br>FOCUS<br>SE<br>1.8L, 150<br>HP, 17000<br>MILES<br>\$12,995                  | <br>2008 FORD<br>FOCUS<br>SE<br>1.8L, 150<br>HP, 17000<br>MILES<br>\$9,175                  | <br>2008 HONDA<br>PILOT<br>EX<br>3.5L, 240<br>HP, 15000<br>MILES<br>\$19,875         |
| <br>2008 BLACK<br>& WHITE<br>EX<br>3.5L, 240<br>HP, 15000<br>MILES<br>\$2,995                | <br>2008 TOYOTA<br>PRIUS<br>EX<br>2.5L, 158<br>HP, 15000<br>MILES<br>\$16,883               | <br>2008 HONDA<br>ACCORD<br>S&W<br>EX<br>2.4L, 188<br>HP, 15000<br>MILES<br>\$20,995 |
| <br>2008 DODGE<br>RAM<br>EX<br>3.7L, 240<br>HP, 15000<br>MILES<br>\$8,495                    | <br>2008 TOYOTA<br>CAMRY<br>SE<br>EX<br>2.5L, 158<br>HP, 15000<br>MILES<br>\$15,238         | <br>2008 HONDA<br>ACCORD<br>EXE<br>EX<br>2.4L, 188<br>HP, 15000<br>MILES<br>\$13,875 |
| <br>2008 CHEVROLET<br>TRAILBLAZER<br>LTZ<br>EX<br>3.5L, 240<br>HP, 15000<br>MILES<br>\$9,995 | <br>2008 CHEVROLET<br>ASTRO<br>HD2000<br>EX<br>2.8L, 180<br>HP, 15000<br>MILES<br>\$5,233   | <br>2008 HONDA<br>ODYSSEY<br>EX<br>3.5L, 240<br>HP, 15000<br>MILES<br>\$18,975       |
| <br>2008 BUICK<br>LEGACY<br>EX<br>2.5L, 180<br>HP, 15000<br>MILES<br>\$12,495                | <br>2008 TOYOTA<br>CAMRY<br>SE<br>EX<br>2.5L, 158<br>HP, 15000<br>MILES<br>\$9,888          | <br>2008 HONDA<br>ODYSSEY<br>EX<br>3.5L, 240<br>HP, 15000<br>MILES<br>\$12,975       |
| <br>1999 ACURA<br>INTEGRA<br>EX<br>1.8L, 135<br>HP, 15000<br>MILES<br>\$5,995                | <br>2008 TOYOTA<br>COROLLA<br>EX<br>2.4L, 158<br>HP, 15000<br>MILES<br>\$10,999             | <br>2008 HONDA<br>PILOT<br>EX<br>3.5L, 240<br>HP, 15000<br>MILES<br>\$18,875         |
| <br>2008 CHEVROLET<br>IMPALA<br>EX<br>3.5L, 240<br>HP, 15000<br>MILES<br>\$6,995             | <br>2008 TOYOTA<br>COROLLA<br>EX<br>2.4L, 158<br>HP, 15000<br>MILES<br>\$9,888              | <br>2007 HONDA<br>PILOT<br>EX<br>3.5L, 240<br>HP, 15000<br>MILES<br>\$12,875         |
| <br>2002 BUICK<br>ENCORE<br>EX<br>2.8L, 180<br>HP, 15000<br>MILES<br>\$9,995                 | <br>2009 TOYOTA<br>HIGHLANDER<br>SPORT<br>EX<br>3.5L, 240<br>HP, 15000<br>MILES<br>\$28,888 | <br>2008 HONDA<br>FIT<br>EX<br>1.8L, 140<br>HP, 15000<br>MILES<br>\$13,875           |

*“M&S Pawling has had great success with promoting our car specials with our ads in the PennySaver. Our cars are selling quickly with the help of the Auto Showcase and Classified listings.”*

