

PENNYSAVER MONEYSAVER
THE WEEKLY THE ADVERTISER

TARGET YOUR MARKET

Rates & Data 2016

*Distributed To Over 181,000 Households
Reaching Over 325,000 Potential Customers*



CAPITAL REGION WEEKLY NEWSPAPERS

Corporate Office

P.O. Box 1450, Clifton Park, NY 12065
645 Albany-Shaker Rd, Colonie, NY 12212
(518) 454-5501 • Fax (518) 454-5541

In Rensselaer County

29 Sheer Rd., P.O. Box 70, Averill Park, NY 12018
(518) 674-2841 • Fax (518) 674-8680

In Corinth

229 Main St, Corinth, NY 12822
(518) 654-9331 • Fax (518) 654-2935

All media information can also
be found on our website

www.crwnewspapers.com

March 2016

The Social & Shopping Guides of:

- Albany County • Rensselaer County
- Saratoga County • Schenectady County

Pub	Pub Name	Pub Code	Pub Type	Circulation (2008)							Pub Code	Pub Type	Pub Name
				12/08	11/08	10/08	9/08	8/08	7/08	6/08			
001	THE NORTH PENNSYLVANIAN NEWS	100000	100000	100000	100000	100000	100000	100000	100000	100000	100000	THE NORTH PENNSYLVANIAN NEWS	
002	EXIT 12-16-17 WILSON / GUMPERT HONEYSAVER	100000	100000	100000	100000	100000	100000	100000	100000	100000	100000	EXIT 12-16-17 WILSON / GUMPERT HONEYSAVER	
003	EXIT 15, 14 SPA CITY HONEYSAVER	100000	100000	100000	100000	100000	100000	100000	100000	100000	100000	EXIT 15, 14 SPA CITY HONEYSAVER	
004	EXIT 14 & 10 BULLHORN SPA / MALTA PENNSYSAVER	100000	100000	100000	100000	100000	100000	100000	100000	100000	100000	EXIT 14 & 10 BULLHORN SPA / MALTA PENNSYSAVER	
005	EXIT 6 & 10 CLIFTON PARK NORTH PENNSYSAVER	100000	100000	100000	100000	100000	100000	100000	100000	100000	100000	EXIT 6 & 10 CLIFTON PARK NORTH PENNSYSAVER	
006	EXIT 8A & B CLIFTON PARK SOUTH PENNSYSAVER	100000	100000	100000	100000	100000	100000	100000	100000	100000	100000	EXIT 8A & B CLIFTON PARK SOUTH PENNSYSAVER	
007	EXIT 5, 6 & 7 LUTHERAN PENNSYSAVER	100000	100000	100000	100000	100000	100000	100000	100000	100000	100000	EXIT 5, 6 & 7 LUTHERAN PENNSYSAVER	
008	WT, 14S & WT, 30 THE WEEKLY PENNSYSAVER	100000	100000	100000	100000	100000	100000	100000	100000	100000	100000	WT, 14S & WT, 30 THE WEEKLY PENNSYSAVER	

TOTAL CIRCULATION 188,000

All rates are updated to the website



EXIT 12-16-17 WILSON / GUMPERT HONEYSAVER 11,773 11/08: 11,773 10/08: 11,773 9/08: 11,773 8/08: 11,773 7/08: 11,773 6/08: 11,773	EXIT 15, 14 SPA CITY HONEYSAVER 7,042 11/08: 7,042 10/08: 7,042 9/08: 7,042 8/08: 7,042 7/08: 7,042 6/08: 7,042	EXIT 14 & 10 BULLHORN SPA / MALTA PENNSYSAVER 17,565 11/08: 17,565 10/08: 17,565 9/08: 17,565 8/08: 17,565 7/08: 17,565 6/08: 17,565	EXIT 6 & 10 CLIFTON PARK NORTH PENNSYSAVER 14,262 11/08: 14,262 10/08: 14,262 9/08: 14,262 8/08: 14,262 7/08: 14,262 6/08: 14,262	EXIT 8A & B CLIFTON PARK SOUTH PENNSYSAVER 17,208 11/08: 17,208 10/08: 17,208 9/08: 17,208 8/08: 17,208 7/08: 17,208 6/08: 17,208	EXIT 5, 6 & 7 LUTHERAN PENNSYSAVER 19,795 11/08: 19,795 10/08: 19,795 9/08: 19,795 8/08: 19,795 7/08: 19,795 6/08: 19,795	EXIT 12-16-17 WILSON / GUMPERT HONEYSAVER 21,395 11/08: 21,395 10/08: 21,395 9/08: 21,395 8/08: 21,395 7/08: 21,395 6/08: 21,395	WT, 14S & WT, 30 THE WEEKLY PENNSYSAVER 22,165 11/08: 22,165 10/08: 22,165 9/08: 22,165 8/08: 22,165 7/08: 22,165 6/08: 22,165
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Front Covers for Zones

