

PRINT/DIGITAL ADVERTISING RATES

OPEN DISPLAY RATES

per advertising unit

Norwich Edition.....\$11.50	Oneonta-Coop. Edition.....\$9.80
Sidney Edition.....\$9.55	Mohawk Valley Edition.....\$9.80
Turnpike Edition.....\$8.95	Schoharie Valley Edition.....\$10.75
Wharton Valley Gazette.....\$5.25	

NOTE: Payment must be made when ads are placed until credit is established.
All display ads will incur an additional \$5.00 on-line ad fee.

LOW-COST COMBINATION RATES

Buy one of our 7 editions at the open rate and add any other edition for only \$6.00 per advertising unit per publication.

Choose from:

- Norwich Pennysaver
- Sidney Pennysaver
- Turnpike Pennysaver
- Wharton Valley Gazette
- Oneonta-Cooperstown Pennysaver
- My Shopper/ Mohawk Valley
- My Shopper/Schoharie Valley

• Ads must appear in the same week with no changes
• You are not eligible for this discount in publishing areas where you have a retail outlet

Ask about rates and information for our 2 paid newspapers:
The Evening Sun, a Monday-Friday broadsheet newspaper;
and the Wharton Valley Gazette, a weekly tabloid size newspaper.

COMMERCIAL CLASSIFIED RATE

* Appears in ALL 7 Editions *

\$18.00 for first 20 words 25¢ each additional word
Every Commercial Classified runs FREE on the Internet.

NEW YORK STATEWIDE ADVERTISING NETWORK

Expand your reach to over 3 million homes.
Call for rates and other information, including National reach

COLOR ADVERTISING

Process spot color is available at a cost of \$75 per color, per page, per paper.
Full process color available at a cost of \$225 per page, per paper.

FCPNY CIRCULATION AUDIT BY



YEARLY BULK SPACE AGREEMENT RATES

We offer lower cost bulk space purchasing plans.
Contact your Retail Advertising Consultant for more details.

PRE-PRINTED CIRCULAR DELIVERY RATES

We can deliver your pre-printed newsprint circular in any or all of our circulation areas.

up to 24 page tab.....	\$70 per 1000
up to 32 page tab.....	\$90 per 1000
up to 40 page tab.....	\$105 per 1000

500 minimum amount necessary and can be zoned by zip code to only the areas you prefer. Yearly frequency rates available. These rates do not apply to groups or associations. Finished size to insert must be 8 1/2" x 11", must arrive 7 days prior to insertion. Folding charge \$50 per 1000.

Shipping address: 57-65 Borden Ave., Norwich, NY 13815

MECHANICAL INFORMATION

- Printed by photo-offset process
- Page size - 6 columns wide by 16" deep
- 96 advertising units per page
- Column width is 1 5/8" or 10 picas (for mechanical requirements)
- There will be an additional charge for E-mailing of finished ads to other publications.

See your Retail Advertising Consultant for details and pricing.

COPY DEADLINES

Below are for regular editions. Deadlines for legal holidays are one business day prior to regular deadline.

	<u>DEADLINE DAY</u>	<u>DELIVERY DAY</u>
Norwich Edition -	Monday, 5:00 pm	Tuesday, pm
Sidney Edition -	Monday, 5:00 pm	Tuesday
Turnpike Edition -	Monday, 5:00 pm	Thursday
Oneonta-Coop. Edition -	Monday, 5:00 pm	Thursday
Mohawk Valley Edition -	Wednesday, 5:00 pm	Sunday
Schoharie Valley Edition -	Thursday, Noon	Saturday & Sunday
Wharton Valley Gazette -	Friday, 5:00 pm	Thursday

Rates subject to change without notice

CERTIFICATION STATEMENT OF CARRIER DELIVERY

available on request

CONTACT US



1-800-767-7862

Business, Sales & Accounting Office

P.O. Box 111, 18-20 Mechanic St., Norwich, NY 13815
607-334-4714 FAX 607-336-7318

advertising@pennysaveronline.com • www.pennysaveronline.com



RATES & DISTRIBUTION

information

A family of national award-winning publications serving 45,336 homes in Central New York State.