*— Bob Simmons, M&S Pawling*

AUTO

# Chase Inserts | chaseinserts.com

A DIVISION OF CHASE MEDIA GROUP

*Inserted into the PennySaver*

- 99.4% mailed saturation
- CVC audited circulation
- Distributed to local markets and targeted narrowly to best serve individual advertiser needs
- Capture the attention of readers
- Maximum impact at a minimal cost
- Pinpoint and advertise to your target market
- Reach your customers where they live

## LOCAL AND NATIONAL ADVERTISERS

|                            |                    |
|----------------------------|--------------------|
| Sears                      | AC Moore           |
| Verizon                    | Domino's           |
| Rite Aid                   | Planet Wings       |
| Charlie Brown's Steakhouse | Fishkill All Sport |
| Modell's                   | Kids Kingdom       |
| Beacon Dental              | Anthony Jewelers   |
| Metric Motors              | And More           |
| Sonic                      |                    |

## MVP CARDS

Most Valuable Position cards distributed with the PennySaver circulation and can be broken down into any of our 24 delivery zones.

Delivery is full saturation in the zones of your choice.

SEE PAGE 6 FOR DISTRIBUTION AREA

*We design, print and deliver for about 10¢ per card!*



*“I just want to thank you for your help. Your insert mailing was great. My business doubled after your insert mailing advertisement. You were always available and always answered my phone calls. If I need any advertising, I know who I am going to call!”*

*— Pizza Place and Trattoria*

# Chase Direct Mail | [chasedirectmail.com](http://chasedirectmail.com)

A DIVISION OF CHASE MEDIA GROUP

*Your advertising message directly mailed to your target audience*

## IT'S ALL ABOUT "YOUR" BUSINESS

*"Your" Customer's Profile*

*"Your" Geographic Target Area*

*"Your" Promotions & Events*

*"Your" Target Audience*

*"Your" Mail Piece*

## WHY DIRECT MAIL?

- Target your customer – mail is sent to specific customers within your target market by area or selected individuals can be addressed by name
- Branded – promotes your brand directly to potential new clients
- Measurable – your results can be quantified and measured quickly and accurately
- Personal – have one-to-one contact with prospective businesses the minute your mail is read
- Cost-Effective – effective mail pieces will be tailored to suit your budget

## OUR PRODUCTS

- Targeted Mailing Lists
- Catalogs
- Polybags
- Magazines
- Brochures
- Postcards
- Newsletters
- Menus
- Envelopes

## OUR SERVICES

- Mailing Services
- In-House Printing (web offset, sheetfed, digital)
- Post Office Consultation
- Bindery Services
- Collating and Folding
- Insertion by Hand and Machine
- Tabbings and Sealing
- Metering and Stamping
- Fulfillment and Storage
- Pick and Pack Facilities for Merchandise and Literature



*I have been told direct mail was the most effective way to advertise but did not realize how effective until working with Chase Direct Mail, they handled everything for me from design & layout to targeting my customer. Thanks Chase Direct Mail!*

*– Tom Walsh  
Yorktown Cycles*



# Printing

1520 Front Street, Yorktown Heights, NY 10598 | 914.962.3871 | [chasemultimedia.com](http://chasemultimedia.com)





# Online

1520 Front Street, Yorktown Heights, NY 10598 | 914.962.3871 | [chasemultimedia.com](http://chasemultimedia.com)

# Chase Interactive Media | [chaseinteractivemedia.com](http://chaseinteractivemedia.com)

A DIVISION OF CHASE MEDIA GROUP

*Formerly known as Yorktown e-Publishing, Chase Interactive Media is a full-service, award-winning website design and development studio, offering services from design through development, maintenance and hosting. Our expert staff will advise you on how to successfully integrate Internet technology and your website into your business operations.*

You need more than just a website – you need a business consultant for Internet technology. Our years of experience enable us to work with you to identify goals for your site and present the best technical strategies for achieving your goals effectively including site optimization (SEO) and search engine marketing (SEM) as required. All of our designs are custom built to meet your personal or business needs.

