

**2026
NORWICH and
SIDNEY EDITIONS**



The Norwich and Sidney

PENNYSAVER

BUSINESS, SALES & ACCOUNTING OFFICES FOR ALL PUBLICATIONS
P.O. Box 111, 18-20 Mechanic St., Norwich, NY 13815
(800) 767-7862 FAX 607-336-7318
www.pennysaveronline.com • production@pennysaveronline.com

EFFECTIVE APRIL 1, 2026

• OPEN DISPLAY RATES

per advertising unit

Norwich Edition.....\$12.00

Sidney Edition.....\$10.00

All display ads will incur an additional \$8.00 on-line ad fee.

NOTE: Payment must be made when ad is placed until credit is established.

• STATEWIDE NETWORK

We can arrange to have your Pennysaver display ad placed in neighboring publications or in publications throughout New York State. Call us for rates and other information.

**YEARLY BULK SPACE AGREEMENT RATES
NORWICH EDITION**

Minimum Advertising Units	Advertising Unit Rate
200.....	\$11.00
400.....	\$10.75
900.....	\$10.50
1500.....	\$10.25
2500.....	\$10.00
3000.....	\$9.75
4000.....	\$9.50
6000.....	\$9.25
8000.....	\$9.00

SIDNEY EDITION

Minimum Advertising Units	Advertising Unit Rate
200.....	\$9.25
400.....	\$9.00
900.....	\$8.80
1500.....	\$8.60
2500.....	\$8.40
3000.....	\$8.20
4000.....	\$8.00
6000.....	\$7.75
8000.....	\$7.50

• COMMERCIAL CLASSIFIED RATE

\$10.00 for first 20 words
25¢ each additional word

Price includes BOTH editions and FREE
ON THE INTERNET!

All classified ads are restricted to their proper style and classification.

**• NEW YORK STATE
CLASSIFIED NETWORK**

Expand your reach to nearly 3 million homes. Call for rates and other information, including National reach.

**• PRE-PRINTED CIRCULAR
DELIVERY RATES**

We can deliver your pre-printed newspaper circular in any or all of our circulation areas.
up to 24 page tab.....\$75 per 1000
up to 32 page tab.....\$95 per 1000
up to 40 page tab.....\$110 per 1000

500 minimum amount necessary and can be zoned by zip code to only the areas you prefer. Yearly frequency rates available. These rates do not apply to groups or associations.

** Finished size to insert must be 8 1/2" x 11", must arrive 7 days prior to insertion.*

** Folding charge \$50 per 1000.*

• COLOR ADVERTISING

Spot color is available in a variety of colors at a cost of \$95 per color, per page, per paper. Process color available at a cost of \$225 per page, per paper.

• COPY DEADLINES

Monday at noon for regular editions.
Friday at noon prior to Monday legal holidays.

• DELIVERY DATES

Sidney Edition - Tuesday
Norwich Edition - Tuesday p.m.

• MECHANICAL INFORMATION

- Printed by photo-offset process
- Page size - 6 columns wide by 16" deep
- 96 advertising units per page
- Column width is 1 5/8" or 10 picas (for mechanical requirements)
- There will be an additional charge for E-mailing of finished ads to other publications. See your sales representative for details and pricing.

NORWICH EDITION

<u>Zip</u>	<u>Location</u>	<u>Deliveries</u>
13332	Earlville.....	400
13758	East Pharsalia.....	25
13334	Eaton and West Eaton.....	100
13072	Georgetown.....	20
13776	Gilbertsville.....	25
13778	Greene RD 1 & 3.....	300
13780	Guilford.....	225
13346	Hamilton.....	450
13801	McDonough.....	250
13411	New Berlin.....	700
13814	North Norwich.....	50
13124	North Pitcher.....	20
13815	Norwich.....	4945
13830	Oxford.....	1100
13136	Pitcher.....	20
13832	Plymouth.....	50
13460	Sherburne.....	1010
13464	Smyrna.....	200
13466	South Edmeston.....	30
13843	South New Berlin.....	700
13155	South Otselic.....	75
13844	South Plymouth.....	25

TOTAL 10,720

SIDNEY EDITION

<u>Zip</u>	<u>Location</u>	<u>Deliveries</u>
13730	Afton.....	900
13733	Bainbridge.....	1315
13775	Franklin.....	100
13787	Harpurville.....	215
13804	Masonville.....	100
13809	Mt. Upton.....	225
13825	Otego.....	175
13838	Sidney.....	1953
13839	Sidney Center.....	293
13849	Unadilla.....	940
13859	Wells Bridge.....	32

TOTAL 6,248

**TOTAL BOTH
EDITIONS**

16,968

**EXPAND
YOUR
MARKET
AREA!**

LOW-COST COMBINATION RATES:

Add any edition in our family of publications for only \$6.25 per advertising unit per publication.

CHOOSE FROM:

- Oneonta-Cooperstown Pennysaver
- Turnpike Pennysaver
- My Shopper/Schoharie Valley
- My Shopper/Mohawk Valley
- Norwich Pennysaver
- Sidney Pennysaver
- The Gazette \$5.50

- Ads must appear in the same week with no changes
- You are not eligible for a discount in those publishing areas where you have a retail outlet.

FCPNY CIRCULATION AUDIT BY



**CERTIFICATION STATEMENT
OF CARRIER DELIVERY**

Audit Results available on request.

We reserve the right to edit or cancel any advertisement at any time. We do not guarantee the accuracy of any claims made in any advertisement appearing in the Pennysaver. We cannot be responsible for typographical errors. In the event of an error, we are only liable for the space occupied by the error, and only for one insertion.