

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



MEDIA KIT 2013

CONSUMERS SAVE. BUSINESSES GROW.



914.962.3871

chasemediagroup.com

1520 Front Street, Yorktown Heights, NY 10598

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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

chasemediagroup.com

info@chasemediagroup.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.



In Print

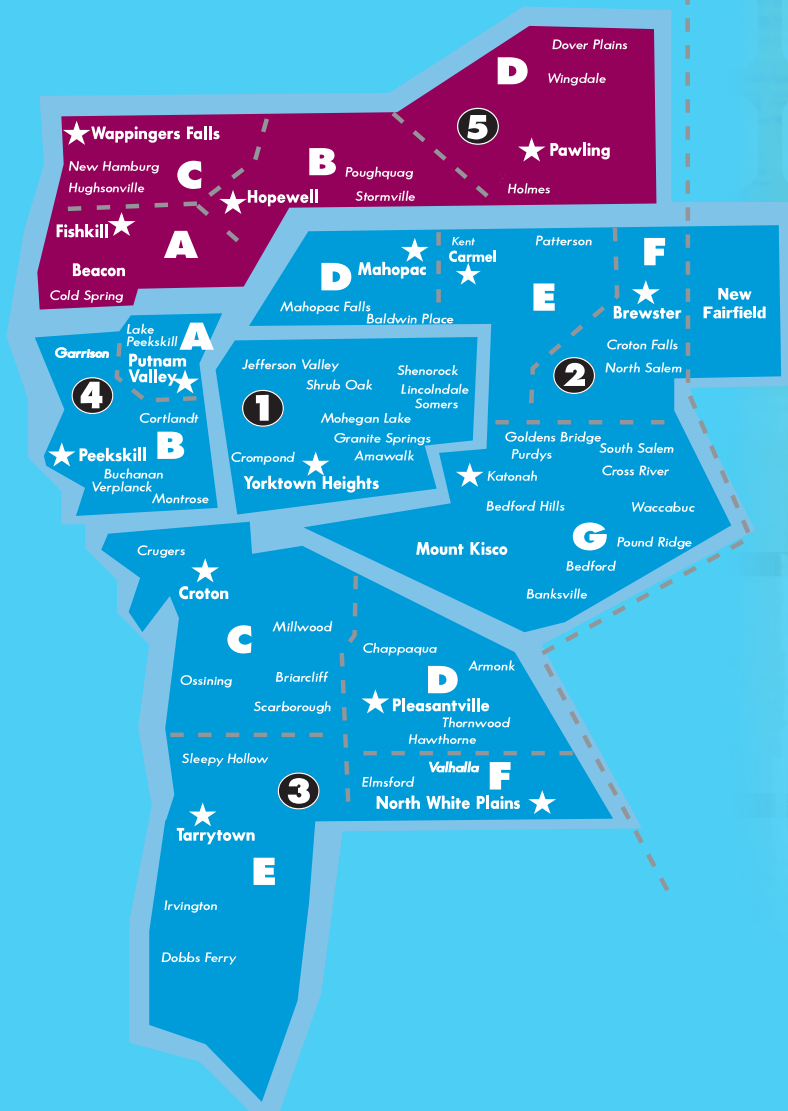
1520 Front Street, Yorktown Heights, NY 10598 | 914.962.3871 | chasemediagroup.com

Zones

Distribution Area for:

N.Y. CONN.

Display Advertising
Classified Advertising
Inserts
MVP Cards
UrNexCar



Circulation:

Zone 1: 25,152

Zone 2: 70,009

Zone 3: 75,707

Zone 4: 30,270

Zone 5: 58,285

ALL ZONES: 259,423

SOURCE: CVC AUDIT 2011

Circulation

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 259,423
- 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 25,152