Our customized, individual approach ensures that your website will be as unique as your business. Our technical and marketing expertise assures that your site will include the technical features to help you operate efficiently and at a reasonable cost.

## OUR SERVICES

- Custom Website Development
- Domain Name & Registration ([yepsite.com](http://yepsite.com))
- Hosting
- Search Engine Marketing (Chase Clicks) SEE PAGE 19
- Search Engine Optimization (SEO) SEE PAGE 19
- Creative Services
- Website Evaluation
- Programming
- Maintenance and IT Support
- E-Mail
- Website Statistics
- Banner Ad Creation
- Mobile Advertising (Chase Mobile Media) SEE PAGE 20

# Low Cost Sites | lowcostsites.com

A PRODUCT OF CHASE INTERACTIVE MEDIA

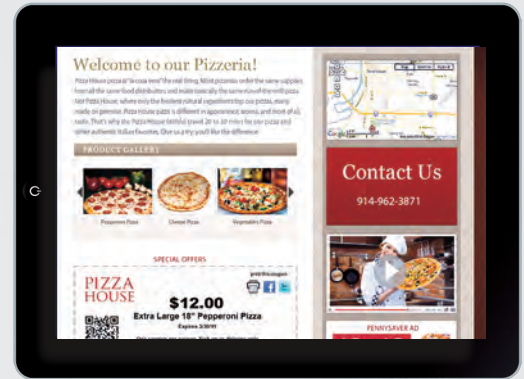
**NEW!**

*Low Cost Sites is an affordable solution for your online presence*

Everyone turns to the web now-a-days to find information about local businesses and products. Our staff of professionals will build and host your website. You choose from either a pre-designed template or a customized design to fit your business needs.

## FEATURES

- No upfront cost
- Low monthly fee
- Directory landing page to get on the web fast
- SEO to easily get found on the web
- Easy search marketing and optimization
- Custom banner
- Image gallery
- YouTube player
- Google Map integration
- Links to Facebook and Twitter



# Affordable Websites



# Digital

18.

# Chase Clicks (SEM) | chaseclicks.com

A PRODUCT OF CHASE INTERACTIVE

*Advertise online using Search Engine Marketing (SEM)*

Promoting your business on Google, Yahoo! and other popular search engines is a powerful way to reach new local customers that are searching for your product or service. We offer packages to fit any advertiser's budget.

Our professional and experienced team of advertising copywriters creates a text ad for your business based on the hundreds of keywords and locations that describe your products or service. When Internet shoppers in your area search online using terms that match the keywords and locations associated with your business, your ad appears in the search results. When those same online shoppers click on the ad, they are taken directly to a landing page that is designed with one goal in mind...convert shoppers to buyers!



## CUSTOMERS CAN:

- Access your website for more info and contacts
- Print coupons, special offers and directions

## SEO | Search Engine Optimization

A PRODUCT OF CHASE INTERACTIVE

*Enhance your website accessibility and improve the chances it will be found on search-engine sites using Search Engine Optimization.*

## WHAT SEO DOES

- **Keyword Reach**—Reach more visitors with a wide range of keywords.
- **Increase Keyword Rank**—By placing keywords several times in your web page, we can improve search engine rankings.
- **Harness Authority**—SEO will increase search engine traffic and increase potential new customers.

**9 out of 10**  
people use search  
engines to find local  
businesses—more than  
1 billion local searches  
every month.

