

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 \$5; 8 photos \$10; 30 second video \$5; 2 minute video \$15; 3 photos & 30 second video \$10; 8 photos & 2 minute video \$20

Garage/Tag/Moving/Estate Sales App

EACH LOCAL ZONE: Print/Online, Graphic and an App \$22
WESTCHESTER/PUTNAM: Print/Online, Graphic and an App \$55
DUTCHESS: Print/Online, Graphic and an App \$42
ALL AREAS: Print/Online, Graphic and an App \$76
ONLINE ONLY AND APP: \$9
SKYSCRAPER BANNER \$20.

DEADLINES

Regular Account Customers. The following regular account customers are processed separately and are therefore required to meet a 5:30 p.m. Thursday deadline.

Thursday deadline Each ad received after deadline will be assessed a \$10.00 late charge.

Personnel Agencies • Real Estate Agencies • Advertising Agencies (All Prices are Net) • Automobile, Truck, Boat, Motorcycle & Mobile Home Dealers
ALL ADS ARE PREPAID. Customers wishing to place ads in person may come to the PennySaver's Yorktown Heights office until 4 p.m., Friday of the week before publication, or to our Wappingers Falls office until 4 p.m., Friday. (NOTE: Deadline for Display Ads is 5 p.m. Thursday. Web & Email deadline is 3 p.m., Friday.)

MC, VISA, AMEX & 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. Before an ad can run, PennySaver will attempt to reach customers whose charges are not verified. PennySaver is not responsible for running ads if the customer cannot be contacted and payment is not collected by deadline.

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.chasemultimedia.com

PennySaver:

Display & Classified Advertising

QponsToGo:

Monthly Coupon Guide for Savings

Chase Inserts:

Inserts & MVP Detached Cards

Chase Direct Mail:

Reach Target Audience with Direct Mail Cards

Chase Interactive Media:

Web Design, SEM, Hosting & IT Support/Services

Chase Press:

Commercial & Digital Printing Specialists
Menu Printing & Design Services

Chase Promotional Products:

"Make an Impression"

Chase Mobile Media:

Mobile Advertising through Text Messaging

Chase Clicks:

Search Engine Marketing (SEM)

PennySaver

A DIVISION OF CHASE MEDIA GROUP

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



www.nypennysaver.com

2012

CLASSIFIED ADVERTISING RATES

Effective Date: 02/01/2012 **WAPPINGERS FALLS 845.298.8178**
1207 Route 9 (Suite 8), Wappingers Falls, NY 12590

914.962.3871 YORKTOWN
1520 Front Street, Yorktown Heights, NY 10598

15 EDITIONS

distributed through 5 Zones

DUTCHESS

WESTCHESTER, PUTNAM, NEW FAIRFIELD

ZONES: Labeled 1-5



CIRCULATION

- Zone 1 **25,166**
 - Zone 2 **68,625**
 - Zone 3 **74,421**
 - Zone 4 **30,455**
 - Zone 5 **57,782**
- South 198,664**
North 57,782

All Editions **256,449**

- 82%** frequently purchase products from ads in the PennySaver*
- 77%** regularly read or look through the PennySaver*
- 99%** of households regularly receive the PennySaver*

* based on a 2011 CVC audit

OFFICE HOURS:

	Yorktown	Wappingers
Mon - Wed	8:30-5:00	9:00-5:00
Thursday	8:30-6:00	9:00-6:00
Friday	8:30-4:00	9:00-4:00

Place your ad or call for information:
Yorktown (914) 962-3871 **Wappingers** (845) 298-8178
Place Your Ad Online @ www.nypennysaver.com
Email Your Ad To ads@pennysaver.net

VISA MasterCard DISCOVER

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

ZONES	PRIVATE	COMMERCIAL/ BUSINESS
Each Local Zone	\$14.00 for 15 words Each additional word 50c Reader ads only Line Rate: \$11.00/line. 3 lines min.	\$22.00 for 15 words Each additional word 50c Reader ads only Line Rate: \$11.00/line. 3 lines min.
Westchester Putnam, New Fairfield Zones 1-4 (11 Editions)	\$42.00 for 15 words Each additional word 50c Line Rate: \$14.00/line. 3 lines min.	\$62.00 for 15 words Each additional word 50c Line Rate: \$21.00/line. 3 lines min.
Dutchess Zone 5 (4 Editions)	\$32.00 for 15 words Each additional word 50c Line Rate: \$14.00/line. 3 lines min.	\$42.00 for 15 words Each additional word 50c Line Rate: \$21.00/line. 3 lines min.
All 5 Zones	\$58.00 for 15 words Each additional word 50c Line Rate: \$14.00/line. 3 lines min.	\$88.00 for 15 words Each additional word 50c Line Rate: \$32.00/line. 3 lines min.

ADDITIONAL CHARGES FOR BOLDFACE TYPE

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

Running Copy Classified	Line Copy Classified
(15 WORDS) 12 line maximum	(PER LINE, 3 line minimum) 12 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	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