Effective January 1, 2025



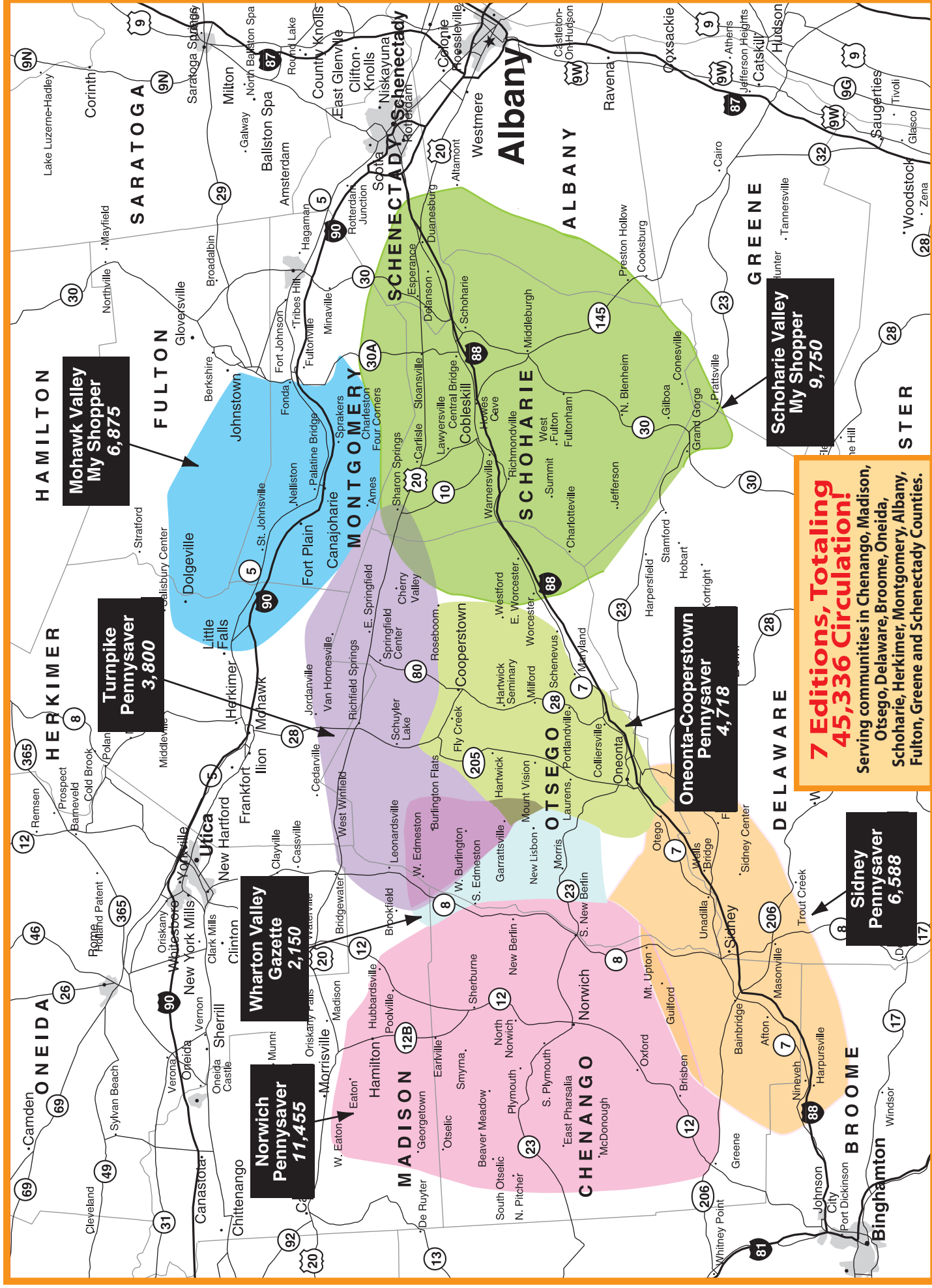
- Norwich • Sidney • Turnpike
- Oneonta-Cooperstown



