

# 4 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 AD - Full Print & Internet Distribution

### Personal Classified AD

**1 - 25 Words - \$10<sup>00</sup> /Week, 26 - 50 Words - \$12.50/Week**

Place By Telephone, FAX (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.

### Business, Legal, Rental OR Help Wanted Classified AD

**1 - 20 Words - \$12<sup>50</sup> /Week, 21 Words & Over - \$15.00 + 20 ¢ Each Extra Word/Week**

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

## 2 DISPLAY AD - Full Print & Internet Distribution

**SOLD BY THE COLUMN INCH** →

**Current Rate: \$8.75 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:** 10,250. **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.

**1,781 STORE DROPPED (80% PICKED UP)** in Pompey, Lafayette, Manlius, Chittenango, Canastota, Oneida, Vernon, Hamilton, 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

## 4 WEBSITE ADVERTISING @ WWW.HINEIGHBOR.NET

**Top Bar Banner Ad - \$250.00 per Month**

**Side Bar Ad - \$100.00 per Month**

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

Telephone/FAX: 315-655-9431

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

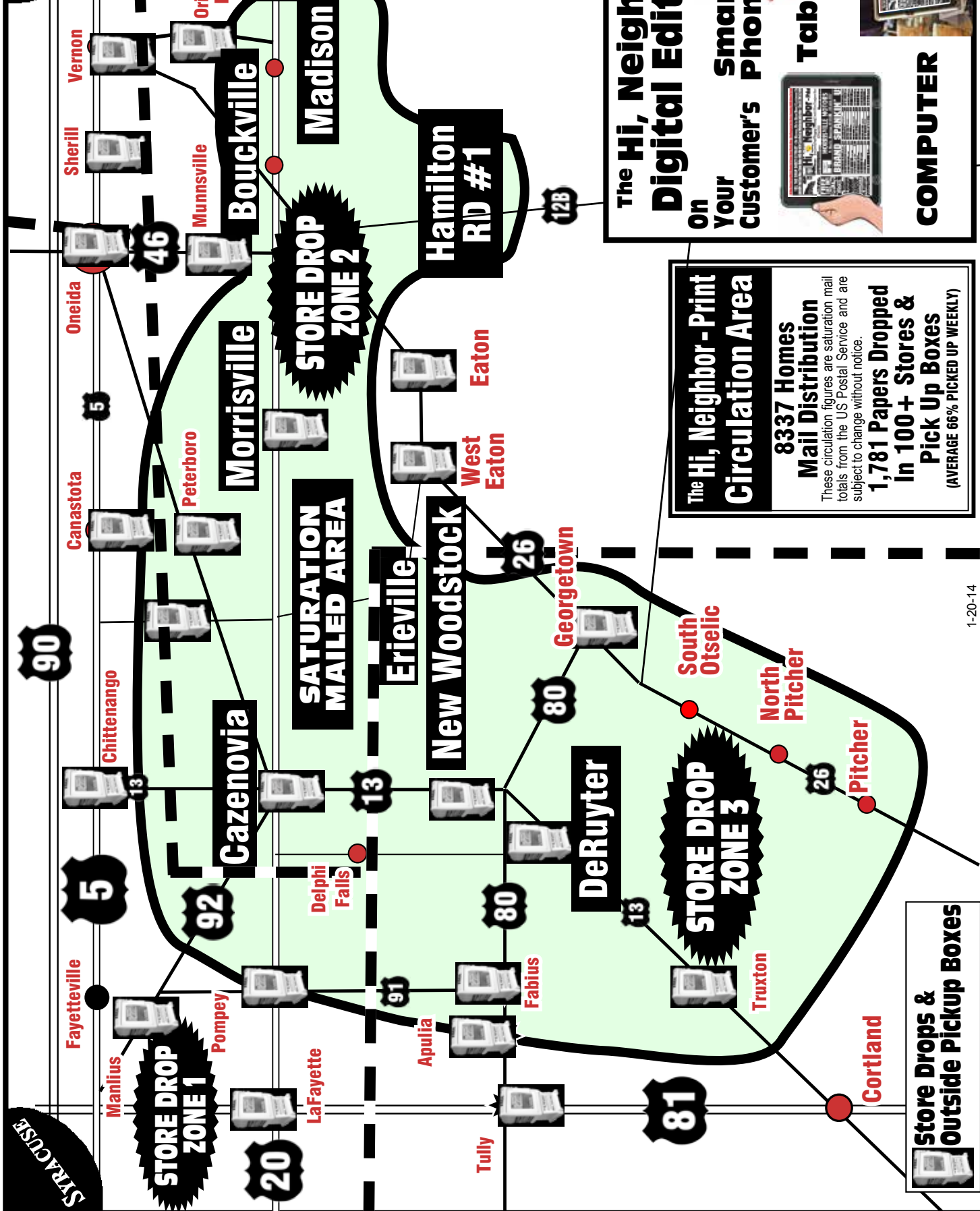
Website: [www.hineighbor.net](http://www.hineighbor.net)

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  
**COMPUTER**

**Smart Phone**

**Tablet**

**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.

**1,781 Papers Dropped In 100+ Stores & Pick Up Boxes**

(AVERAGE 66% PICKED UP WEEKLY)

**Store Drops & Outside Pickup Boxes**

**Connect With**  
**10,000+ 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 \$26.25 per Week**  
(Quantity Discounts Available)

**4 Column Inch Ad**  
2" H x 3.39" W  
**Reaching**  
**10,000+ Homes, 40,000+ People**  
**For Only \$35.00 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 \$48.12 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 \$52.50 per Week**  
(Quantity Discounts Available)

**10 Column Inch Ad**  
5" H x 3.39" W  
**Reaching**  
**10,000+ Homes,**  
**40,000+ People**  
**For Only**  
**\$87.50 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**

**\$175.00 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**

**\$341.25 per Week**

**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 \$682.50 per Week**

**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

### 1,781 Total Papers

**ZONE 1 ..... 800**

Pompey, Lafayette, Manlius, Chittenango, Canastota, Oneida

**ZONE 2 ..... 636**

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

**ZONE 3 ..... 345**

New Woodstock, Georgetown, Fabius, Apulia, South Otselic, Truxton, 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

<b>TOTAL MAILED</b>	<b>TOTAL STORE DROPPED</b>	<b>GRAND TOTAL OF ORDER</b>
_____	_____	_____
	+	=
_____	_____	_____

**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

Telephone/FAX 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**

**Newsprint Weekly - Black & White Only**

**Ad Deadline: Thursday, Noon**

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**6 Column Format with .1667 Gutters**

**Full Page Physical Image Measurement - 10.25" x 13"**

**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

**\$8.75 Per Column Inch Per Week**

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

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

### Display Ads 3" & Larger

3" .....	\$26.25
4" (Business Card Size) .....	\$35.00
5" .....	\$43.75
6" .....	\$52.50
7" .....	\$61.25
8" .....	\$70.00
9" .....	\$78.75
10" (Eighth Page) .....	\$87.50
20" (Quarter Page) .....	\$175.00
39" (Half Page) 25% Discount .....	\$255.94
78" (Full Page) 25% Discount .....	\$511.87

### 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, October 5 2016