



2011

MULTIMEDIA ADVERTISING SOLUTIONS



914.962.3871
info@chasemediagroup.com
www.chasemediagroup.com
1520 Front Street, Yorktown Heights NY 10598

MEDIA KIT



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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, positioning effectively, and delivering compelling offers to targeted audiences in the Hudson Valley and across America — a true multimedia marketing approach.

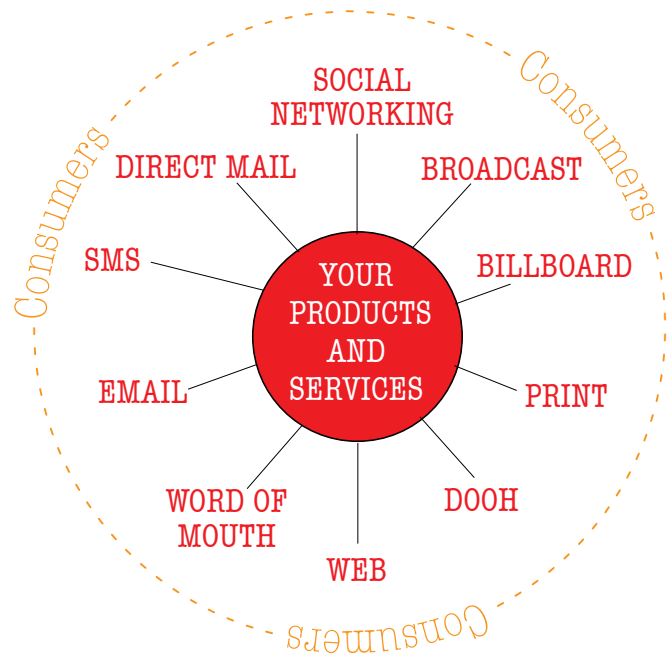
There are 7 business units that make up Chase Media Group: PennySaver, Chase Press, Chase Direct Mail, Chase Inserts, Chase Interactive, Chase Creative Works and Chase Promotional Products.

CMG challenges traditional price-sensitive markets with a quality approach to all work and a customer service commitment that outperforms expectations.

Some of our products and services are:

Print & Online Classified
and Display Advertising
UrNexCar Auto
Commercial/Digital Printing
Direct Mail
Inserts
Promotional Products

Web Design and Development
SEO and SEM
Email Marketing
Strategic Marketing
Graphic Design
Mobile Apps
QR Codes



HOURS of OPERATION

Monday - Thursday 8:30am - 5:00pm

Friday 8:30am - 4:00pm

CONTACT

Chase Media Group

914.962.3871

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info@chasemediagroup.com

1520 Front Street

Yorktown Heights, NY 10598

OUR MISSION

Chase Media Group, through honesty, ethical and professional behavior, provides 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. We encourage performance excellence, opportunity and growth for all stakeholders — customers, employees, community and vendors.



▶ ADVERTISING

6 | PENNYSAVER

8 | URNEXCAR

9 | CHASE INSERTS

10 | CHASE DIRECT MAIL

PennySaver | A DIVISION OF CHASE MEDIA GROUP

Weekly shopper with display and classified advertising. Print & online.

- Ten editions published every Wednesday
- CVC-audited circulation of 230,762 mail & demand distribution - full circulation satisfied over a 2-week period
- Covers Westchester, Putnam, Dutchess counties (NY) and New Fairfield (CT)
- Spot color and 4-color available each week
- Online audited circulation
- Over 40,000 website visitors at www.nypennysaver.com

Let the good times roll...
Relax and see how gracious independent living can be! No worries, no struggles.
Leave it all to us!

- Located in Historic Peekskill Landmark
- Overlooking the Spectacular Hudson River
- Spacious Studio, 1-2 Bedroom Apartments Equipped with Full Kitchens
- Weekly Housekeeping Including Linen Service
- Restaurant Style Dining Serving Lunch and Dinner
- Transportation to Doctors, Shopping and Outings
- Entertainment, Educational Courses and a Full Array of Activities
- 24 Hour Security and Emergency Response System

DRUM HILL
Senior Living Community

Call to arrange a complimentary lunch & tour!
914.788.8860

90 Ringgold Street
Peekskill, NY 10566
www.drumhillsseniorkiving.com

CIRCULATION BY ZONE

ZONE 1

Yorktown-Somers 30,767

TOTAL CIRCULATION = 30,767

ZONE 2B

Mahopac/Carmel 29,361

ZONE 2C

Brewster/New Fairfield 14,701

ZONE 2D

Mt. Kisco/Katonah 16,185

TOTAL CIRCULATION = 60,247

ZONE 3A

Central Westchester 30,298

(Armonk, Briarcliff, Chappaqua, Croton, Hawthorne, Milkwood, Ossining, Pleasantville, Thornwood)

