

SYRACUSE
NEWTIMES

2018 MEDIA KIT

Syracuse's source of weekly
alternative news and events
since **1969**.



READER DEMOGRAPHICS & CIRCULATION

The Most Active Readership.
Syracuse New Times readers are engaged in their communities, shopping and dining locally. They embrace the Arts and care about local government. They rely on the *Syracuse New Times* to keep them informed about key issues and activities in Central New York.

The Fastest Growing Audience.
Syracuse New Times has shown steady growth, both for our online and print editions. Readers pick us up every week to access the most extensive events calendar in the area, and because for 48 years we have been the trusted voice in print media.



AGE

1%

Under 20

35%

21-34

46%

35-54

18%

55+



GENDER

55%

Female

45%

Male



INCOME

5%

Up to \$25,000

28%

\$25,000-50,000

39%

\$50,000-100,000

29%

Over \$100,000



HOME OWNERSHIP

78%

Own

22%

Rent



PUBLICATIONS READ REGULARLY

83%

Syracuse New Times

48%

Post Standard

12%

Other Weekly Paper

36%

Other Publications

31% Greater
**MEDIAN
READER
INCOME***
\$71,459
(vs. \$54,505 avg.)

16% Greater
**AVERAGE
HOUSEHOLD
INCOME***
\$82,556
(vs. \$71,237 avg.)

Syracuse New Times Footprint in CNY

RED HOT DISTRIBUTION SPOTS

Wegmans (8) **5600** • Tops (15) **1050**
Turning Stone Casino **650** • Green Hills **475**
Airport **405** • Onondaga Nation Smoke Shop **375**
Upstate Hospital **340** (Weekly Quantities)

5 COUNTY COVERAGE

Onondaga • Oswego • Cayuga • Oneida • Madison

CVC Audit,
September 30, 2016

The *Syracuse New Times* circulation is audited and verified by the Circulation Verification Council, a national, independent auditing company.

