

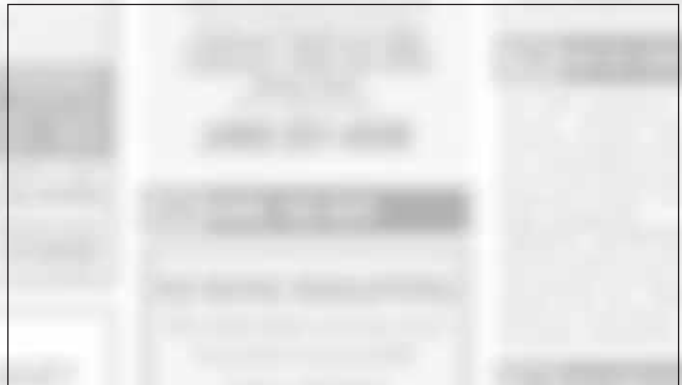
Reach Over 7 Million Homes Through 506 Publications!



**Place Your Ad with ONE Simple Program  
and Cover All of New York State!**

Display Ads • Classifieds • Inserts

**For more information, contact your  
local member publication:**



**CPAN IS A MEMBER BENEFIT OF FREE COMMUNITY PAPERS OF NEW YORK (FCPNY)**  
*The mission of FCPNY is to unite and educate our members for their strength and prosperity.*



# From Our Marketing Director

## Welcome to the Community Papers Advertising Network!

We bring buyers and sellers together every week ~ with one simple call, we can place your classified or display ad or insert in homes across New York State and bring you the advertising results you've been looking for. *It couldn't be easier!*

Several years ago, a group of free paper publishers realized that the support they gave their communities and the readership their individual publications enjoyed was mirrored by other free circulation papers across the state. They joined forces to create CPAN, a network of affordable and effective advertising that reaches all of New York State with just one phone call, one invoice and one ad consultant.

Today CPAN reaches over 6 million households with their classified ad program and over 7 million homes with their display ad and insert programs each and every week. Annual audits are conducted by Circulation Verification Council (CVC) to verify circulation, receivership and readership. Nationally, CVC audits 4,981 publication editions for a total circulation of 72,328,822 and is governed by a board of media buyers. Over the past 5 years, our New York State receivership has consistently been above 96% and our readership above 75%.

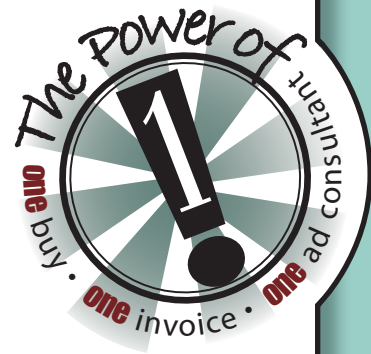
The following pages outline the valuable programs that are available to you through CPAN. They can eliminate countless hours spent researching rates, zip codes, deadlines, insertion orders, invoices and tear sheets.

If you have any questions at all about how CPAN can get your message to over 7 million homes statewide, I invite you to contact your local member publication listed on the first page of this media kit or to contact me anytime at (877) 275-2726 or [eperez@fcpsy.com](mailto:eperez@fcpsy.com).

Sincerely,

*Erika*

Erika Perez  
Marketing Director  
[eperez@fcpsy.com](mailto:eperez@fcpsy.com)



FREE COMMUNITY PAPERS OF NEW YORK - PO Box 11279 Syracuse, NY 13218

Erika Perez, Marketing Director

Office 877-275-2726 Fax (315) 472-5919 Cell (315) 825-5583 Email [eperez@fcpsy.com](mailto:eperez@fcpsy.com)

[www.adnetworkny.com](http://www.adnetworkny.com)

# The Benefits of CPAN

## Why Advertise Through Free Community Papers?

### RECEIVERSHIP

**96.3%**  
of households in our delivery areas receive their free community paper on a regular basis.

NAT'L AVG: 97.1%

### READERSHIP

Of the 96.3%,  
**75.1%**  
regularly read their free community paper.

NAT'L AVG: 76.9%

### PURCHASING

Of the 75.1%,  
**78.5%**  
frequently purchase products or services from ads seen in their free community paper.

NAT'L AVG: 74.4%

\* statistics based on average net circulation of 6,148,682 as recorded for CVC audit period October 1, 2007 - September 30, 2008.  
Visit our website at [www.fcpny.com/audit](http://www.fcpny.com/audit) for complete audit details.

## The Benefits of CPAN

### ✓ SAVE TIME

① buy ① invoice ① ad consultant

and get your message to homes  
across the entire state!

It's that easy!

### ✓ SAVE MONEY



Reach over 6 million homes with your classified ad for less than a penny per household or over 7 million homes with your display ad or insert!

