

# 3 Ways To Advertise With The Hi, Neighbor Pennysaver

A Central New York State Locally Owned & Operated Shopping, Community Information & News Free Community Paper

## 1 CLASSIFIED ADS - Full Print & Internet Distribution

Place By Telephone (315)655-9431, E-mail, Mail, In-person or at [www.hineighbor.net](http://www.hineighbor.net), click on the PLACE A CLASSIFIED AD Button.

### PERSONAL Classified Ads

1 - 25 WORDS = \$10<sup>00</sup> /Week - - - - - 26 - 50 WORDS = \$12.50/Week  
ADS 51 WORDS & OVER - \$12.50 + 20¢ Each Extra Word/Week

### BUSINESS, LEGAL, RENTAL OR HELP WANTED Classified Ads

1 - 25 WORDS - \$12<sup>50</sup> /Week - - - - - 26 - 50 WORDS - \$15.00 /Week  
ADS 51 WORDS & OVER - \$15.00 + 20¢ Each Extra Word/Week

## 2 DISPLAY ADS - Full Print & Internet Distribution

SOLD BY THE COLUMN INCH

Current Rate: \$9.00 Per Column Inch

See Page 6 For An Extended Rate Chart

See Page 3 & 4 For Sample Display Ad Sizes and Prices



## 3 INSERT - You Hit Only The Areas You Want To Hit With Sub-Zip Code Route Distribution

4.5 ¢ Each - You Produce Them, Bring Them To Us, We Distribute Them Inside Our Paper

**MINIMUM QUANTITY:** 200 per Post Office. **MAXIMUM QUANTITY:** 9,750.

**MINIMUM SIZE:** 4 inches Tall x 5 Inches Wide, 1 Sheet.

**MAXIMUM SIZE:** 10.25 Inches Tall X 10.25 Inches Wide X .25 Inches Thick (Larger Pieces Will Be Subject To Additional Charges Due To Additional Postage Cost Due To Size)

**8,337 DELIVERED BY USPS SATURATION MAIL TO EVERY RD & HIGHWAY CONTRACT ROUTE ADDRESS** in Madison, Bouckville, Hamilton RD1, Morrisville, Cazenovia, Erieville, New Woodstock, Georgetown, DeRuyter, Fabius, North Pitcher, South Otselic, Pitcher and Truxton.

**1,300 STORE DROPPED (80% PICKED UP)** in Pompey, Manlius, Chittenango, Canastota, Oneida, Vernon, Madison, Munnsville, Oriskany Falls, and points in between.

**ZIP CODES SERVICED:** 13122, 13072, 13052, 13155, 13136, 13124, 13020, 13051, 13138, 13104, 13134, 13031, 13158, 13063, 13408, 13409, 13402, 13346, 13310, 13334, 13484, 13362, 13061 and 13035

9 Albany St., STE 1D, Cazenovia, New York 13035

Telephone: 315-655-9431

E-mail: [hineighbor@hineighbor.net](mailto:hineighbor@hineighbor.net)

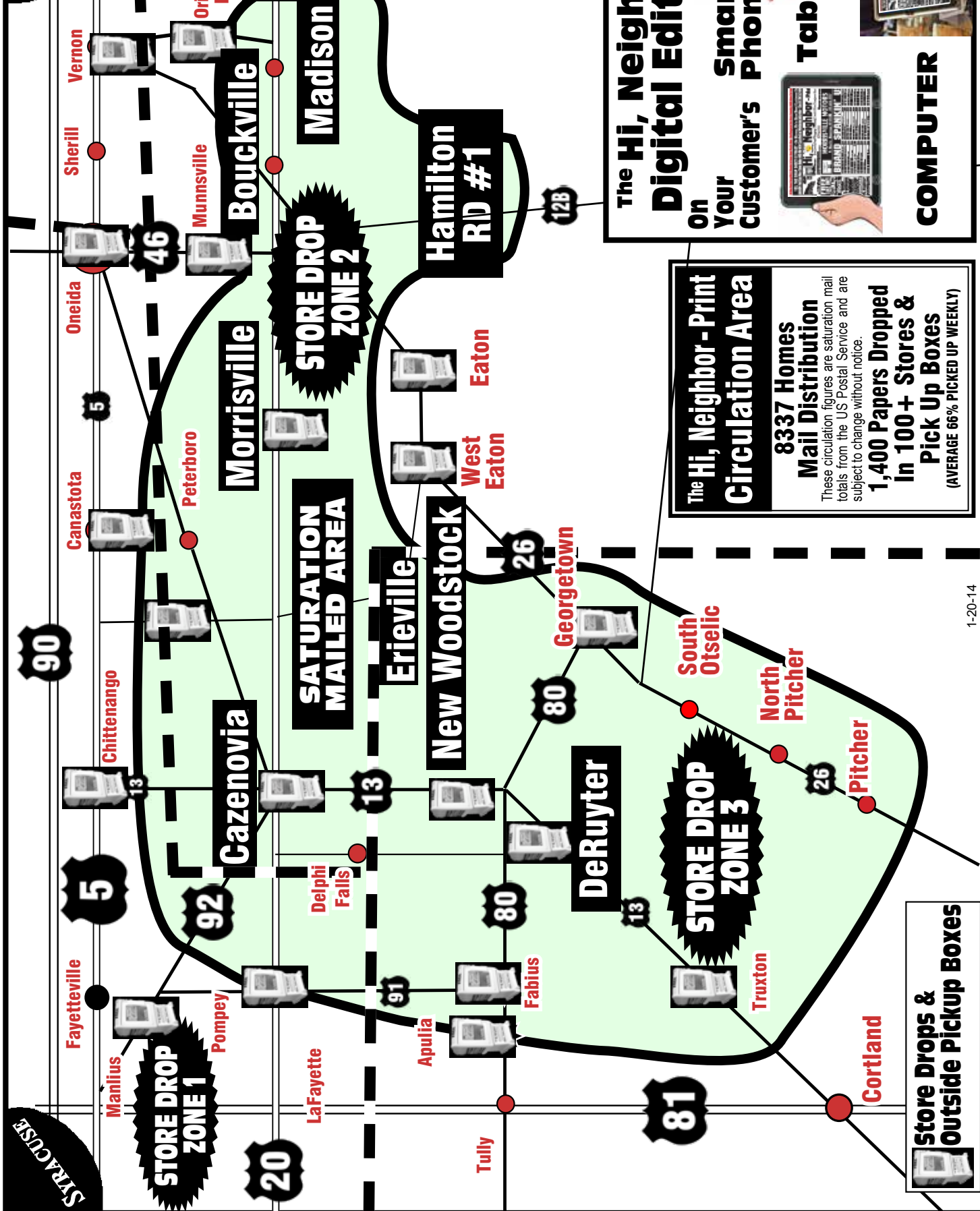
Website: [www.hineighbor.net](http://www.hineighbor.net)