*CVC Audit and
ESI Software



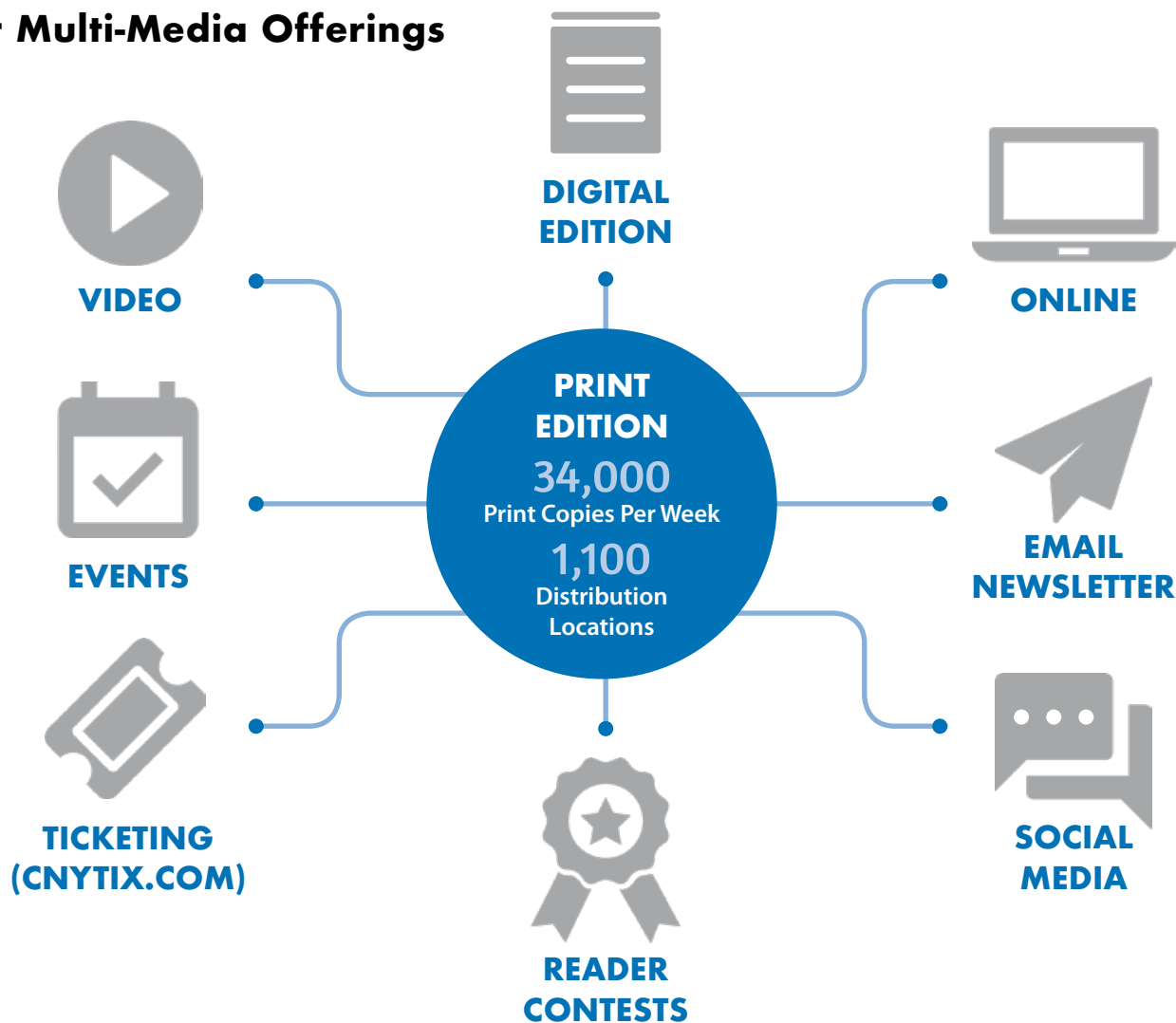
Participating member

READER DEMOGRAPHICS & CIRCULATION

More than **81,000** educated and affluent readers per week* will spend this year alone:

Antiques & Auction Services	\$12,465,090	Children's Apparel	\$25,089,750	Major Home Appliances	\$13,504,320
Apparel	\$122,758,740	Cleaning Services (Carpet, Air Duct, Home Cleaning)	\$69,634,080	Pharmacist & Prescription Services	\$22,107,330
Arts & Crafts Supplies	\$6,014,440	Dining/Entertainment	\$249,105,780	Real Estate	\$1,749,600,000
Attorney Services	\$4,114,800	Gift Shops/Florists	\$6,203,790	Tax Advisor Services	\$10,277,280
Automobile New/Used	\$568,313,820	Health & Exercise Clubs	\$15,344,640	Television & Electronics	\$40,979,520
Automobile Accessories	\$63,053,640	Home Improvement	\$84,437,640	Travel/Vacations	\$126,191,520
Athletic & Sports Equipment	\$19,290,960	Lawn Care, Maintenance & Landscaping	\$26,030,160	Veterinarian Services	\$8,553,600
Carpet & Flooring	\$26,199,230	Legal Gambling Entertainment	\$24,698,520	Weight Loss	\$3,244,050
Childcare	\$49,134,600				

Our Multi-Media Offerings



SPECIAL PRODUCTS



Spring Times
Publishes March 28, 2018



Summer Times
Publishes June 13, 2018



Student Survival Guide
Publishes August 29, 2018



The Arts Issue
Publishes August 29, 2018



Autumn Times
Publishes September 19, 2018



Holiday Times
Publishes November 21, 2018



Winter Times
Publishes January 2, 2019

**OUR READERSHIP
IS GROWING**

34,000*

Printed Copies Weekly

1,100

Distribution
Locations

12,000+

Facebook Followers

33,000

Monthly Unique
Website Viewers

48,000

Weekly E-Newsletter
Subscribers

*Per CVC Audit — 2.5 average readers per copy

BUNDLE DISPLAY OPTIONS

Bundles cannot be used with any other discounts. Free ads must run proportionally with the paid part of the campaign. Frequencies and Free Add-ons must run within 12 months of the first ad's appearance date.

Advertising is most effective when conducted as a campaign — appearing frequently and repetitively. Our bundle packages create several ways to develop an effective ad campaign that uses up to 5 of our advertising channels — all of which have proven followings.