**Call your local member publication  
or our association office today!**

**877-275-2726**



FREE COMMUNITY PAPERS OF NEW YORK - PO Box 11279 Syracuse, NY 13218

Erika Perez, Marketing Director

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[www.adnetworkny.com](http://www.adnetworkny.com)

# The Regions We Cover

## Reach Over 7 Million Homes Across New York State!

### Western Region over 1.3 million homes

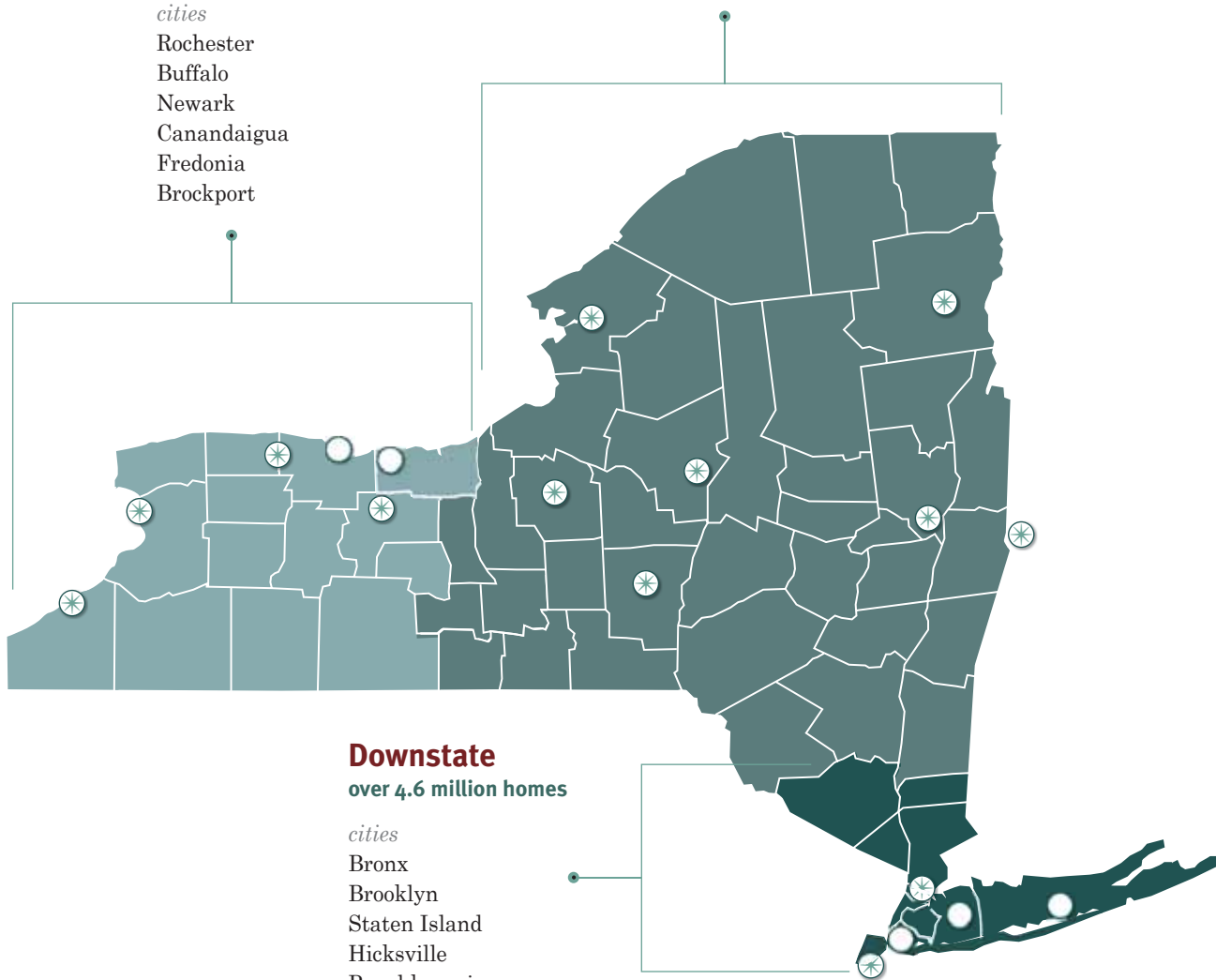
*cities*

Rochester  
Buffalo  
Newark  
Canandaigua  
Fredonia  
Brockport

### Central Region over 1 million homes

*cities*

Utica  
Clifton Park  
Watertown  
Norwich  
Bennington, VT  
Syracuse  
Elizabethtown



### Downstate over 4.6 million homes

*cities*

Bronx  
Brooklyn  
Staten Island  
Hicksville  
Poughkeepsie  
White Plains

# Regional Profiles

## Western Region



### overview

Features both mid-size cities and smaller agricultural towns.

Home to the Finger Lake wine region and several academic institutions.

Features geological attractions such as gorges, waterfalls and glens.

Boasts a large coastline along Lake Ontario and of course, world famous Niagara Falls.

## Central Region



### overview

Features a collection of smaller villages and cities, including the state capital and many rural farm towns.

Rich in historic landmarks.

Many outdoor activities in its Adirondack Park (largest state park in the country).

Highly populated with colleges and universities and on the rise as the state's nanotechnology core.

## Downstate Region



### overview

Consists of major metropolitan areas.

High travel and tourism activity.

Home to many large business and financial centers.

Atlantic coastline provides additional tourism opportunities.

