

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 \$3; 4-10 photos \$5; 2-minute video \$8

GARAGE/TAG/MOVING/SALES APP

EACH LOCAL ZONE: Print/Online, Graphic and an App \$22

ONLINE ONLY AND APP: \$9

SKYSCRAPER BANNER \$20.

Other Packages Also Available

DEADLINES

Regular Account Customers

All ads are pre-paid. Customers wishing to place ads in person may come to the Yorktown 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., Fridays. (Note: Deadline for Display Ads is 5:00 p.m. Thursday.)

Classified Ads Online

While customers may place their classified ads online 24 hours a day, 7 days a week, a Friday, 3:30 p.m. deadline applies for those wishing their ads to appear in the next issue of the Yorktown PennySaver.

Ads may be called in during the week, but payment must reach our offices by the Friday deadline. Last minute callers should consider charging on Visa, MasterCard, American Express or Discover. Customers may also place their classified ads online via the web site: www.nypennysaver.com. (The Friday, 3:30 p.m. deadline applies if you wish your ad to appear in the next edition of the Yorktown PennySaver.)

MasterCard, Visa, American Express and 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, however, before an ad can run. The Yorktown PennySaver will attempt to reach those people whose charges are not verified but is not responsible for running ads if the customer cannot be contacted. Classified ads may also be placed online with the use of a credit card.

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.chasemediagroup.com

PennySaver:

Display & Classified Advertising

QponsToGo/Email Marketing:

Template-based coupon email marketing

Email Marketing:

Custom-tailored email campaigns

Chase Inserts:

Inserts & MVP Detached Cards

Chase Direct Mail:

Reach Target Audience with Direct Mail Cards

Chase EDDM:

Every Door Direct Mail Advertising

Chase Interactive Media:

Web Design, SEO, SEM, Hosting & IT Support/Services

Chase Press:

Commercial & Digital Printing Specialists

Menu Printing & Design Services

Chase Promotional Products:

"Make an Impression"

Chase Mobile Marketing:

Mobile Advertising through Text Messaging

Chase Creative Works:

Award-winning graphic design

PennySaver

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



Effective Date: January 1, 2016

2016

www.nypennysaver.com

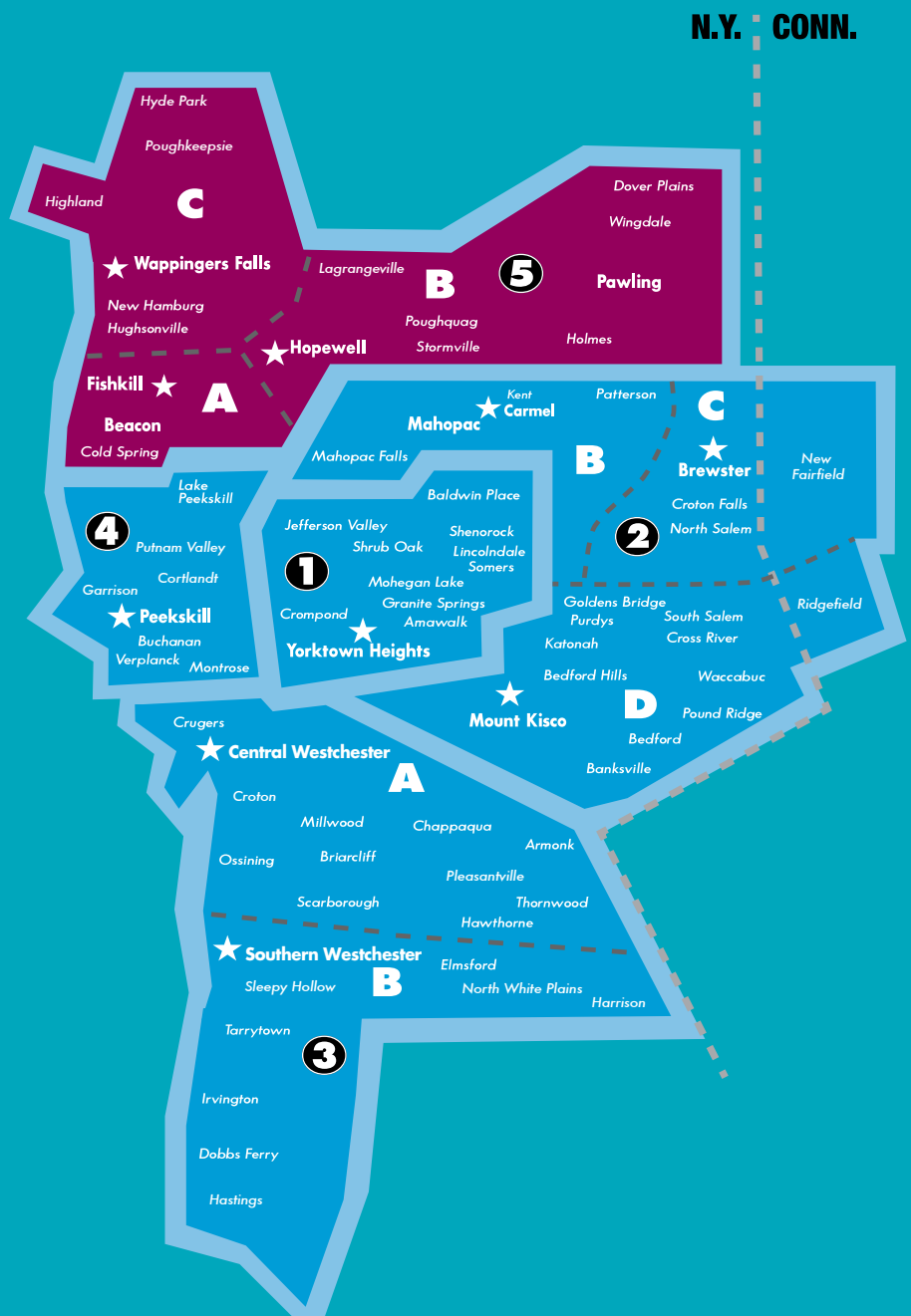
CLASSIFIED ADVERTISING RATES

914.962.3871 • 845.298.8178
1520 Front Street, Yorktown Heights, NY 10598

10 EDITIONS

Mail + Demand Distribution Through 5 Zones

DUTCHESS
WESTCHESTER, PUTNAM, NEW FAIRFIELD
ZONES: Labeled 1-5



CIRCULATION

- Zone 1 24,991
- Zone 2 40,910
- Zone 3 28,393
- Zone 4 21,876
- Zone 5 35,303
- South 116,170
- North 35,303

All Editions 151,473

76.1% frequently purchase products from ads in the PennySaver*

74.1% regularly read or look through the PennySaver*

* based on a 2015 CVC audit

OFFICE HOURS:

Mon - Thurs 8:30-5:00
 Friday 8:30-4:00

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

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

ZONES	PRIVATE	COMMERCIAL/BUSINESS
Each Local Zone	\$14.00 for 15 words Each additional word 50¢ Reader ads only Line Rate: \$11.00/line. 3 lines min.	\$22.00 for 15 words Each additional word 50¢ Reader ads only Line Rate: \$11.00/line. 3 lines min.
Westchester Putnam, New Fairfield Zones 1-4 (7 Editions)	\$42.00 for 15 words Each additional word 50¢ Line Rate: \$14.00/line. 3 lines min.	\$62.00 for 15 words Each additional word 50¢ Line Rate: \$21.00/line. 3 lines min.
Dutchess Zone 5 (3 Editions)	\$32.00 for 15 words Each additional word 50¢ Line Rate: \$14.00/line. 3 lines min. <small>* EXCHANGE ADS ONLY</small>	\$42.00 for 15 words Each additional word 50¢ Line Rate: \$21.00/line. 3 lines min. <small>* EXCHANGE ADS ONLY</small>
All 5 Zones	\$58.00 for 15 words Each additional word 50¢ Line Rate: \$14.00/line. 3 lines min.	\$88.00 for 15 words Each additional word 50¢ Line Rate: \$32.00/line. 3 lines min.

* Exchange ads are ads appearing in all real estate, automobile, help wanted, antiques, auctions and animals & pets sections.

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