Frequency Requirements

Print Ads: Syracuse New Times and Family Times — Minimum size: 1/6 Page

Digital ads: Newsletter Spotlight Ads, Monthly Leaderboard, Website Monthly Sidebar Ads

VIP PLAN | 26x Frequency | FREE Add-ons:

- | | | | | | |
|--|---|--|---|---|---|
| 12 Article Weekly Content Banners on SNT Facebook or SNT Website
\$2,100 value | 6 Homepage Weekly Content Banner Ads on SNT website
\$1,650 value | 6 Bump-Ups: SNT or Family Times
\$300-\$5200 value | 4 Newsletter Content Banner Ads
\$900 value | 2 Cover Blocks in SNT
\$1,500 value | 1 Double Bump-Up: SNT or Family Times
\$280-\$3,870 value |
| + Inclusion in all Gift/Events Guides for Family Times and SNT (if applicable) | | | | | |

ELITE MARKETING PLAN | 18x Frequency | FREE Add-ons:

- | | | | | | |
|---|---|---|---|--|---|
| 8 Article Weekly Content Banners on SNT Facebook or SNT Website
\$1,400 value | 4 Homepage Weekly Content Banner Ads on SNT website
\$1,100 value | 4 Bump-Ups: SNT or Family Times
\$200-\$2,740 value | 2 Newsletter Content Banner Ads
\$450 value | 1 Cover Block in SNT
\$750 value | + Inclusion in any 6 Gift/Event Guides for Family Times and SNT (if applicable) |
|---|---|---|---|--|---|

SMART BUSINESS PLAN | 12x Frequency | FREE Add-ons:

- | | | | |
|---|---|---|---|
| 4 Article Weekly Content Banners on SNT Facebook or SNT Website
\$700 value | 2 Homepage Weekly Content Banner Ads on SNT website
\$450 value | 2 Bump-Ups: SNT or Family Times
\$100-\$1,970 value | + Inclusion in any 4 Gift/Event Guides for Family Times and SNT (if applicable) |
|---|---|---|---|

BASIC MARKETING PLAN | 6x Frequency | FREE Add-ons:

- | | | |
|---|---|---|
| 2 Article Weekly Content Banners on SNT Facebook or SNT Website
\$350 value | 1 Bump-Up: SNT or Family Times
\$75-\$1,075 value | + Inclusion in any 2 Gift/Event Guides for Family Times and SNT (if applicable) |
|---|---|---|

DISPLAY & CLASSIFIED RATES

Display Advertising Rates

AD SIZE	DIMENSIONS
Back Page	9 x 10.62
Inside Front or Back Cover, Page 3	9 x 10.62
Full	9 x 10.62
Cover Block	9 x 1.2
1/2 page Horizontal	9 x 5.25
1/2 page Vertical	4.44 x 10.62
3/8 page	6.73 x 5.25
1/3 page	4.44 x 7
1/4 page Square	4.44 x 5.25
1/4 page Horizontal	9 x 2.55
1/6 page Square	4.44 x 3.4
1/6 page Vertical	2.16 x 7
1/8 page Horizontal	4.44 x 2.55
1/8 page Vertical	2.16 x 5.25
1/12 page Horizontal	4.44 x 1.6
1/12 page Vertical	2.16 x 3.4
1/16 Square	2.16 x 2.55
Club Banner Regular	9 x 1.2
Club Banner 1/2	4.44 x 1.2

CONTACT YOUR SALES
REP FOR DISPLAY
ADVERTISING RATES

PAYMENT POLICY

All advertising must be paid in advance unless a credit application is submitted and approved. Terms are net 30 days.
*RATES EFFECTIVE JAN. 1, 2018

DEADLINE

Ad Copy and space reservation must be in the Thursday prior to publication by 4:00pm.

COVER STICKERS

3"x3" Sticker

PRE-PRINTED INSERTS

Single Sheet

4 Pages

8 Pages

12-20 Pages

24-32 Pages

*cost per thousand

EXTENDED REACH

Your Syracuse New Times ad representative can also place your ad in: Rochester City, Ithaca Times and/or The Spot – Albany. Ask for details and pricing.