### FACTS ABOUT NEW YORK STATE

#### NYS POPULATION (2006)

**19,306,183**

*New York is the country's third most populous state*

**48.2% Male**

**51.8% Female**

#### AGE

*under 5 years old:*  
**6.5%**

*under 18 years old:*  
**23.6%**

*between 18 and 64 years old:* **56.8%**

*65 years old and over:*  
**13.1%**

#### DENSITY

**407.7 people**

*per square mile*  
*Five largest cities are New York City, Buffalo, Rochester, Yonkers, Syracuse.*

#### INCOME

**\$40,072**

*average per capita income in 2006*

#### EDUCATION

**51.3% of adults**  
*completed some college or higher education*

*New York is home to 310 two and four year colleges and more than one million students*

SOURCE: U.S. BUREAU OF THE CENSUS  
2006 CENSUS REPORT



FREE COMMUNITY PAPERS OF NEW YORK - PO Box 11279 Syracuse, NY 13218

**Erika Perez, Marketing Director**

Office 877-275-2726 Fax (315) 472-5919 Cell (315) 825-5583 Email eperez@fcpan.com

# Our Publications - Classified Program

## WESTERN REGION

Publication	Editions	Circ.
<b>Albion, NY</b>		
Lake Country Pennysaver	1	20,178
<b>Batavia, NY</b>		
Drummer Pennysaver (The)	1	23,170
<b>Bath, NY</b>		
The Courier	1	10,805
<b>Bolivar, NY</b>		
Moneysaver Advertising Inc.	2	13,595
<b>Buffalo, NY</b>		
Metro Group, Inc.	27	362,388
<b>Clifton Springs, NY</b>		
Merchandiser, Inc. (The)	1	8,057
<b>Dansville, NY</b>		
Dansville-Wayland Pennysaver	1	9,364
<b>Dansville, NY</b>		
GeneseeWay Shopper	1	11,642
<b>Fredonia, NY</b>		
Fredonia Pennysaver	2	24,189
<b>Hornell, NY</b>		
Hornell-Canisteo Penn-E-Saver	1	11,769
<b>LeRoy, NY</b>		
LeRoy Pennysaver	1	7,682
<b>Newark, NY</b>		
Ad Group WC	3	21,300
<b>Orchard Park, NY</b>		
RW Publications	5	64,086
<b>Perry, NY</b>		
Perry Shopper	1	7,175
<b>Red Creek, NY</b>		
Wayuga Community Papers	1	18,550
<b>Rochester, NY</b>		
Genesee Valley Publications	10	179,114
<b>Rochester, NY</b>		
Greater Rochester Advertiser	1	235,497
<b>Rochester, NY</b>		
Messenger Post Media	10	167,506
<b>Spencerport, NY</b>		
Westside News, Inc.	4	33,630
<b>Warsaw, NY</b>		
Warsaw Penny Saver	1	9,149
<b>Wellsville, NY</b>		
Allegany County Pennysaver **	1	18,300
<b>WESTERN TOTAL</b>	<b>76</b>	<b>1,257,146</b>

## CENTRAL REGION

Publication	Editions	Circ.
<b>Bennington, VT</b>		
Tri-State Pennysaver News	1	12,681
<b>Cazenovia, NY</b>		
Hi, Neighbor	1	13,200
<b>Clifton Park, NY</b>		
Pennysaver (The)	9	175,000
<b>Cobleskill, NY</b>		
My Shopper	2	27,678
<b>Delhi, NY</b>		
County Shopper	2	21,806
<b>Elizabethtown, NY</b>		
Denton Publications	7	64,537
<b>Fort Plain, NY</b>		
Mohawk Valley Pennysaver	1	10,950
<b>Granville, NY</b>		
Manchester Newspaper, Inc.	2	29,614
<b>Horseheads, NY</b>		
Shopper (The)	1	25,950
<b>Hudson Falls, NY</b>		
Napaul Publishers Inc.**	6	30,000
<b>Interlaken, NY</b>		
Tri-Village & Ithaca Pennysaver Advantage	1	34,679
<b>Liberty, NY</b>		
Catskill Shopper	3	41,409
<b>Massena, NY</b>		
County Pennysaver	1	12,001
<b>Norwich, NY</b>		
Norwich & Sidney Pennysavers	2	27,965
<b>Oneida, NY</b>		
Oneida-Chittenango Pennysaver	1	23,324
<b>Penn Yan, NY</b>		
Chronicle Ad-Viser	1	12,353
<b>Potsdam, NY</b>		
North Country This Week	1	10,483
<b>Richfield Springs, NY</b>		
Turnpike/Hall of Fame Pennysaver	2	19,243
<b>Saugerties, NY</b>		
Saugerties/Mountain Pennysavers	2	31,285
<b>Syracuse, NY</b>		
Scotsman Community Publications	18	253,495
<b>Syracuse, NY</b>		
Syracuse New Times	1	36,357
<b>Utica, NY</b>		
Mid-York Weekly & Pennysaver	8	97,569
<b>Watertown, NY</b>		
Jefferson County Pennysaver	1	19,450
<b>Watkins Glen, NY</b>		
Hi-Lites	1	8,975
<b>Willard, NY</b>		
Seneca County Area Shopper	1	8,400
<b>CENTRAL TOTAL</b>	<b>76</b>	<b>1,048,404</b>