TOTAL CIRCULATION = 25,152

ZONE 2

2D – Mahopac 11,537

2E – Carmel 13,954

2F – Brewster/New Fairfield 18,237

2G – Mt. Kisco/Katonah 26,281

TOTAL CIRCULATION = 70,009

ZONE 3

3C – Croton/Ossining 23,895

3D – Pleasantville 17,215

3E – Tarrytown 18,512

3F – No. White Pl./Elmsford 16,085

TOTAL CIRCULATION = 75,707

ZONE 4

4A – Putnam Valley 4,938

4B – Peekskill/Cortlandt 25,332

TOTAL CIRCULATION = 30,270

North Editions

ZONE 5

5A – Fishkill/Beacon 19,186

5B – Hopewell 14,826

5C – Wappingers 15,749

5D – Pawling 8,524

TOTAL CIRCULATION = 58,285

ALL EDITIONS = 259,423



COMBINATION AREA CIRCULATIONS

2 – No. West/Put./Fair. 70,009

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

2A – Mah./Car./Brew./Fair. 43,728

Combines 2D, 2E & 2F

2B – Car./Brew./Fair. 32,191

Combines 2E & 2F

2C – Mahopac/Carmel 25,491

Combines 2D & 2E

3 – Central/So. West. 75,707

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

3A – Central West. 41,110

Combines 3C & 3D

3B – Southern West. 34,597

Combines 3E & 3F

4 – Peek./Cort./Put. Valley 30,270

Combines 4A & 4B

5 – Southern Dutchess 58,285

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

Our Readers Are:

18-24 yrs. = 9%

25-34 yrs. = 16%

35-54 yrs. = 44%

55+ yrs. = 31%

Our Readers Income:

Under \$24K = 3%

\$25-\$49K = 15%

\$50-\$74K = 21%

\$75-\$99K = 22%

\$100K+ = 39%

99% regularly receive the PennySaver

77% regularly read the PennySaver

80% frequently purchase products/
services from ads seen in the PennySaver

Source: Circulation Verification Council (CVC), 2012

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*

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.

YOUR CHOICE!

- \$5 OFF** blow dry
- \$10 OFF** hair cut
- \$15 OFF** single process color
- \$25 OFF** any one hair service over \$100

First-time guests only. Cannot be combined with any other promotions. Valid for regular priced hair services.

Salon Diva
79 Mamaroneck Ave
White Plains, NY 10601
914.993.6300
mysalondiva.com

brought to you by **Qpons to go**
a product of the PennySaver

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

NEW!

A PRODUCT OF THE PENNYSAVER

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

In Print — Reach over 255,000 homes and businesses weekly in the PennySaver Auto Showcase.

Online — Your inventory is also available online 24/7. Search by new and used cars or make and model. Sell your cars priced \$5,000 and under for as little as \$25 per car. We will list the cars on our website at 10kkars.com with 1 photo and description along with a contact form so customers can contact your dealership directly to purchase the car.

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 \$25

“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

RT 118 MOTOR CARS 845-729-7403	DCH TOYOTA 858-632-8231	GREENWICH HONDA 203-422-0060
2004 JEEP SPRT \$12,995	2005 JEEP FREESTAR \$9,135	2006 HONDA PILOT \$35,995
2007 BUICK LACROSSE \$13,495	2008 TOYOTA CAMRY \$16,313	2008 HONDA ACCORD SI \$22,995
2008 DODG RAM \$8,495	2008 TOYOTA CAMRY SOLARA \$15,289	2008 HONDA ACCORD EX \$23,878
2001 CHRYSLER PT CRUISER \$9,995	2005 CHEVROLET ASTRA \$5,975	2006 HONDA ODYSSEY \$15,895
2006 HONDA LEGACY \$12,495	2007 TOYOTA CAMRY SE \$9,083	2006 HONDA CRUISER \$12,800
1999 ACURA ILX \$5,995	2007 TOYOTA COROLLA \$15,999	2006 HONDA PILOT \$16,995
2006 CHEVROLET MALIBU \$6,995	2007 TOYOTA CAMRY SE \$5,875	2007 HONDA PILOT \$32,800
2002 DODG RAM \$9,995	2007 TOYOTA HIGHLANDER \$20,650	2008 HONDA PILOT \$13,975

Chase Inserts | chaseinserts.com

A DIVISION OF CHASE MEDIA GROUP

Inserted into the PennySaver

- 99% 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 as low as 9¢ 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

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*

Chase EDDM | chaseeddm.com

A PRODUCT OF CHASE PRESS

Your marketing message. Delivered. For Less.

Opportunity is knocking on every door...Chase Press has partnered with the USPS to bring you the ultimate marketing opportunity. Every Door Direct Mail™—an easy and affordable way to deliver you marketing message right into the hands of your hottest prospects.

Extend your customer reach via saturation mail with a 12 x 6 postcard without the need for mailing lists, permits and all the associated fees. It's like knocking on every door in the neighborhood with your special marketing message. Choose the whole town or just one street!

GREAT FOR BUSINESS

- Coupons/Offers
- Sales & Specials
- Events
- Relocations and More
-

GREAT FOR BUSINESSES LIKE YOUR

- Retailers
- Auto Dealerships
- Restaurants
- Professional Services
- Attorneys
- Doctors
- Home Improvement
- Realtors
- Fitness Centers and More



Knock.
Knock.



Design

14.