ZONE 3B

Southern Westchester 22,400

(Ardley, Dobbs Ferry, Elmsford, West Harrison, Hastings, Irvington, Sleepy Hollow, Tarrytown, Valhalla, North White Plains)

TOTAL CIRCULATION = 22,400

ZONE 4

Peekskill/Cortlandt/Putnam Valley 23,761

TOTAL CIRCULATION = 23,761

ZONE 5A

Fishkill/Beacon 18,765

ZONE 5B

Hopewell/Pawling 20,650

ZONE 5C

Wappingers 23,874

TOTAL CIRCULATION = 63,289

ALL EDITIONS = 230,762

*Mail & Demand Distribution
(full circulation satisfied over a 2-week period)*

WE OFFER COMBINED CIRCULATION PRICING. PLEASE REQUEST RATE CARD.

PennySaver | DISTRIBUTION + CIRCULATION

PennySaver is the most widely circulated print periodical in Northern Westchester, Putnam and Dutchess counties. It is within reach of all residents through direct-mail and point-of-sale distribution. With a pass-along rate audited by the Circulation Verification Council (CVC) at 1.9 readers per copy, you can reach more than 290,000 shoppers through the PennySaver.

CVC AUDIT

73.2% Regularly Read PennySaver

75.2% Frequently Purchase Products/ Services from Ads Seen in PennySaver

Our Readers Are:

18-24 yrs. = 3%
25-34 yrs. = 14%
35-54 yrs. = 43%
55 + yrs. = 40%

Our Readers' Income:

Under \$25K = 2%
\$25-\$49K = 19%
\$50-\$74K = 14%
\$75-\$99K = 15%
\$100K+ = 50%

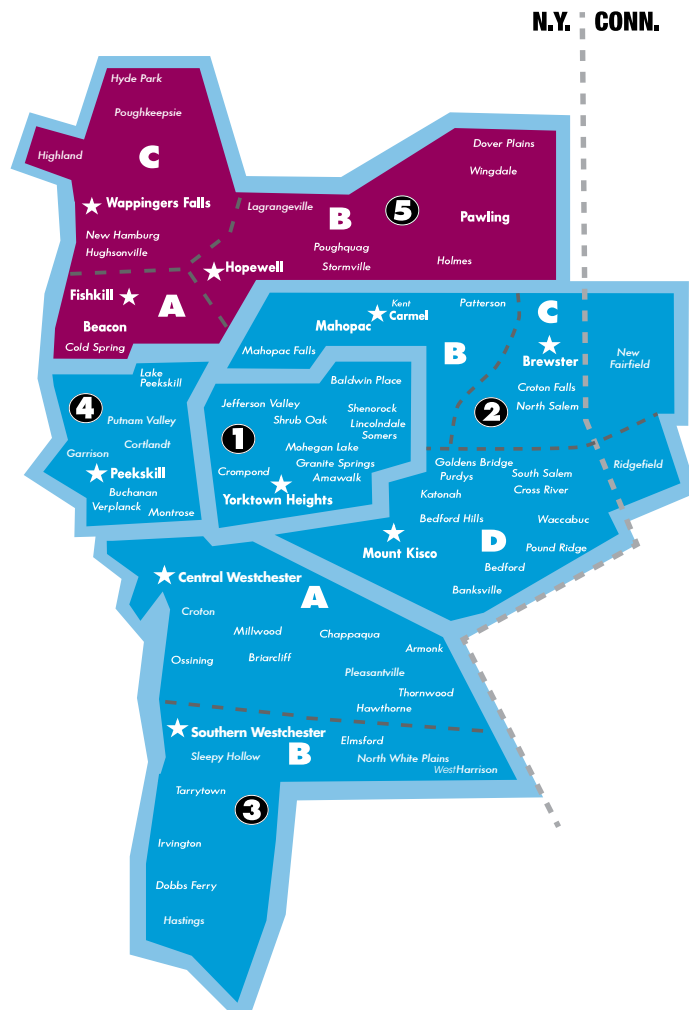
PRODUCTS

- Display advertising
- Classified advertising
- Inserts
- MVP cards
- UrNexCar

SOURCE: CIRCULATION VERIFICATION COUNCIL (CVC), 2016

MORE THAN 40,000 WEBSITE VISITORS

www.nypennysaver.com



Urnexcar | A PRODUCT OF THE PENNYSAVER

Drive sales to your showroom!

Value-packed auto package loaded with standard features...