## DOWNSTATE REGION

Publication	Editions	Circ.
<b>Bronx, NY</b>		
Bronx Penny Pincher (The)	5	78,300
<b>Brooklyn / Staten Island, NY</b>		
Marketeer (The) / Star	35	773,153
<b>Carle Place, NY</b>		
Market Place Publications	11	109,400
<b>Garden City, NY</b>		
PrimeTime Xpress	10	115,689
<b>Harriman, NY</b>		
Marketplace Pennysaver	7	67,231
<b>Hicksville, NY</b>		
Shopper's Guide / STAR	35	462,379
<b>Huntington, NY</b>		
Huntington Pennysaver / STAR	14	148,068
<b>Melville, NY</b>		
This Week Publications / STAR	64	853,688
<b>Ozone Park, NY</b>		
Queens Pennysaver, Inc. (The)	1	7,360
<b>Pelham, NY</b>		
Tri-State Pennysaver Group	29	300,590
<b>Port Jefferson, NY</b>		
Yankee Trader / STAR	33	434,584
<b>Yorktown Heights, NY</b>		
Chase Media Group	20	356,634
<b>DOWNSTATE TOTAL</b>	<b>264</b>	<b>3,707,076</b>

**TOTAL EDITIONS 416**

**TOTAL CLASSIFIED CIRCULATION 6,012,626**

\*\* audit pending



*Note: Circulation numbers subject to change at any time and without notice. Please consult your sales representative or the contact listed at the bottom of this page for the most current circulation numbers & rates.*



FREE COMMUNITY PAPERS OF NEW YORK - PO Box 11279 Syracuse, NY 13218

Erika Perez, Marketing Director

Office 877-275-2726 Fax (315) 472-5919 Cell (315) 825-5583 Email eperez@fcpny.com

www.adnetworkny.com

# Classified Advertising Rates

## CLASSIFIED ADS

ZONE	CIRCULATION
Western	1,257,146
Central	1,048,404
Downstate	3,707,076
-----	
Statewide	6,012,626

**15 WORDS IN  
ALL PUBLICATIONS**

only  
**\$490**

**EACH ADD'L WORD  
\$15**



*Example:*

Beautiful Catskill resort property, 2 bedroom cabin situated on 1.5 acres of secluded land.  
(1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12) (13) (14)

Only \$75,000. Contact Smith & Jones Realty,  
(15) (16) (17) (18)

1010 N. Spring Lane, Adamsville, NY 12345 (555) 123-4567  
(19) (20)

A 20 word classified would cost: \$490 for 15 words + \$75.00 for 5 add'l words = **Only \$565**

**NEW! \$460 per insertion (plus \$15 for each additional word)  
for a 4 week run!**

*Ad must be a **repeat** (no changes to ad copy) for all 4 weeks, run must be consecutive and prepayment is required. No exceptions, please.*

### What counts as a "word?"

Telephone numbers, including area code; the entire business name; the entire address.

### Deadlines

Classified ads are due to CPAN by **5:00 pm on Fridays** for insertion in the next available issue\*.

Ads will be sent to our network publications by CPAN on Monday (Friday when Monday is a holiday) for insertion in the next available issue.

\* our member papers publish on various days during the week

### Classified Ad Submission

Wording for all classified ads must be submitted via email to **ads@fcpny.com** or faxed to **(315) 472-5919** (phone in orders are not accepted due to possible recording errors).

### Regional Zoning

Regional zoning is available for classified ads, however the cost will not vary. It will remain at the \$490 for 15 words and \$15 each additional word.

**Your classified ad will also appear on our website - classifiedsNY.com at no additional charge!**

*All rates are net.*

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**classifiedsNY.com**

**www.adnetworkny.com**

# Our Publications - Display Program

## WESTERN REGION

Publication	Editions	Circ.
<b>Albion, NY</b> Lake Country Pennysaver	1	20,178
<b>Batavia, NY</b> Drummer Pennysaver (The)	1	23,170
<b>Bath, NY</b> The Courier	1	10,805
<b>Bolivar, NY</b> Moneysaver Advertising Inc.	2	13,595
<b>Buffalo, NY</b> Metro Group, Inc.	27	362,388
<b>Clifton Springs, NY</b> Merchandiser, Inc. (The)	1	8,057
<b>Dansville, NY</b> Dansville-Wayland Pennysaver	1	9,364
<b>Dansville, NY</b> GeneseeWay Shopper	1	11,642
<b>Fredonia, NY</b> Fredonia Pennysaver	2	24,189
<b>Hammondsport, NY</b> Southern Tier Shopper	1	22,650
<b>Hornell, NY</b> Hornell-Canisteo Penn-E-Saver	1	11,769
<b>LeRoy, NY</b> LeRoy Pennysaver	1	7,682
<b>Mount Moris, NY</b> Mt. Morris Shopper, Inc.	1	6,975
<b>Newark, NY</b> Ad Group WC	3	21,300
<b>Orchard Park, NY</b> RW Publications	5	64,086
<b>Perry, NY</b> Perry Shopper	1	7,175
<b>Red Creek, NY</b> Wayuga Community Papers	1	18,550
<b>Rochester, NY</b> Genesee Valley Publications	10	179,114
<b>Rochester, NY</b> Greater Rochester Advertiser	1	235,497
<b>Rochester, NY</b> Messenger Post Media	10	167,506
<b>Salamanca, NY</b> Salamanca Pennysaver*	1	13,068
<b>Spencerport, NY</b> Westside News, Inc.	4	33,630
<b>Warsaw, NY</b> Warsaw Penny Saver	1	9,149
<b>Webster, NY</b> Webster-Ontario-Walworth Pennysaver	1	20,700
<b>Wellsville, NY</b> Allegany County Pennysaver**	1	18,300
<b>WESTERN TOTAL</b>	<b>80</b>	<b>1,320,539</b>