1520 Front Street, Yorktown Heights, NY 10598 | 914.962.3871 | chasemediagroup.com

Chase Creative Works | chasecreativeworks.com

A SERVICE OF CHASE MEDIA GROUP

There's no time for second chances or second glances. You've got a split second to grab their attention, to tell your unique story—to make them notice. You've got a great business. You offer great service, but how do they know you've got the goods if they don't even notice you?

THAT'S WHERE WE COME IN

- Distinctive Logo Design
- Print Ad Campaigns
- Inviting Websites
- Personalized Direct Mail Campaign
- Signage and More

Our award-winning designers at Chase Creative Works will create attention-grabbing designs to effectively communicate your brand.



IT'S A MATTER OF SECONDS.

There's no time for second chances or second glances. You've got a split second to grab their attention, to tell your unique story—to make them notice. You've got a great business. You offer great service, but how do they know you've got the goods if they don't even notice you?

THAT'S WHERE WE COME IN.

WE'RE CHASE CREATIVE WORKS.
Think Madison Avenue on Main Street. We get you noticed without breaking your budget. We know you want the inside track, the edge the big guys have and we deliver it. Whether it's a distinctive logo design, a compelling print ad, an inviting website, a personalized direct mail campaign or signage that packs an attention-getting wallop—we can help you create your brand.

COMMUNICATE CREATIVELY

CHASE
MEDIA GROUP

914.962.3871 | chasecreativeworks.com

Visual Communication



Printing

16.

1520 Front Street, Yorktown Heights, NY 10598 | 914.962.3871 | chasemediagroup.com

Chase Press | chasepress.com

A DIVISION OF CHASE MEDIA GROUP

With the experience we have printing major titles such as the PennySaver, Chase Press has the expertise and experts to get your printing done quickly, affordably and with quality in a state-of-the-art facility. Our experience combined with our dedication to service makes us the perfect partner for all your printing needs.

OUR SERVICES

- Digital and Variable Data Printing
- Direct Mail
- Large Format 6-Color Sheetfed Printing
- Cold Set Web Offset Printing
- Complete In-house Binding and Finishing
- Complete Letter Shop Facilities
- In-house Postal Verification, Speeds Your Product Through the Mail
- Knowledgeable Print Professionals to Help Match Your Needs to Your Budget
- Quality and Professional Design Services

OUR PRODUCTS

- Catalogs/Booklets
- Brochures
- Banners
- Journals
- Menus
- Postcards
- Newsletters
- Newspapers
- Calendars
- Flyers and More

JUNIORS MEALS
6-10 Years Old \$4.99
11-13 Years Old \$5.99
14-17 Years Old \$6.99
Kids Menu \$3.99
Kids Meal \$4.99
Kids Drink \$1.99

NEW JERSEY LOCATIONS
Atlantic City NJ 08404 973.767.0707
Asbury Park NJ 732.884.4444
Atlantic Highlands NJ 732.884.4444
Atlantic City NJ 973.767.0707

NEW YORK LOCATIONS
Buffalo NY 716.834.4444
Catskill NY 518.384.4444
Cortland NY 607.755.4444
Delaware NY 914.384.4444
Hempstead NY 516.384.4444
Long Beach NY 516.384.4444
Manhasset Neck NY 516.384.4444
North Babylon NY 631.384.4444
North Hempstead NY 516.384.4444
Oyster Bay NY 516.384.4444
Poughkeepsie NY 845.384.4444
Rye Brook NY 914.384.4444
Selden NY 631.384.4444
Tarrytown NY 914.384.4444
West Nyack NY 914.384.4444
Yonkers NY 914.384.4444

DESSERTS
Apple Cinnamon \$3.49
Caramel Sauce \$3.49
Ice Cream \$3.49
Soft Pretzels \$3.49

BEVERAGES
Soft Drink \$1.99
Milk \$1.99
Iced Tea \$1.99
Fruit Smoothie \$2.99
Hot Chocolate \$1.99

TENNESSEE LOCATIONS
Chattanooga TN 423.247.1111
Knoxville TN 615.251.1111
Memphis TN 901.251.1111

ORDER ONLINE!
www.planetwings.com

Green Wings and So Much More!
PLANET WINGS
24 HOURS
ALWAYS FRESH NEVER FROZEN!
www.planetwings.com

“Working with Chase Press was an easy and delightful experience. With so many variable factors that may arise during our design projects, it’s good to know Chase Press is constant and reliable. We will continue to use their great range of services.”

— Rachel Diamond and Nicholas Wise, RUSTNEWYORK

The background features a complex digital aesthetic with a grid of semi-transparent squares and circles in shades of green, yellow, and orange. Overlaid on this are faint, semi-transparent images of a computer keyboard and a mouse, suggesting a digital or online theme.