4 Color Front 1/4 Page Ad 11/08: 1.4 zones
 \$240 / Zone - \$345 / Zone
 Add \$70 For Each Additional Zone

4 Color Front 1/8 Page Ad 11/08: 1.1 zones
 \$100 / Zone - \$260 / Zone
 Add \$60 For Each Additional Zone

4 Color Back Page Ad 11/08: 1.1 zones
 \$200 / Zone - \$300 / Zone
 Add \$70 For Each Additional Zone

Front Covers for Zones

4 Color Front Page Ad 11/08: 1.1 zones
 300 One Area - 5145 Split Areas
 11/08: 1.1 zones
 \$150 One Area - \$290 Split Areas

4 COLOR RATES:

\$25/zone up to 1/4 Page Ad
 \$40/zone over 1/4 Page - 1/2 Page Ad
 \$50/zone over 1/2 Page - Full Page Ad

FILE FORMATS

ACCEPTABLE FILE FORMATS

- Microsoft Word (.doc)
- Microsoft Excel (.xls)
- Adobe Photoshop (.psd)
- Illustrator (.ai)
- PDF
- EPS

SENDING ADS VIA EMAIL

We accept email orders at advertising@pa.com
 Our advertising is sent through our mail carrier
 For the latest rates visit www.pa.com
 For the latest rates visit www.pa.com

DELIVERY SCHEDULE

Monday - Friday 11:00 AM - 5:00 PM
 Saturday 11:00 AM - 5:00 PM
 Sunday 11:00 AM - 5:00 PM

The Results are in ...

75% of our circulation is between the ages of 18-34

72% of our circulation is female

69.9% of our circulation is white

About Our Publications —

Capital Region Weekly Newspapers is comprised of established weeklies, publishing since 1950. We deliver weekly advertising messages to the residents of Saratoga, Schoenbrunn, Albany and Rensselaer Counties. In addition, Capital Region Weekly Newspapers act as the mailing board for civic and non-profit community events. Capital Region Weekly Newspapers offers our advertisers a large market and also the flexibility of selective circulation, we help to maximize your advertising dollar. Options from one edition to 11 editions will allow you to target specific areas. You only pay for the circulation area that you need! We offer what no other media in the Capital Region offers you - shared-mailing, target marketing with the flexibility to fit your company's needs - large or small. Capital Region Weekly Newspapers invites you to compare the cost per thousand and results obtained from our publications against any other media in the Capital Region. You'll see the difference!

GENERAL ADVERTISING INFORMATION

TERMS: All advertising is on a cash basis, unless approved for credit. No cash discounts apply. New advertisers applying for credit must complete a formal credit application and pay in advance for all advertising until notified by Finance Dept. Business Office that approval has been granted.

POSITION: Advertising placement or arrangement of any and all ads in any issue(s) or section is at the discretion of the publisher.

GOING OUT OF BUSINESS: Ads without exception, cash with copy.

POLITICAL ADVERTISING: All political advertising requires cash with copy and must comply with regulations pertaining to such advertising. Open rate only.

CD-OF ADVERTISING: Numbers of your Advertising will be forwarded upon your request.

GENERAL PROVISIONS

- All advertising is subject to the publisher's approval.
- Advertiser who proof their ads assume full responsibility for accuracy.
- Publisher's liability for damages resulting from errors in any ads limited to the cost of the space occupied by the error. The publisher shall not be responsible for consequential damages suffered by any party for such error.
- Errors must be reported to your sales representative within five days of publication.
- Publisher assumes no responsibility for photographs, drawings or other materials left in its possession although every effort will be made to return them in good condition.
- The advertiser and/or advertising agency assumes all liability for advertisements published (including illustrations, text, claims, etc.) and agrees to assume any and all responsibility for claims made against the publisher as a result.
- All property rights, including any copyright interest in any advertisement produced for the advertiser by the publisher, using artwork and/or typography furnished or arranged by the publisher, shall be the property of the publisher. No such ads or any part thereof may be reproduced without prior written consent of the publisher.
- The publisher reserves the right to insert the words "Paid Advertisement" above or below any advertisement.