## CENTRAL REGION

Publication	Editions	Circ.
<b>Bennington, VT</b> Tri-State Pennysaver News	1	12,681
<b>Cazenovia, NY</b> Hi, Neighbor	1	13,200
<b>Clifton Park, NY</b> Pennysaver (The)	9	175,000
<b>Cobleskill, NY</b> My Shopper	2	27,678
<b>Delhi, NY</b> County Shopper	2	21,806
<b>Elizabethtown, NY</b> Denton Publications	7	64,537
<b>Fort Plain, NY</b> Mohawk Valley Pennysaver	1	10,950
<b>Granville, NY</b> Manchester Newspaper, Inc.	2	29,614
<b>Horseheads, NY</b> Shopper (The)	1	25,950
<b>Hudson Falls, NY</b> Napaul Publishers Inc.**	6	30,000
<b>Interlaken, NY</b> Tri-Village & Ithaca Pennysaver Advantage	1	34,679
<b>Liberty, NY</b> Catskill Shopper	3	41,409
<b>Massena, NY</b> County Pennysaver	1	12,001
<b>Norwich, NY</b> Norwich & Sidney Pennysavers	2	27,965
<b>Oneida, NY</b> Oneida-Chittenango Pennysaver	1	23,324
<b>Owego, NY</b> Owego Pennysaver*	1	20,023
<b>Penn Yan, NY</b> Chronicle Ad-Viser	1	12,353
<b>Potsdam, NY</b> North Country This Week	1	10,483
<b>Richfield Springs, NY</b> Turnpike/Hall of Fame Pennysaver	2	19,243
<b>Saugerties, NY</b> Saugerties/Mountain Pennysavers	2	31,285
<b>Syracuse, NY</b> Scotsman Community Publications	18	253,495
<b>Syracuse, NY</b> Syracuse New Times	1	36,357
<b>Utica, NY</b> Mid-York Weekly & Pennysaver	8	97,569
<b>Watertown, NY</b> Jefferson County Pennysaver	1	19,450
<b>Watkins Glen, NY</b> Hi-Lites	1	8,975
<b>Willard, NY</b> Seneca County Area Shopper	1	8,400
<b>CENTRAL TOTAL</b>	<b>77</b>	<b>1,068,427</b>

## DOWNSTATE REGION

Publication	Editions	Circ.
<b>Bohemia, NY</b> All Island Media, Inc.	65	743,241
<b>Bronx, NY</b> Bronx Penny Pincher (The)	5	78,300
<b>Brooklyn/Staten Island, NY</b> Marketeer (The)/STAR	35	773,153
<b>Carle Place, NY</b> Market Place Publications	11	109,400
<b>Farmingdale, NY</b> Neighbor Newspapers	20	200,000
<b>Garden City, NY</b> PrimeTime Xpress	10	115,689
<b>Harriman, NY</b> Marketplace Pennysaver	7	67,231
<b>Hicksville, NY</b> Shoppers Guide / STAR	35	462,379
<b>Huntington, NY</b> Huntington Pennysaver / STAR	14	148,068
<b>Melville, NY</b> This Week Publications / STAR	64	853,688
<b>Ozone Park, NY</b> Queens Pennysaver, Inc. (The)	1	7,360
<b>Pelham, NY</b> Tri-State Pennysaver Group	29	300,590
<b>Port Jefferson, NY</b> Yankee Trader / STAR	33	434,584
<b>Yorktown Heights, NY</b> Chase Media Group	20	356,634
<b>DOWNSTATE TOTAL</b>	<b>349</b>	<b>4,650,317</b>

**TOTAL EDITIONS 506**

**TOTAL DISPLAY CIRCULATION 7,039,283**

\* not audited  
\*\* audit pending



**Note:** Circulation numbers subject to change at any time and without notice. Please consult your sales representative or the contact listed at the bottom of this page for the most current circulation numbers & rates.