Online

18.

Chase Interactive Media | 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)
- Hosting
- Search Engine Marketing (Chase Clicks) SEE PAGE 22
- Search Engine Optimization (SEO) SEE PAGE 22
- Creative Services
- Website Evaluation
- Programming
- Maintenance and IT Support
- E-Mail
- Website Statistics
- Banner Ad Creation
- Mobile Advertising (Chase Mobile Media) SEE PAGE 23

Low Cost Sites | lowcostsites.com

A PRODUCT OF CHASE INTERACTIVE MEDIA

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 can choose your design, colors and more for a low monthly fee!

FEATURES

- Low monthly fee
- Choice of design/layout
- Elegant graphics
- Custom colors
- Business description
- Header/Logo
- Contact info
- Photos
- Email accounts
- Basic SEO optimization
- YouTube player
- Google Map integration
- Links

ADDITIONAL OPTIONS ARE AVAILABLE



Affordable Websites

The background features a complex digital aesthetic. It includes a grid of semi-transparent squares in shades of yellow, green, and blue. Overlaid on this are various digital motifs: binary code (0s and 1s) at the bottom, a grid of small circles, and abstract patterns resembling circuitry or data flow. The overall color palette is bright and vibrant, with a mix of warm and cool tones.

Digital

1520 Front Street, Yorktown Heights, NY 10598 | 914.962.3871 | chasemediagroup.com

Chase Clicks (SEM) | chase-clicks.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

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.

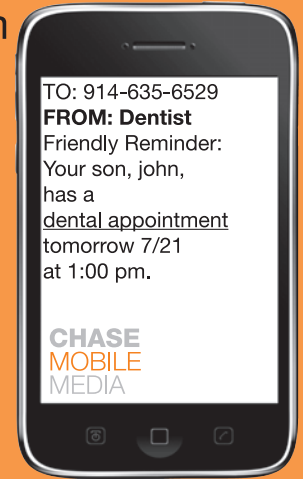
- Reach customers anytime
- Deliver specials & coupons to targeted mobile users
- Put the power of mobile to work for your business

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)

Email Marketing

A PRODUCT OF CHASE INTERACTIVE

Your business will grow with a click

According to the Direct Marketing Association, email marketing outperforms all other direct marketing channels, and does so consistently at lower costs. **78% of businesses consider email marketing “critical” or “very important” to their success.**

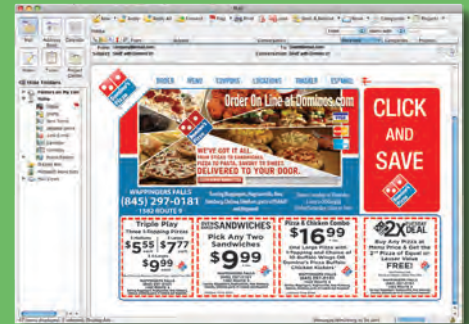
Chase Media Group affords companies the highest level of data marketing intelligence to stand out in a competitive environment. We know that basic off-the-shelf email marketing applications don't surrender profitable results; nor does relying exclusively on organic approaches to building a customer base.

WE HELP YOU:

- Monitor and store results
- Acquire marketing data internally & externally
- Prospect effectively to the CMG Email Database
- Integrate customers into programs that increase sales & your bottom line

YOU RECEIVE:

- A strategy to test different email methods to find which ones work best for your organization
- A senior team to design, support and produce your campaigns
- Complete HTML design services including your print ad converted into an online ad
- Post-campaign analysis & recommendations



HTML

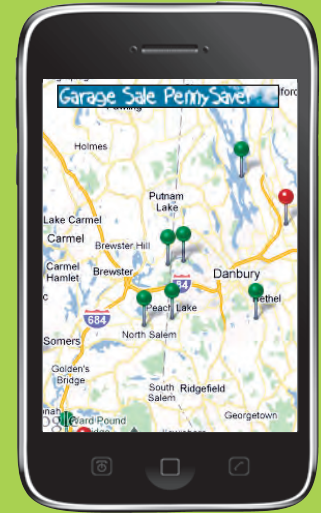
Garage Sale PennySaver

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

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 to creating new ways to promote our company with you for years to come!

— Barry Chaplick Chaplick Trading Co.

Promote



914.962.3871 | chasemediagroup.com | 1520 Front Street, Yorktown Heights NY 10598

INTEGRATED
PRINT, ONLINE & DIGITAL
ADVERTISING SOLUTIONS