Classified Rates

Display

\$16 Per Column Inch

Consecutive week discounts;
6 weeks: 5%,
12 weeks: 10%,
26 weeks: 15%,
52 weeks: 20%

Classified Line Rates

4-Line Ad
\$10 / Week

+ Additional Lines

\$2.50 / Line

+ Popper

\$8 / Line

+ Border

\$6 / Line

+ Highlight

\$10 / Line

Business Card

\$75/week, \$55/week
with 52 time commitment

Legal Advertising

First Insertion

\$0.60 / line

Subsequent
Insertions

\$0.51 / line

DEADLINE

Thursday prior to publication by 4pm. Publishes every Wednesday.

COLUMN WIDTHS

1 column: 0.97" 5 column: 5.55"
2 column: 2.12" 6 column: 6.7"
3 column: 3.26" 7 column: 7.84"
4 column: 4.4" 8 column: 8.98"

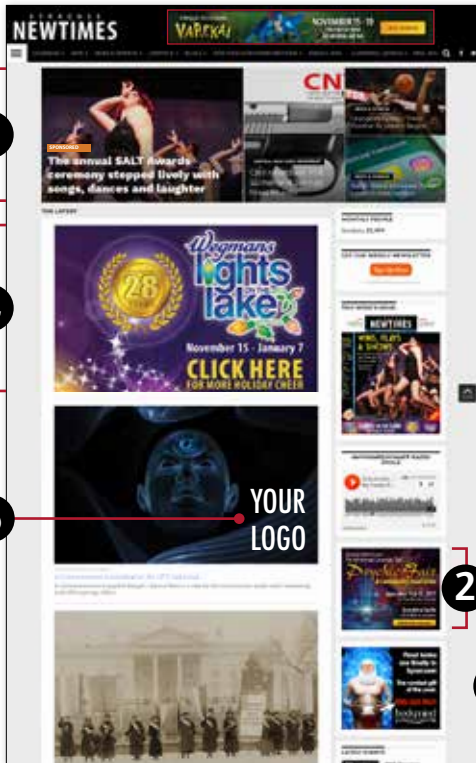
PAYMENT POLICY

Prepayment Required for classified ads.
*RATES EFFECTIVE JAN. 1, 2018

DIGITAL ASSETS

KEY: CPM = Cost Per 1,000 Unique Visitors • CPMO = Cost Per 1,000 Opens • CPC = Cost Per Click • CTR = Click Through Rate

Website



	AD SIZE	DIMENSIONS
1	Leaderboard & Footer	728 x 90
2	Sidebar Single	300 x 250
3	Sidebar Double	300 x 600
4	Content Banner	1250x1042
5	Sponsored Article	1250 x 1042
6	Photo Gallery	Approx. 120 x 60

CONTACT YOUR
SALES REP FOR
DIGITAL ASSET RATES

AVERAGE MONTHLY METRICS

33,000 — 52,000 — 67%
Unique Visitors Sessions New Users

75,000 — 3:03
Page Views Time Spent on Site

Newsletter

Content Banner
price / CPMO

OR

Pay Per Click
price / CPC

(monthly price)

Sponsored Story
price / week

OR

Pay Per Click
price / CPC

WEEKLY METRICS

48,000 — 9,000 — 7,000
Subscribers Opens Unique Opens

.009% — 13%
Banner CTR Article CTR



SYRACUSE
NEWTIMES

1415 W. GENESEE ST., SYRACUSE, NY 13204 | 315.422.7011 | FAX: 315.422.1721 | WWW.SYRACUSENEWTIMES.COM

PRODUCTION GUIDELINES

Need Creative Design Help?

No problem, simply send your account manager the materials listed below and we will work with you to create an ad that will make us both proud.

If you are supplying art/photos/logos for an ad that we are constructing, we accept TIFF and JPG files that are 300 dots per inch (dpi) or at least 600 dpi (for line art).

Accepted File Formats

PDF format (preferred) with all fonts embedded. Other accepted formats: .TIF, .EPS, .JPG (.JPG is not recommended). No word or publisher documents please.

- All artwork used in the creation of .pdf files should be a **minimum 200 dpi** (dots per inch) at print size
- File color space, images and text **MUST** be CMYK (**NO** Spot or RGB)
- All black text and boxes need to be solid **1-color black**. (any text 9pt or smaller should always be 1-color black)
- Any color text is recommended to not contain more than 2 CMYK colors. (The same applies for color boxes with white text inside).
- Fonts would ideally be set in InDesign, Illustrator or another vector program and **embedded**.
- If exported from InDesign, the layers should not be flattened unless the file is too large.
- Logos: High resolution images, please.
Quality of images on websites is only 72 dpi and will not print well.