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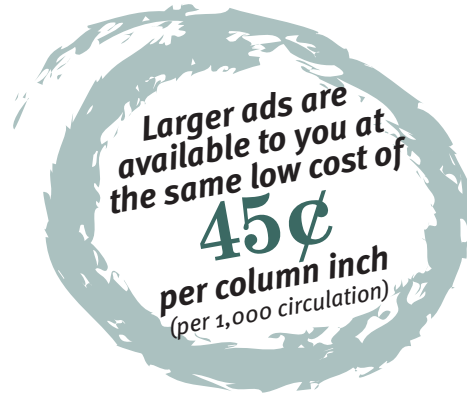
# Display Advertising Rates

## DISPLAY ADS

ZONE	CIRCULATION	2 col. x 2*	2 col. x 4*
Western	1,320,539	\$2,376.97	\$ 4,753.94
Central	1,068,427	\$1,923.17	\$ 3,846.34
Downstate	4,650,317	\$8,370.57	\$16,741.14
-----			
<b>Statewide</b>	<b>7,039,283</b>	<b>\$12,670.71</b>	<b>\$25,341.42</b>

2 col. x 2" = 3.75" x 2"

2 col. x 4" = 3.75" x 4"



*Each publication will have the freedom to enlarge, reduce or float the ad(s) to fit the format of their paper.*

### Deadlines

Display ads are due to CPAN by **noon on Fridays** for insertion in the next available issue\*.

### Frequency Discounts

Frequency discounts available upon request for both 26 and 52 week agreements.

### Digital Files

(.pdf or .jpg) are required for all display ads. Minimum dpi accepted is 300.

We cannot be responsible for quality of printed ads if we are provided with low resolution files. Ads may be submitted via email to [ads@fcpsy.com](mailto:ads@fcpsy.com).

Ads will be sent to our network publications by CPAN on Monday (Friday when Monday is a holiday) for insertion in the next available issue.

*\* our member papers publish on various days during the week*

**NOTE:** Tear sheets are available upon request for up to 90 days following publication of the ad for display ads only.

**Prepayment of all ads is required. No exceptions, please.**



*All rates are net.*

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**Erika Perez, Marketing Director**

Office 877-275-2726 Fax (315) 472-5919 Cell (315) 825-5583 Email [eperez@fcpsy.com](mailto:eperez@fcpsy.com)

# Display Ad Sizing Samples

2 col. x 2" = 3.75" x 2"

2 col. x 4" = 3.75" x 4"

Your ad will be enlarged, reduced or floated in order to accommodate the column widths of our various publications.

**Comprehensive Post-Frame Construction**



**24 x 32 x 10 \$15,400**

Residential • Commercial • Equestrian • Agricultural



**CONESTOGA Buildings**

1-800-940-0192 [www.conestogabuildings.com](http://www.conestogabuildings.com)

**SKANEATELES FIRE DEPARTMENT'S BIG MONEY DRAWING**

Held on Sunday, September 2, 2007 at the FIREMAINS FIELD DAYS

**FIRST PRIZE: \$50,000.00**  
**Second Prize: 2 at \$10,000.00**  
**Third Prize: 3 at \$5,000.00**  
**Fourth Prize: 8 at \$1,000.00**  
**Fifth Prize: 9 at \$500.00**  
**6 Monthly Drawings at \$100.00 each**

INFORMATION & DETAILS

- No more than 2000 tickets sold.
- All tickets are eligible for all prizes starting with the 23rd prize and working toward the 1st prize.
- One application for each ticket. Photocopies are acceptable.
- Ticket will be mailed to person in charge of the ticket.
- Monthly drawings of \$100.00 to be drawn on the first Monday of the month and ticket eligible for all prizes.
- If less than 2000 tickets sold by noon on September 2, 2007, prizes equal to 55% of ticket receipts will be awarded.

**PERSON IN CHARGE OF TICKET: (PLEASE PRINT CLEARLY)**

Name: \_\_\_\_\_ State: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Zip Code: \_\_\_\_\_

PLEASE MAKE \$100.00 CHECK PAYABLE TO AND MAIL TO:  
 SKANEATELES FIRE DEPT. BIG MONEY DRAWING  
 P.O. BOX 151, SKANEATELES, NY 13152  
 Check must clear to be eligible for prize.

**Noyes MEMORIAL HOSPITAL**  
*Our strength is caring... our focus is you.*

Join our team of dedicated health care professionals

**Physical Therapist**

We are looking for a physical therapist with strong orthopedic skills to join our rehabilitation team. Hospital based setting with an active outpatient program and some acute inpatients. Good communication skills required. Registered or registry eligible to practice in NYS required. New graduates encouraged to apply. Student Loan Forgiveness, Competitive Wages, Comprehensive Benefits.

Explore Noyes Hospital at [www.noyes-health.org](http://www.noyes-health.org)

Qualified candidates should send, fax or email resume to:  
**Nicholas H. Noyes Memorial Hospital**  
 Human Resources Department  
 111 Clara Barton St., Dansville, NY 14437  
 585-335-4250 (Fax)  
[tparker@noyes-hospital.org](mailto:tparker@noyes-hospital.org) EOE

sample 2 col. x 4" ads (not to scale)

**LANDANDCAMPS.COM**

\$1,000 REBATE & FREE Closing Costs ON ALL PROPERTIES  
 Now Til October 15th!