Media Buyer 24/7 Hotline: 315-264-0970

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UTICA, ROME  
NEW HARTFORD




STRACUSE


**The Hi, Neighbor Digital Edition**  
On Your Smart Phone



customer's **Tablet**



**COMPUTER**



**The Hi, Neighbor - Print Circulation Area**

**8337 Homes Mail Distribution**

These circulation figures are saturation mail totals from the US Postal Service and are subject to change without notice.

**1,400 Papers Dropped In 100+ Stores & Pick Up Boxes**

(AVERAGE 66% PICKED UP WEEKLY)

**Store Drops & Outside Pickup Boxes**



**Connect With**  
**9,500+ HOMES**  
**40,000+ POTENTIAL CUSTOMERS**

**Ad Setup No Charge - Quantity Insertion Discounts Apply**



**1" Ad**  
1" H x 1.6" W  
\$15.00/Week

**2 Column Inch Ad**  
1" H x 3.39" W  
\$20.00/Week

**3 Column Inch Ad**  
1.5" H x 3.39" W  
**Reaching**  
**10,000+ Homes, 40,000+ People**  
**For Only \$27.00 per Week**  
(Quantity Discounts Available)

**4 Column Inch Ad**  
2" H x 3.39" W  
**Reaching**  
**10,000+ Homes, 40,000+ People**  
**For Only \$36.00 per Week**  
(Quantity Discounts Available)

**5.5 Column Inch Ad**  
2.5" H x 3.39" W  
**Reaching**  
**10,000+ Homes, 40,000+ People**  
**For Only \$49.50 per Week**  
Ad Setup Included  
(Quantity Discounts Available)

1 column inch width = 1.625" (1 5/8)  
2 column inch width = 3.25"  
3 column inch width = 5"  
4 column inch width = 6.625" (6 5/8)  
5 column inch width = 8.44" (8 7/16)  
6 column inch width = 10"

**6 Column Inch Ad**  
3" H x 3.39" W  
**Reaching**  
**10,000+ Homes, 40,000+ People**  
**For Only \$54.00 per Week**  
(Quantity Discounts Available)

**10 Column Inch Ad**  
5" H x 3.39" W  
**Reaching**  
**10,000+ Homes, 40,000+ People**  
**For Only \$90.00 per Week**  
Ad Setup Included  
(Quantity Discounts Available)

# 1/4 PAGE

**20**

## **Column Inch Ad**

**3 Column Inches Wide  
7" H x 5" W**

**Reaching**

**10,000+ Homes,  
40,000+ People**

**For Only**

**\$180.00 per Week**

**Ad Setup Included**

**(Quantity Discounts Available)**

# 1/2

# PAGE

**39**

## **Column Inch Display Ad**

**Reaching**

**10,000+ Homes,  
40,000+ People**

**For Only**

**\$263.25 per Week**

**25% Discount**

**Ad Setup Included**

**(Quantity Discounts Available)**

# FULL PAGE

**78 Column Inch Display ad**

**10.5" W X 13" H**

**Reaching 10,000+ Homes, 40,000+ People**

**For Only \$702.00 per Week**

**25% Discount**

**Ad Setup Included**

**(Quantity Discounts Available)**

# Order Form - Pre-Printed Inserts/Flyers

## MAILED PAPERS

### 8,337 Total Papers

(Circle & Total The Desired Delivery Areas)