# Chase Mobile Media | [chasemobilemedia.com](http://chasemobilemedia.com)

A PRODUCT OF CHASE INTERACTIVE MEDIA

*Chase Mobile Media gives advertisers the ability to reach new local customers with powerful text message advertising. We offer packages to fit any advertiser's budget.*

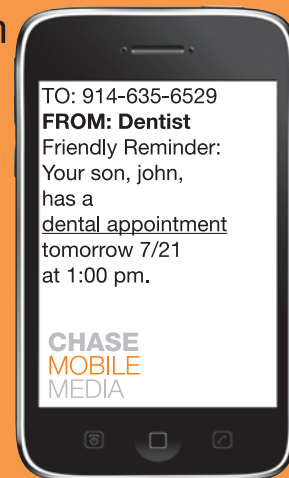
- Reach customers anytime
- Deliver specials & coupons to targeted mobile users
- Put the power of mobile to work for your business

## TEXT MESSAGE YOUR COUPONS & OFFERS

The mobile coupons go directly to your customers' phones. You can build an opt-in list of customers who want to receive special offers the instant they are available. You can send an offer at 11:00 am for a special promotion during your customer's lunch hour! Redemption is as easy as showing your phone at point of sale!

## MOBILE-IZE YOUR PRINT ADS

With a text message call-to-action in your print ads, signage, TV or radio spots, transform your static, traditional advertising into a powerful two-way direct-response medium. Mobile makes your print ads interactive so they become measurable with a return on investment. We will provide you a unique and custom mobile keyword that customers use to contact your business.



# SMS

**97%**  
of all SMS marketing  
messages are opened

(Web Pro Business, 2009)

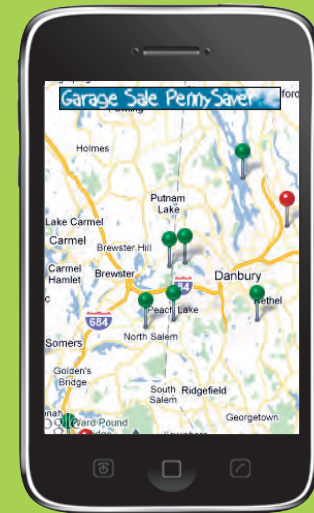
# Garage Sale PennySaver **NEW!**

A PRODUCT OF THE PENNYSAVER

*Garage Sale PennySaver Mobile Application is your trusted source for finding garage, estate and moving sales in the NY counties of Westchester, Putnam, Dutchess and parts of Western CT.*

Hunting down and mapping out routes for garage sales can be time-consuming and frustrating: either outdated information, or no local listings. But with the Garage Sale PennySaver mobile app. from the PennySaver, you can save time by searching current, local ads on the go. It's the easiest and most reliable way to find garage sales near you.

- Download app for FREE
- Search and Save by keywords, open days and times, and location.
- View detailed information, even pictures.
- Set up alerts when new garage sales featuring your preferences come up.
- Map out your shopping strategy so you can be first to get the good deals.



# 83.2%

of Americans are mobile  
phone web users

(Nielsenwire, 2011)



**OR TEXT  
GSPS  
TO  
52732**

**on any other phone!**

*"I ran my tag sale ad with the garage app. ad and was extremely happy due to the overwhelming response! I will be re-running my ad again next week with the garage app."*

*— Lynne Davis, Interiors with Lynne*



# Promotional

# Chase Promotional Products | [chasepromotionalproducts.com](http://chasepromotionalproducts.com)

A PRODUCT OF CHASE MEDIA GROUP

*Make an impression with your logo or name on just about any product.*

## PUT YOUR LOGO ON:

Personal Accessories

Housewares

Utensils

Baby Accessories

Educational Products

Office Supplies

Tools & Automotive

And So Much More!



## REQUEST A CATALOG OR ORDER ONLINE

*Chase Promotional Products has been one of our most valuable tools. We have recently purchased chocolate business cards & beautiful writing pens. The feedback from our clients & potential clients has been amazing. Just wanted to say a sincere thank you for helping our business grow. We look forward in creating new ways to promote our company with you for years to come!*

*— Barry Chaplick Chaplick Trading Co.*

# Promote



914.962.3871 | [chasemultimedia.com](http://chasemultimedia.com) | 1520 Front Street, Yorktown Heights NY 10598

INTEGRATED  
PRINT, ONLINE & DIGITAL  
ADVERTISING SOLUTIONS