**Adirondacks**  
**20 ACRES @ \$12,900**  
 Plus Over 75 New Tracts Of Land

CALL CHRISTMAS & ASSOCIATES • 800-229-7843

PARTICIPATING WITH  
**Cabela's TROPHY PROPERTIES, LLC.**

sample 2 col. x 2" ads (not to scale)

**Exercise Instructors Needed**

For daytime Arthritis Foundation Exercise Classes.  
 Various locations near you.  
 Must have fitness experience. Training provided.

**Must Be Available Days**  
 CPR & First Aid Certification Required

Apply by Email with resume to: [jinsull@arthritis.org](mailto:jinsull@arthritis.org)  
**1-800-870-1771**

**ARTHRITIS FOUNDATION**  
 Take Control. We Can Help™

**HOMEOWNERS WANTED!**

Be a Demo Homeowner for our Maintenance Free Kayak Pool!

**SAVE THOUSANDS OF \$\$\$**

- Maintenance Free Self-Cleaning Pool • Lifetime Warranty
- 100% Financing Available To Make It Easy On Any Budget

Visit us on the web at [www.kayakpooleast.com](http://www.kayakpooleast.com)  
**Kayak East Coast Pools 1-800-510-5624**

Some restrictions for weekly swimming pools. RESERVATION DISCOUNT CODE: 1555

**50th Attica Championship RODEO**

Exchange St. Arena, Attica, NY

Friday, August 3 • 7:45 PM  
 Saturday, August 4 • 1:45 & 7:45 PM  
 Sunday, August 5 • 1:45 & 7:45 PM


[www.atticarodeo.com](http://www.atticarodeo.com)  
 Rain or Shine

**EVENTS**

- Bare Back Bronc Riding • Team Steer Roping • Cowgirl Barrel Racing
- Team Penning • Steer Wrestling • Barona Bull Riding • Saddle Bronc Riding
- Junior Bull Riding • Calf Roping • Rodeo Arts • Clinics

Admission:  
 Adults \$15.00  
 Children 6-12 \$5.00

**OFFICIAL SPONSOR**



If you would like to submit multiple ad layouts in a variety of sizes to assure consistency, you are more than welcome to do so. Please have all ads on one document, with one ad per page and labeled with the size you have made it. Our office can provide you with a list of common sizes that span our 507 publications to assist you.

# Insert Information

**Call today for a customized quote  
to fit your individual advertising needs!!  
1-877-275-2726**

Please allow 5-7 business days for quotes. Several variables influence the rates of pre-printed inserts, including:

- weight
- size
- coverage area
- mail vs. carrier delivery

**Inserts can be zoned by zip code statewide!**



**The Power of**  
  
 one buy • one invoice • one ad consultant



FREE COMMUNITY PAPERS OF NEW YORK - PO Box 11279 Syracuse, NY 13218  
 Erika Perez, Marketing Director  
 Office 877-275-2726 Fax (315) 472-5919 Cell (315) 825-5583 Email eperez@fcpny.com

# How To Submit It's Easy!



**1**

#### TO PLACE AN AD:

Simply call your local free community paper or CPAN Marketing Director, Erika Perez at (877) 275-2726.

**2**

Then choose any or all of our 3 zones (Western, Central or Downstate) that you would like your classified, display ad or insert to appear in.

**3**

We will process your ad information and distribute your ad to our network publications for their next available issue.

## What People Have to Say About CPAN and Classifieds NY!

"We ran an ad through your network of publications to sell our blueberry farm, and both times it ran, we received literally hundreds of calls... It is true, that ad is what sold the farm so quickly."



BLUEBERRY FARM: Upstate NY  
75 acres, 5 bedroom, 2 bath home  
3 outbuildings, very profitable.  
1-800-763-8222

"The real estate agents at my office knew when the ad published because our toll free line rang continuously. Some of the agents on their duty time recorded 25-30 calls just for the farm."

"Since then, we have advertised other properties as well and have sold several properties to customers responding to these ads. It is very cost effective marketing."

*Linda Cohn*  
BATH, NEW YORK

## Think CPAN

# When Working With These Accounts

### **Adoption Agencies**

Agencies and/or parents looking to adopt. Must have letter from lawyer or agency.

### **Antique/Collectibles Dealers or Shows**

Advertiser is usually targeting a limited audience so an expanded market area at a minimal investment will appeal to them.

### **Auctions/Estate Sales**

Estate auctions, bank auctions, repossession auctions. Auctioneers/estate liquidators are often looking to target collectors, antique dealers and real estate companies.

### **Business Opportunities**

Small businesses often have a limited budget. CPAN is a great vehicle for the self-motivated individual to help them stay within that budget and generate additional revenue.

### **Chamber of Commerce/Tourism Councils**

Looking to attract people from all over the state to their local areas of interest.

### **Employment Ads**

Be sure to follow the guidelines. Ad must be for a specific position and the information must be free. Several possible prospects would be colleges, hospitals, real estate assessors, casinos, managers, any position that requires specialized training or experience.

### **Fairs/Festivals/Flea Markets**

Usually working with a small budget, but looking for a large market area, especially those with a special theme.