- GEORGETOWN (13072) .....257**
- DERUYTER (13052) .....575**
- SO. OTSELIC (13155).....121**
- PITCHER (13136) .....150**
- NO. PITCHER (13124).....24**
- TRUXTON (13158) .....500**
- FABIUS (13063) .....625**

**AREA A** Total \_\_\_\_\_

(Circle & Total The Desired Delivery Areas)

- MORRISVILLE (13408) .....698**
- MADISON (13402) .....458**
- HAMILTON RD #1 (13346)....515**
- BOUCKVILLE (13310).....223**

**AREA B** Total \_\_\_\_\_

(Circle & Total The Desired Delivery Areas)

**CAZENOVIA (13035) - Total 4191**

- Village Walking Routes
- City Rt. 1 472
  - City Rt. 2 678
  - Village Total: 1150

- Rural Delivery Routes
- RD #1 (Fenner, Peterboro) 480
  - RD #2 (West Lake Road & Rt. 92) 451
  - RD #3 (Nelson Area) 445
  - RD #4 (Eastlake Road) 437
  - RD #5 (South) 389
  - RD #6 (NEW WOODSTOCK) 390
  - RD #7 (ERIEVILLE) 449
  - Rural Delivery Total: 3041

**AREA C** Total \_\_\_\_\_

(Add Up The Desired Delivery Area Totals)

**A + B + C** Mailed Papers Grand Total \_\_\_\_\_

## STORE DROPPED PAPERS

### 1,300 Total Papers

**ZONE 1 ..... 613**

Pompey, Manlius, Chittenango, Canastota, Oneida

**ZONE 2 ..... 425**

Cazenovia, Oriskany Falls, Solsville, Madison, Morrisville, Munnsville, West Eaton, Eaton

**ZONE 3 ..... 262**

New Woodstock, Georgetown, Fabius, DeRuyter

(Circle & Total The Desired Delivery Areas)

**AREA D** Store Dropped Papers Total \_\_\_\_\_

**This Form IS NOT COMPLETE Unless The ROUTE or STORE DROP ZONES To Be Inserted ARE CIRCLED**

## AREA GRAND TOTALS

TOTAL MAILED	+	TOTAL STORE DROPPED	=	GRAND TOTAL OF ORDER
_____		_____		_____

**X 4.5¢ Each**

**= TOTAL COST** \_\_\_\_\_

**INSERTION DATE** \_\_\_\_ / \_\_\_\_ / \_\_\_\_

**Customer Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**Credit Card#:** \_\_\_\_\_

**Expiration Date:** \_\_\_\_ / \_\_\_\_ **Zip Code:** \_\_\_\_\_

# THE HI, NEIGHBOR PENNYSAVER

9 Albany St., STE 1D, Cazenovia, New York 13035 315-655-9431  
E-mail: [hineighbor@hineighbor.net](mailto:hineighbor@hineighbor.net) Website: [www.hineighbor.net](http://www.hineighbor.net)  
Media Buyer 24/7 Hotline - 315-264-0970

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**ISSUE DATE: Monday - Weekly**  
**AD DEADLINE: Thursday, Noon**  
**Newsprint - Black & White Only**

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**6 Column Format - .1667 Gutters**  
**Full Page Physical Image Measurement - 10" x 15"**  
**Column Inch Physical Image Measurement - 1" Tall x 1.625" Wide**  
*PC Formatted PDF Ad Files and JPEG Image Files Gratefully Accepted*

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## **DISPLAY AD RATES**

**\$9.00 Per Column Inch Per Week**

**1" Display Ad - \$15.00 per Week**

**2" Display Ad - \$20.00 per Week**

### **Display Ads 3" & Larger**

3" .....	\$27.00
4" (Business Card Size) .....	\$36.00
5" .....	\$45.00
6" .....	\$54.00
7" .....	\$63.00
8" .....	\$72.00
9" .....	\$91.00
10" (Eighth Page) .....	\$90.00
20" (Quarter Page) .....	\$180.00
39" (Half Page) 25% Discount .....	\$263.25
78" (Full Page) 25% Discount .....	\$526.50

### **Our Column Inch Widths**

1 column inch width = 1.625" (1 5/8)
2 column inch width = 3.25"
3 column inch width = 5"
4 column inch width = 6.625" (6 5/8)
5 column inch width = 8.44" (8 7/16)
6 column inch width = 10"

**Our  
Vertical Measurement  
is a  
Standard inch**

## **FRONT COVER AD RATES**

1/2 Front Cover (5.25 Inches Tall X 10.25 Inches Wide) .....	\$350.00
Full Front Cover (10.5 Inches Tall X 10.25 Inches Wide) .....	\$700.00

## **PRE-PRINTED CIRCULAR INSERTION RATE**

4.5¢ Each (Subject To Additional Postage Cost Due To Size) - 200 Per Post Office Minimum

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**MasterCard, Visa, Discover, Checks & Cash Accepted**

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Prices Subject To Change Without Notice, February 6, 2018