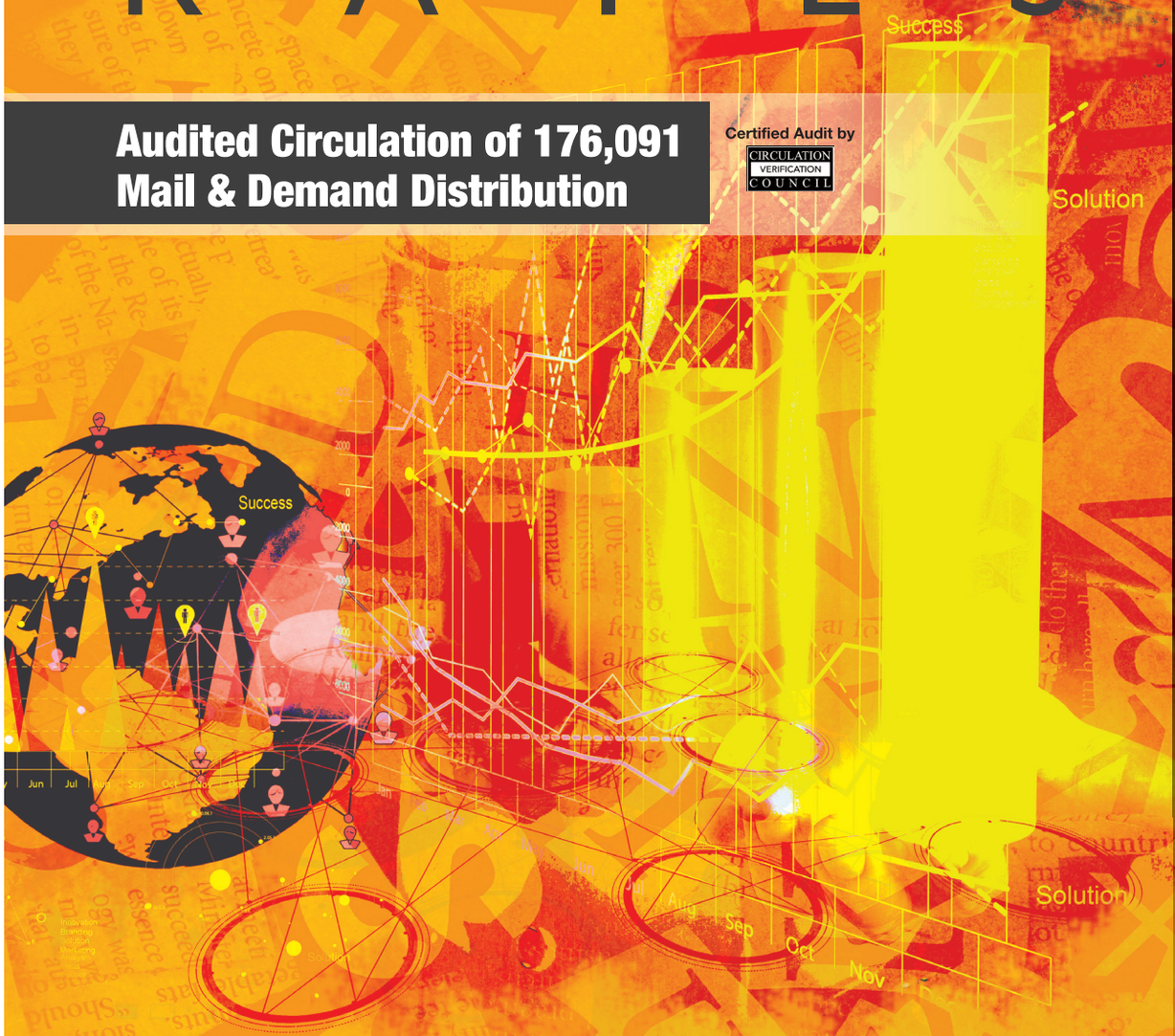
DISPLAY ADVERTISING RATES

2014

Audited Circulation of 176,091
Mail & Demand Distribution

Certified Audit by CIRCULATION VERIFICATION COUNCIL



1520 Front Street • Yorktown Heights, NY 10598
(914) 962-3871 • fax: (914) 962-5123

1207 Route 9, Suite 8 • Wappingers Falls, NY 12590
(845) 298-8178 • fax: (845) 298-8066

Serving the Hudson Valley with 10 Editions published every Wednesday, covering Westchester, Putnam and Dutchess counties, NY and New Fairfield, CT.

DIVISION OF CHASE MEDIA GROUP • WWW.CHASEMEDIAGROUP.COM

PennySaver

Carla Chase, *President*
www.nypennysaver.com

Effective: July 9, 2014 • #58F

All Editions

Audited Circulation of 176,091 Mail & Demand Distribution

Display Advertising Deadline: Thursday, 5:00 P.M.