PREFERRED PAGING

- Contract accounts are given priority consideration for preferred page positions which are only reserved for those contract advertisers who place not a minimum of half of their number of contracted insertions inside the paper.
- All front and back page positioning is on an available basis.
- All positioning is at the sole discretion of the publisher.

AD AGENCY GUIDELINES

- Advertising Agencies are allowed a 15% commission off Open Rate only. No additional discounts or rebates can be applied.
 - The agency must provide camera ready ad materials, corresponding to the publisher's ad size and file format specifications.
 - The agency assumes full responsibility for billing and guarantee payment.
 - Screens should be 20% off line. Supplied half tones must be 85% line square dot screen.
- See Ad Sizes & File Formats.

FILE FORMATS

ACCEPTABLE FILE FORMATS

- We accept PDF, TK, EPS or InDesign files.
- JPG files may be used for graphics only. Maximum 100 dpi.
- When sending PDF, please make sure all fonts are embedded. Missing fonts will be reset at our discretion.
- We DO NOT ACCEPT PUBLISHER FILES.
- MICROSOFT WORD documents may be used for TEXT ONLY.
- Graphics sent in Word cannot be used.
- All color ads and artwork must be sent in CMYK.
- All RGB files will be converted.

COLUMN WIDTH MEASUREMENTS

1 column ... 1 1/2 inches 4 column ... 6 1/4 inches
 2 column ... 3 1/4 inches 5 column ... 8 inches
 3 column ... 4 1/4 inches 6 column ... 9 1/4 inches

INSERT DELIVERY INFORMATION

Please mark inserts for: Capital Region Weekly Newspapers
 Send to: Upper Valley Press, 446 Berntson Road, North Haverhill, NH 03774
 Main Phone Number: 603-767-7000
 Delivery Receipt Hours: Open - Sunday night at 11 pm - Close: Friday night at 11 pm
 We are open all hours in between for delivery. Full loading dock facility. Accepting FedEx & UPS daily. Accepting all common carriers with all types of delivery vehicles.



North Rensselaer County THE ADVERTISER'S

Mailed to:
 12180 Troy / Brunswick (Delivered Weekly) 11,002
 12052 Crotonville 649
 Bulk Drop 607

Total Weekly Circulation 13,196

South Rensselaer County THE ADVERTISER'S

Mailed to:
 12180 Troy (N. Greenbush) 1,545
 12061 East Greenbush 4,958
 12198 Wynnsville 1,287
 12184 Rensselaer 6,800
 12140 Ploverville 713
 12078 Awood Park 3,247
 12190 W. Sand Lake 1,365
 12153 Sand Lake 498
 12121 Nonesuch 2,222
 12062 E. Nassau 767
 12063 E. Schoenbrunn 289
 12033 Corleton 1,300
 Bulk Drop 900

Total Weekly Circulation 28,758

4 COLOR RATES:
 \$25/zone - up to 1/4 Page Ad
 \$40/zone - over 1/4 Page - 1/2 Page Ad
 \$60/zone - over 1/2 Page - Full Page Ad

Front Covers for Zones
 are Reserved for Contract Advertisers and include a Color Add-On. (Not Contract Advertiser)