- Six photo listings in the PennySaver auto showcase
- Five classified listings in PennySaver print & online editions (www.nypennysaver.com)
- Choose full page, 3/4 page or 1/2 page
- Choose zones 1, 2, 3, 4, 5 or all 5 zones

URNEXCAR

AUTOSHOWCASE

CROTON AUTO PARK 877-451-4917	NEW ROCHELLE CHEVROLET 914-730-9960
 2012 FORD MUSTANG GT CONVERTIBLE Stk #931703, 5.0L, Manual, Black, 44,201 miles \$22,888	 2013 CHEVROLET CRUZE Stk #U6113, 1.8L, Auto, Blue \$10,750
 2012 DODGE CHARGER SXT Stk #924512, 3.6L, Auto, Silver, 74,796 miles \$15,995	 2015 CHEVROLET EQUINOX Stk #U6300, Black, Auto, 2.4L, AWD \$20,500
 2014 CHRYSLER 300 SEDAN Stk #931203, 3.6L, Auto, White, 44,680 miles \$21,995	 2014 CHEVROLET IMPALA Stk #U6254, 2.5L, Auto, Gray \$17,995
 2008 HONDA CIVIC LX COUPE Stk #923312, Auto, Gray, 85,881 miles \$7,500	 2015 CHEVROLET SS 4 DR. SEDAN Stk #U6257, Black, Auto, 6.2L V8 \$37,500
 2007 CHEVROLET IMPALA LT SEDAN Stk #933303, 3.5L, Auto, Silver, 66,462 miles \$6,987	 2016 CHEVROLET SILVERADO 1500 Stk #U6118, Gray, 5.3L V8, Auto, 4WD \$30,500
 2010 CHEVROLET TAHOE 1500LT Stk #92812, 5.3L, Auto, Gray, 127,728 miles \$14,995	 2014 CHEVROLET TRAVERSE 2LT Stk #U6175, Gray, Auto, 1.6L V6, AWD \$25,000

Images are for illustrative purposes only and may not represent actual vehicles. Not responsible for typographical errors.



“Croton Auto Park has been part of the community for over 25 years, and for 25 years we have been part of the PennySaver. While marketing and advertising our business has changed, we still love it when a customer comes into our dealership with the PennySaver in hand and says ‘I’d like to buy the Jeep you have advertised in the PennySaver,’ and it happens over and over again. The PennySaver is still our ‘go to’ local advertising vehicle.”

— Croton Auto Park

Chase Inserts | A DIVISION OF CHASE MEDIA GROUP

Maximize your local market exposure and reach target audiences with inserts and Most Valuable Position (MVP) cards mailed alongside the PennySaver cards mailed alongside the PennySaver

INSERTS AND MVP CARDS

Chase Inserts and MVP Cards are the most effective and affordable option for advertising. They use the power of the PennySaver's CVC-audited weekly distribution in Westchester, Putnam, and Dutchess counties of New York as well as northwestern Fairfield County in Connecticut to ensure the maximum exposure of your advertisements to your customers (our readers).

Chase Inserts and MVP Cards provide saturation delivery of freestanding inserts to specified ZIP code(s) of your choice, offering you the ability to narrowly distribute your message to local markets or target them more broadly, depending on your individual advertising needs. Backed by the PennySaver's 56-year market reputation, your inserts and MVP cards will be highly cost effective, well received, and most importantly, will give you results. You have the option to supply us with your preprinted inserts or allow our award-winning Chase Press creative team to customize, design and print your inserts in our state-of-the-art printing facility.

We design, print and deliver for as low as 12.5¢ per card!

SEE PAGE 6 FOR DISTRIBUTION AREA



Chase Direct Mail | A DIVISION OF CHASE MEDIA GROUP

Your advertising message directly mailed to your target audience

IT'S ALL ABOUT “YOUR” BUSINESS

“Your” Offer

“Your” Customer’s Profile

“Your” Geographic Target Area

“Your” Promotions & Events

“Your” Target Audience

“Your” Mail Piece



WHY DIRECT MAIL?

- Target your customer – mailed 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 and layout to targeting my customer. Thanks Chase Direct Mail!”