- Schoharie Valley
- Mohawk Valley



Serving the Unadilla and Butternut Valleys since 1871



NORWICH EDITION

Zip	Location	Deliveries
13332	Earlville.....	450
13758	East Pharsalia.....	25
13334	Eaton and West Eaton.....	125
13072	Georgetown.....	50
13776	Gilbertsville.....	25
13778	Greene RD 1 & 3.....	400
13780	Guilford.....	225
13346	Hamilton.....	450
13801	McDonough.....	250
13411	New Berlin.....	775
13814	North Norwich.....	75
13124	North Pitcher.....	20
13815	Norwich.....	5120
13830	Oxford.....	1175
13136	Pitcher.....	25
13832	Plymouth.....	50
13460	Sherburne.....	1160
13464	Smyrna.....	300
13466	South Edmeston.....	30
13843	South New Berlin.....	600
13155	South Otselic.....	100
13844	South Plymouth.....	25

TOTAL 11,455

SIDNEY EDITION

Zip	Location	Deliveries
13730	Afton.....	875
13733	Bainbridge.....	1390
13775	Franklin.....	100
13787	Harpursville.....	255
13804	Masonville.....	175
13809	Mt. Upton.....	225
13825	Otego.....	175
13838	Sidney.....	2028
13839	Sidney Center.....	293
13849	Unadilla.....	1040
13859	Wells Bridge.....	32

TOTAL 6,588

WHARTON VALLEY GAZETTE

Zip	Location	Deliveries
13315	Burlington Flats.....	600
13482	West Burlington.....	30
13415	New Lisbon.....	35
13335	Edmeston.....	550
13808	Morris.....	710
13342	Garrattsville.....	25
	Individual.....	100
	Newsstand Sales.....	100

TOTAL 2,150

TURNPIKE EDITION

Zip	Location	Deliveries
13313	Bridgewater.....	125
13320	Cherry Valley.....	655
13333	East Springfield.....	50
13361	Jordanville.....	25
13439	Richfield Springs.....	1630
13457	Schuyler Lake.....	115
13468	Springfield Center.....	125
13485	West Edmeston.....	100
13491	West Winfield.....	975

TOTAL 3,800

SCHOHARIE VALLEY EDITION

Zip	Location	Deliveries
12031	Carlisle.....	75
12035	Central Bridge.....	250
12036	Charlottetown.....	75
12043	Cobleskill.....	3000
12053	Delanson.....	225
12056	Duanesburg.....	250
12064	East Worcester.....	50
12066	Esperance.....	325
12071	Fultonham.....	75
12076	Gilboa.....	300
12092	Howes Cave.....	375
12093	Jefferson.....	125
12122	Middleburgh.....	1225
12131	North Blenheim.....	75
12149	Richmondville.....	700
12157	Schoharie.....	1075
12160	Sloansville.....	200
12175	Summit.....	50
12187	Warnerville.....	175
12194	West Fulton.....	75
12197	Worcester.....	300
12434	Grand Gorge.....	125
12468	Prattsville.....	125
13459	Sharon Springs.....	500

TOTAL 9,750

ONEONTA-COOPERSTOWN EDITION

Zip	Location	Deliveries
13747	Colliersville.....	15
13326	Cooperstown.....	1045
13337	Fly Creek.....	50
13348	Hartwick.....	340
13796	Laurens.....	250
12116	Maryland.....	195
13807	Milford.....	200
13810	Mount Vision.....	225
13820	Oneonta.....	1870
13834	Portlandville.....	63
13450	Roseboom Star Rte.....	65
12155	Schenevus.....	275
13488	Westford.....	125

TOTAL 4,718

TOTAL EDITIONS 18,043

Effective January 1, 2025

TOTAL EDITIONS 10,668

TOTAL EDITIONS 16,625

TOTAL 6,875