### **Home Improvement**

Pools, spas, tree/stump removal, general carpentry, septic and sewer services, etc.

### **Hotels/Chain Restaurants/Theme Parks**

All tourist areas can use CPAN successfully to promote discounted room, dining and park rates and special events or promotions and the launch of a new product or feature.

### **Non-Profit Agencies**

Usually depend on donations to supplement their small advertising budget. This network can really stretch their advertising dollars.

### **Pets**

Special breeds, pedigrees. Unusual animals.

### **Real Estate/Vacation Property**

For sale or rent - condos, timeshares, resorts. Also - vacation, mountain, beach, lake or farm property.

### **State & Federal Agencies**

Think about the US Post Office, Department of Labor, etc.

### **Travel**

The travel industry can get their message into 6 million NY homes for a minimal investment. i.e. Airlines, Bus Tours, etc.

### **Political Candidates**

Especially when running for office on the state level, our reach allows them to hit a multitude of cities, towns and villages with their message.



# Guidelines/Policies

All ads sold into Community Papers Advertising Network (CPAN) must adhere to the following guidelines.

- A. Any political or personal opinion/religious ad must have the name and address of person or group placing the ad printed in the ad. The ad must be verified for authenticity by your organization before submitting to CPAN.
- B. All ads submitted to CPAN must be accompanied by name, street and city address and phone number of person submitting the ad. If the person is submitting the ad for an organization, the name of the organization must also be included.
- C. We will not accept the following types of ads:
  - Ads that require or encourage sending money through the mail
  - Ads concerning "Work At Home" schemes such as stuffing envelopes, home assembling, etc.
  - Ads from companies selling information regarding GOVERNMENT SURPLUS, government real estate, government homes, government vehicles, general government help wanted, etc
  - Ads promoting chain letters
  - Controversial ads
  - No "blind ads"
- D. Employment ads should clearly state the position they have to offer & whether the salary (if stated) is weekly, monthly, etc. Information must be available at no charge.
- E. Adoption advertising must be accompanied by a letter from an attorney attesting to the legality of the proposed adoption.
- F. No credit card, personal loan, mortgage ads will be accepted unless from established, bona fide lending institutions or licensed mortgage brokers.
- G. 900# ads must disclose per minute charges and any base fees or minimum charges. Ads offering products or services for a fee must clearly state what fee is required.
- H. Mail order ads and ads offering literature must be accompanied with an information packet, catalogue or whatever information readers answering the ad will receive. This information must be forwarded to the Executive Director.
- I. Ads are subject to approval and/or verification of the Executive Director for compliance to CPAN guidelines. Ads not in compliance will be returned to the submitting publication.
- J. Publishers retain the right to omit any ad submitted which does not meet their standards for classified advertising.
- K. All ads must be prepaid.

Every publication listed in this packet has agreed to participate in the CPAN classified and/or display ad program.

*Note: Circulation numbers subject to change at any time and without notice. Please consult your sales representative or the contact listed at the bottom of this page for the most current circulation numbers & rates.*



Members of: \_\_\_\_\_



Paid auditing services provided by: \_\_\_\_\_



OUR DATA SPEAKS VOLUMES

See our member publications audit information: [www.srds.com](http://www.srds.com) \_\_\_\_\_



MID NUMBER - 428014-000



FREE COMMUNITY PAPERS OF NEW YORK - PO Box 11279 Syracuse, NY 13218

Erika Perez, Marketing Director

Office 877-275-2726 Fax (315) 472-5919 Cell (315) 825-5583 Email [eperez@fcpny.com](mailto:eperez@fcpny.com)

# The Benefits of Being Audited

## A CVC Audit means quality and credibility

**On-site visits, field visits, reviews, telephone surveys and a certified report – all done to assure that we can provide you with accurate publication numbers and a trusted source of circulation and demographic information.**

Unlike many audit companies, CVC utilizes a unique three-tiered system of checks and balances to ensure complete and accurate data. The audit process begins with an on-site visit to the publication by highly trained industry experts. These auditors are former newspaper executives who know what to look for, what questions to ask and how to quickly learn specifics on a particular publication.

The second step in CVC's audit process is a field visit. Auditors make random, unannounced visits to the publication's market to randomly check circulation, rack distribution, competition, etc. These field visits are unique to CVC and ensure the ultimate in audit accuracy. During this process, CVC personnel carefully review materials submitted by the publication to ensure accuracy.

The final step in a CVC audit is a telephone survey of a publication's market to determine reader demographics vital to advertising purchase decisions. A minimum of 250 full surveys must be completed before data is analyzed and reported. CVC's phone survey professionals are not third party telemarketers; they are trained CVC employees who maintain strict procedures and complete separation from audit staff to ensure accurate data.

Once all data is collected and its accuracy is confirmed, CVC provides the publication a certified audit report that can be used for circulation or advertising purposes. Publications meeting CVC's requirements are allowed to display the CVC seal in their materials, and their audits are made available by CVC to a variety of industry groups.



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[www.adnetworkny.com](http://www.adnetworkny.com)



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Effective October 23, 2009