*– Tom Walsh,
Yorktown Cycles*

Chase EDDM | A DIVISION OF CHASE PRESS

One of our most cost effective solutions is the printing and mailing. We can deliver your message from Maine to Hawaii

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

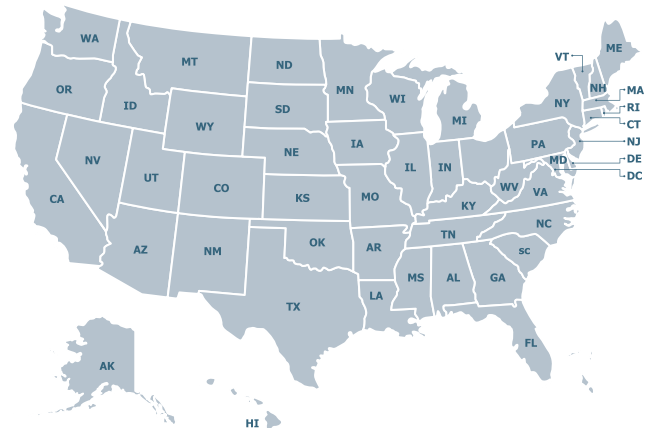
Extend your customer reach via saturation mail with a 12 x 6 jumbo postcard without the need for mailing lists, permits and all the associated fees. It's like knocking on every door in the neighborhood with your special marketing message. *(Other sizes available)*

GREAT FOR BUSINESS

- Coupons/offers
- Sales & specials
- Events
- Relocations and more

GREAT FOR BUSINESSES LIKE YOURS

- Retailers
- Auto dealerships
- Restaurants
- Professional services
- Attorneys
- Doctors
- Home improvement
- Realtors
- Fitness centers and more



▶ DESIGN

13 | CHASE CREATIVE WORKS

Chase Creative Works | A SERVICE OF CHASE MEDIA GROUP

*Think Madison Avenue
design on a Main Street budget.*

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 are Chase Creative Works. 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.



▶ PRINTING

15 | CHASE PRESS

Chase Press | A DIVISION OF CHASE MEDIA GROUP

Chase Press has the experts and expertise to get your printing done quickly, affordably and with quality in a state-of-the-art facility. Our experience printing major titles such as the PennySaver, 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, professional, award-winning design services

OUR PRODUCTS

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



“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

▶ DIGITAL

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21 | GARAGE SALE PENNYSAVER

Chase Interactive Media | A DIVISION OF CHASE MEDIA GROUP

Chase Interactive Media is a full-service, award-winning website design and development studio

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 with Chase Clicks (see page 19)
- Search engine optimization (SEO) (see page 19)
- Creative services
- Website evaluation
- Programming
- Maintenance and IT support
- Email
- Website statistics
- Banner ad creation
- Mobile advertising with Chase Mobile Media (see page 21)

Low Cost Sites | A PRODUCT OF CHASE INTERACTIVE MEDIA

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

Everyone turns to the web nowadays 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



Chase Clicks | A PRODUCT OF CHASE INTERACTIVE

SEO | Search Engine Optimization

Enhance your website accessibility and improve the chances it will be found.

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.



SEM | Search Engine Marketing

Increase traffic to your website.

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

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

Email Marketing | A PRODUCT OF CHASE INTERACTIVE

*Reach Thousands.
Drive Sales.
Grow Profits.*

Whether you want to email your current client base or acquire new customers, we can help. Email Marketing is designed to deliver your message directly into prospective customers email in-boxes, driving customers into participating local retail establishments and traffic to those business websites.

Chase Media Group offers 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:

- Complete design services branding your current look with print and other media sources your business uses
- Post-campaign analysis & recommendations



Garage Sale PennySaver | A PRODUCT OF THE PENNYSaver

Garage Sale PennySaver Mobile Application is your trusted source for finding:

- *Garage sales*
- *Estate sales*
- *Moving sales in the New York counties of Westchester, Putnam, Dutchess and parts of western Connecticut*

Hunting down and mapping out routes for garage sales can be time consuming and frustrating with either outdated information or no local listings. But with the Garage Sale PennySaver mobile app from 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



89%

**of mobile usage
time is via apps.**

(www.smartinsights.com, May 2016)

"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 PRODUCTS

23 | CHASE PROMOTIONAL PRODUCTS

Chase Promotional Products | 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
- T-shirts
- Housewares
- Utensils
- Baby accessories
- Educational products
- Office supplies
- Tools & automotive
- And so much more

**REQUEST A CATALOG
or ORDER ONLINE**



15% OFF
Your 2nd Order
minimum order required

Make an impression.

From customized pens, coffee mugs, hats, bags, flashlights, t-shirts, to just about anything you could put your logo on, we have the right item to promote your business and create buzz. A recent advertising impression study found that promotional products deliver incredible ROI with an average cost of just \$0.04 per impression.*

* Advertising Impression study conducted by Successful Promotions, January 2013

REQUEST A CATALOG:
914.962.3871 x345
OR ORDER ONLINE:
chasepromotionalproducts.com

CHASE Promotional Products
Make an impression.
A DIVISION OF CHASE MEDIA GROUP
1120 FRONT ST., YORKTOWN HEIGHTS NY 10598

“Chase Promotional Products has been one of our most valuable tools. We have recently purchased chocolate business cards and beautiful writing pens. The feedback from our clients and 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.