The Syracuse New Times' Creative Services Department uses Adobe Creative Suite 6 in a Macintosh environment.

Electronic Files Specifications (NOT COMPLETE ADS)

If you decide the Creative Services Department should create your ad, but you want to supply artwork, logos or copy, here are our guidelines:

- Accepted file formats for photos and/or logos: .tif; .eps; .jpg files
- Artwork supplied in the above image file formats should be a minimum 200 dpi
- Artwork pulled from the web is a standard 72 dpi and is not acceptable
- High-resolution versions of logos should be provided whenever possible
- Color artwork should be supplied in CMYK mode.
- To submit copy for your ad either submit a .txt file as an attachment to your e-mail or copy and paste your information in the body of the e-mail.

Calendar Listings Are Free!

The *Syracuse New Times* events calendar is published weekly on Wednesdays. There is a continuous running calendar online at syracusenewtimes.com. Calendar listings are free. Enter your event at: **www.syracusenewtimes.com/add-event**.

Listing must be received two weeks prior to event.

TO ADVERTISE

Tim Hudson
Sales Manager
(315) 422-7011 ext.114 or
timh@syracusenewtimes.com

CONTACT INFORMATION

Syracuse New Times
1415 W. Genesee St.
Syracuse, Ny 13204
315-422-7011
F: 315-422-1721
www.syracusenewtimes.com
Like us on Facebook!

PRESS RELEASES

Submit to:
editorial@syracusenewtimes.com

DEADLINES

The *Syracuse New Times* is published weekly on Wednesdays. The deadline for e-mailed ads and/or artwork is the **Thursday prior to publication**.

DIGITAL MARKETING

Our Digital Offerings



SEARCH ENGINE MARKETING

- Define Offerings
- Define Target Customer
- Identify Keywords
- Identify Negative Keywords
- Build Out Google Adwords/ Yahoo/Bing Platform(s)
- Create Ad Groups
- Create Ad Copy
- Design Landing Pages
- CRM Integration
- Reporting



SOCIAL MEDIA MANAGEMENT

- Define Offerings
- Identify Platforms
- Build Strategy
- Set Goals
- Target Audience
- Create Content
- Integrations
- Ads
- Reporting



EMAIL MARKETING

- Identify Goals
- Create Strategy
- Drip Campaigns
- Auto Responders
- Email List Building
- Landing Pages
- Email Templates
- Surveys/Coupons
- Mobile Optimization
- Testing
- Reporting



REPUTATION MANAGEMENT

- Manage Multiple Locations
- Automation
- Email/SMS/Text
- Customer Testimonials
- Testimonial Widgets
- Online Reviews – 40 Sites
- Net Promoter Score
- Review Monitoring
- Reporting
- Negative Review Alerts



WEBSITE DEVELOPMENT

- Develop Strategy
- Set Goals
- Content Creation
- Graphic Design
- Branding
- Mobile Optimization
- SEO
- 3rd Party Integrations
- Conversion Optimization
- A/B Testing
- Reporting

Next Step

Identify your goals and conduct a digital audit.



Set up a time to talk
or ask us a question.

Aaron Scattergood
Digital Marketing Manager
(315) 422-7011 ext.144 or
aarons@syracusenewtimes.com

DIGITAL MARKETING

CNY Tix Online Ticketing

W

orking together to build an audience in your community.

All local events are listed in our ticketing system, drawing a large audience of event-goers looking for local events. Ticketing with us means your events, venues and brand get exposure to a greater audience through event listing, articles and local promotions.



WHY CHOOSE CNYTIX.COM?

- Built-In Promotion to Maximize Event Success
- Built-In Marketing
- No Extra Cost to You
- Nightly Deposits
- Low Consumer Fees
- Local Customer Service
- Easy Access, Easy Set Up

Set up a time to talk
or ask us a question.

Megan McCarthy
Sales And Marketing Coordinator
(315) 422-7011 ext.110 or
info@cnytix.com