THE ADVERTISER					
NORTH & SOUTH RATES - When Running Rensselaer County Zones Only. Use These Rates!					
SIZE	Zones	OPEN RATE	12x RATE	24x RATE	62x RATE
FULL PAGE 6 x 9"	North	782.00	653.00	624.50	677.90
	South	1,484.10	1,203.70	976.90	908.70
1/2 PAGE 3 x 9" 3 x 10" 4 x 7 1/2"	North	646.40	437.20	416.20	346.90
	South	911.00	776.30	693.40	616.70
3 col x 9"	North	420.00	347.95	312.50	277.40
	South	724.00	616.00	601.50	488.50
3 col x 10" 4 col x 3 3/4"	North	400.19	349.70	297.90	264.20
	South	675.90	676.10	614.90	496.10
3 col x 9" 3 col x 9"	North	793.90	691.60	628.90	568.30
	South	327.60	396.60	244.20	214.20
3 col x 9" 3 col x 9"	North	683.48	471.00	421.76	373.66
	South	480.00	648.36	613.36	462.86
1/4 PAGE 3 col x 9" 3 col x 7 1/2" 4 col x 3 3/4"	North	300.79	262.90	224.95	199.65
	South	607.55	431.96	396.60	347.70
3 col x 7 1/2" 3 col x 4 3/4"	North	623.05	621.20	476.80	424.60
	South	296.18	226.70	192.40	170.60
3 col x 7 1/2" 3 col x 4 3/4"	North	436.40	370.60	331.90	294.10
	South	643.40	467.10	403.90	364.30
3 col x 6" 3 col x 6"	North	275.50	188.50	180.75	142.75
	South	363.25	309.25	277.00	245.00
3 col x 6" 3 col x 6"	North	483.25	373.00	337.00	304.00
	South	201.20	176.10	160.20	132.40
3 col x 6"	North	329.20	268.80	258.70	229.30
	South	423.20	348.30	314.70	283.90
3 col x 4 3/4" 3 col x 3 3/4" 4 col x 2 1/4"	North	172.90	161.20	128.10	114.70
	South	291.10	247.90	222.10	196.90
4 col x 2" 2 col x 4"	North	369.10	299.90	276.10	243.70
	South	144.60	126.50	108.00	96.00
4 col x 2" 2 col x 4"	North	243.00	207.00	188.50	164.00
	South	300.00	249.50	226.50	203.50
3 col x 2 3/4" 2 col x 3 3/4"	North	120.20	114.10	97.45	86.65
	South	219.90	196.55	187.20	149.30
3 col x 2 3/4" 2 col x 3 3/4"	North	272.95	224.95	203.20	183.40
	South	116.10	101.70	86.90	77.20
3 col x 2 3/4" 2 col x 3 3/4"	North	194.90	166.10	148.90	131.10
	South	242.90	200.10	180.90	163.30
2 col x 2 3/4"	North	101.90	89.20	76.20	66.65
	South	170.65	146.65	130.60	116.90
2 col x 2 3/4" 1 col x 1 1/2"	North	212.65	179.45	158.60	143.20
	South	87.70	76.90	65.90	58.60
3 col x 2 1/2" 2 col x 1 1/2"	North	146.66	126.20	112.30	99.70
	South	162.60	160.70	136.30	123.10
2 col x 2 1/2" 1 col x 1 1/2"	North	73.90	64.60	56.00	52.75
	South	122.75	104.75	94.00	82.90
2 col x 2 1/2" 1 col x 1 1/2"	North	182.75	126.00	114.00	103.00
	South	89.30	63.10	47.70	42.70
3 col x 1 3/4" 1 col x 3 1/4"	North	86.70	64.30	76.70	67.20
	South	122.75	101.20	91.70	82.90
1 col x 2 3/4" 2 col x 1 1/4" 3 col x 5/4"	North	46.75	39.70	36.40	33.70
	South	76.65	63.65	57.40	51.10
1 col x 2 3/4" 2 col x 1 1/4" 3 col x 5/4"	North	92.65	76.60	68.40	62.60
	South				

Your Print Ads Are Online At
www.crwnewspapers.com

Follow These Instructions To Start Viewing And Enhancing Your Ads Today!
 We Must Have Your Email Address For You To Participate!!
 Call, Email Or Fax Us With Your Email Address

- 1 You will receive an email message from us. Click the link in the email message
- 2 Follow the instructions and set up your account with a username and password
- 3 Once you are logged in, click "Newspaper Ads" under "Business Tools" on the left

You are now ready to view and enhance your page

Capital Region Weekly Newspapers is now presenting our advertisers to the millions of users in the Internet. Each time that you run an ad on our publication, your ad will appear on our website plus all of your ads will be stored and archived online, so you can view a history of your ad campaigns whenever you like. All ads will be automatically archived.

In addition, **AT NO EXTRA CHARGE** you can make enhancements to your ads that will increase your exposure and make it easier for consumers to find you when they search for products and services.

Each of our ads is enhanced by adding any of the following:

- **Title** - One line ad is a good descriptive title to attract consumers to your business.
- **Description** - Describe the products and services provided in your ad.
- **Keywords** - Improve your ad's search results by entering the keywords related to your ad content.
- **Special Text** - Provide customers with important information and special offers.
- **Web Address** - Link your ad to your home page or a specific web site address of your choice.
- **eCommerce** - Sell products & services online.