ZONE 1	25,112
ZONE 2	47,559
ZONE 3	41,576
ZONE 4	22,904
ZONE 5	38,940

77% frequently purchase products from ads in the PennySaver*

75% regularly read or look through the PennySaver*

*Source: 2013 Audit by Circulation Verification Council

CIRCULATION VERIFICATION COUNCIL

Contract Rates

FREQUENCY DISCOUNTS

- ☐ 6 weeks - 2.5%
- ☐ 13 weeks - 5%
- ☐ 26 weeks - 10%
- ☐ 52 weeks - 15%

COVERAGE DISCOUNTS

- ☐ 3-6 editions - 2.5%
- ☐ 7-9 editions - 3.5%
- ☐ All editions - 5%

A signed copy of your contract must be on file in our office. Payment must remain current.
Unfulfilled contracts may be subject to a charge-back for any discounts applied.

	PUBLICATION & AREA	CIRC	FULL	3/4	2/3	1/2	1/3	1/4	1/8	1/12	FRONT COVER	BACK COVER
ZONE 1	**1. YORKTOWN-SOMERS** Amawalk, Baldwin Place, Crompond, Granite Springs, Jefferson Valley, Lincolndale, Mohegan Lake, Shenorock, Shrub Oak, Somers, Yorktown Heights	**25,112**	**$486**	**$414**	**$367**	**$298**	**$211**	**$169**	**$68**	**$48**	**$1,083**	**$777**
ZONE 2	**2. NO. WEST. PUTNAM, NEW FAIRFIELD** Combines 2B, 2C, 2D	**47,559**	**968**	**825**	**726**	**591**	**414**	**330**	**131**	**96**	**1,437**	**1,097**
	2A. MAHOPAC, CARMEL, BREWSTER, NEW FAIRFIELD Combines 2B & 2C	29,457	653	556	489	399	281	223	87	66	1,152	824
	2B. MAHOPAC, CARMEL Carmel, Kent, Mahopac, Mahopac Falls, Patterson	16,227	370	315	275	220	155	125	50	35	750	600
	2C. BREWSTER, NEW FAIRFIELD Brewster, Croton Falls, New Fairfield, North Salem	13,230	325	277	244	198	139	112	51	35	696	556
	2D. MT. KISCO, KATONAH Bedford, Bedford Hills, Cross River, Banksville, Goldens Bridge, Katonah, Mt. Kisco, Pound Ridge, Purdys, Ridgefield, South Salem, Waccabuc	18,102	375	320	281	229	160	129	55	38	795	615
ZONE 3	**3. CENTRAL-SO. WEST** Combines 3A & 3B	**41,576**	**737**	**628**	**554**	**451**	**316**	**254**	**103**	**71**	**1,343**	**1,049**
	3A. CENTRAL WEST. Armonk, Briarcliff, Chappaqua, Croton, Crugers, Hawthorne, Millwood, Ossining, Pleasantville, Scarborough, Thornwood	26,387	447	380	336	273	191	154	62	43	828	652
	3B. SOUTHERN WEST. Ardsley, Dobbs Ferry, Elmsford, Harrison, Hastings, Irvington, Sleepy Hollow, Tarrytown, Valhalla, White Plains	15,189	372	318	280	228	160	128	53	36	752	582
ZONE 4	**4. PEEKSKILL, CORTLANDT, PUTNAM VALLEY** Buchanan, Cortlandt, Garrison, Lake Peekskill, Montrose, Peekskill, Putnam Valley, Verplanck	**22,904**	**447**	**381**	**336**	**274**	**194**	**156**	**63**	**43**	**757**	**593**
ZONE 5	**5. SOUTHERN DUTCHESS** Combines 5A, 5B & 5C	**38,940**	**785**	**660**	**587**	**506**	**335**	**272**	**108**	**75**	**1,165**	**933**
	5A. FISHKILL-BEACON Beacon, Cold Spring, Fishkill	12,221	290	252	222	182	126	101	45	32	552	456
	5B. HOPEWELL, PAWLING Dover Plains, Holmes, Hopewell, Pawling, Poughquag, Stormville, Wingdale, Lagrangeville	13,477	265	225	199	164	114	96	36	26	561	458
	5C. WAPPINGERS Highland, Hughsonville, Hyde Park, New Hamburg, Poughkeepsie, Wappingers Falls	13,242	298	233	206	168	118	96	37	28	565	456
	ALL EDITIONS	**176,091**	**$3,423**	**$2,908**	**$2,570**	**$2,120**	**$1,470**	**$1,181**	**$473**	**$333**	**$5,785**	**$4,449**

General Policy

Standard composition and layout are included in rates. All rates are net. Additional camera work, typesetting and art services are subject to extra charges at $75.00 per hour. Ads ordered but not used will be charged at $75.00 per hour (art charge). Ads with reverses or screens in excess of 25% of the ad's area are surcharged 25%; total reverses are surcharged 50%. **After a 3rd proof, proof changes will be charged at $30 per instance. No ad revisions after 3:00 p.m. on Friday. No customer ad proofs after 12:00 p.m. on Friday.**

The publisher reserves the right to refuse, cancel or alter any advertisement at any time.

Cover Policy

Requests and bookings for Covers and Preferred Positioning are done in the fall prior to the new year with your Account Executive. Every attempt is made to honor requests; however, if the exact dates you request are not available, we will select a date as close to the one you requested as possible. Confirmation of a cover is expected 3 weeks prior to publication date. All ad copy must be submitted by the Wednesday prior to the publication date. Cancellation of covers after confirmation will be subject to a $100.00 surcharge.

Ads placed on a "Til Further Notice" (TFN) basis must be cancelled in writing.

In consideration of the acceptance of any advertising from the advertiser and/or the advertising agency for publication at the rates set forth in the publisher's Rate Card, the advertiser and/or the advertising agency represents and warrants that all material delivered to the publisher for publication shall be free of libel and that publication thereof will not violate or infringe any copyright, trademark, right of privacy, or any other statutory or common law property right of any person, and that the advertiser and/or the advertising agency will indemnify, defend and save harmless the publisher, its agents, assigns and successors against any claim, demand, costs, expenses and damages, including reasonable attorney's fees incurred by the publisher, arising out of or in connection with any breach by the advertiser and/or the advertising agency of any of the foregoing. 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.

Mail order advertising requires special documentation. Please call for information.

Position Reservations

Front cover, back cover, inside front cover, inside back cover, center spread, page 3 and following pages may be reserved. These positions are made available to contract advertisers first (with priority given to 52 time contract holders, then 26 time, then 13 time, and finally 6 time contract holders), and non-contract holders on an if available basis. Preferred positions of inside front cover, inside back cover, center spread, and page 4 and following pages are 10% extra. Page 3 is 15% extra. Ads 1/4 page or larger may also be reserved for 10% extra (with preference given to full pages). All other ads are R.O.P. (Run of Paper). Position charges are based on open rate. Scheduled front, inside front, inside rear and rear covers are subject to pre-emption by gatefolds or wrap-arounds.

Display Business Hours

YORKTOWN OFFICE:

Mon. - Wed. & Fri. 8:30-5:30 l Thurs., 8:30-6:00 p.m.

DEADLINE: Ad Deadline is 5:00 p.m. Thursday

Co-op Advertising

Co-op advertising consists of programs established by manufacturers to encourage local retailers to advertise and sell their products or services. Many retailers are entitled to co-op funds, covering from 25% to 100% of their cost, when they advertise brand name merchandise in the PennySaver. Co-op plans vary depending upon the manufacturer. For additional information about co-op advertising, call the PennySaver's Display Advertising Department at (914) 962-3871.

Credit Policy

New accounts are accepted on a prepaid basis until credit is established. Credit may be established by filing of a credit application and submitting to the necessary credit check. A finance charge will be applied to accounts which are more than thirty days past due. Advertising will not be accepted until payment is made unless special credit arrangements have been made.

Customers are welcome to charge their ads on either MasterCard, Visa, Discover or American Express. For regular accounts, payment is due as stated on bill. Rates are non-commissionable. Any fees incurred by sending an account to a collection agency will be the responsibility of the customers.

All returned checks will be subject to a $25.00 Service Charge.

Digital Ads

PennySaver accepts ads in digital format. These ads can be submitted by email to displaysales@pennysaver.net. Deadline for display ads is Thursday, 5:00 p.m. For instructions on how to properly submit a digital file, please go to our website www.nypennysaver.com. We cannot be responsible for improperly received files. Hard copy of the ad can be faxed directly to the Sales Department at (914) 962-5123. For complete details, call your account rep at (914) 962-3871.

Special Sections

Throughout the year, the PennySaver publishes special sections that showcase advertiser's products or services. Please consult your salesperson or the display advertising department to confirm dates and reserve space.

Inserts, Cards and Coupons

Free-standing inserts and detached mail cards are also available. For information, ask your sales rep. For details, call (914) 962-3871, ext 213.

Type Fonts

Use PostScript Type 1 fonts only. True Type fonts can no longer be accepted due to printing conflicts. True Types will be replaced with a Post Script Type 1 version of that font or a similar Type 1 font (depending on availability).

Errors

Credit for errors will be given for space only. The publisher shall not be liable for a failure to insert any advertisement beyond cost of actual space occupied. Should an ad be omitted, advertisers are entitled to a choice of credit 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. We 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.

COLOR RATES AND SIZES

SPOT COLOR is available on a limited basis for quarter page or larger units. Free of charge.

4-COLOR is available every week in all of our editions.

Front, Back Cover.....Fixed Rates

Full Page	$210
3/4 Page	$170
2/3 Page	$145
1/2 Page	$130
1/3 Page	$80
1/4 Page	$65
1/8 Page	$35

Deadline for all display ads is Thursday at 5pm of the week before publication.

Mechanical Data

	Width*	Depth
Full Page	7.5"	9.75"
Full Page (covers)	7.5"	8.75"
3/4 page	7.5"	7.13"
2/3 page	7.5"	6.33"
1/2 page (horiz.)	7.5"	4.75"
1/2 page (vert.)	3.667"	9.75"
1/3 page (horiz.)	7.5"	3.04"
1/3 page (vert.)	3.667"	6.33"
1/4 page (horiz.)	7.5"	2.26"
1/4 page (vert.)	3.667"	4.75"
1/8 page	3.667"	2.26"
1/12 page	3.667"	1.5"

Actual ad sizes in print are 95% due to image reproduction.