

SYRACUSE NEWTIMES

WWW.SYRACUSENEWTIMES.COM

BUZZ

Images from around Central New York that highlight the style and flavor of the region.

EVENTS CALENDAR

The region's most-desirable event listing. Even more complete online.

NEWS OF THE WEIRD

Off-beat news. The now-syndicated industry's version of a "cult classic."

MUSIC

Local music reviews and event listings.

JEFF KRAMER

Central New York's funny guy is exclusively published in the New Times each week.

ARTS & CULTURE

Film & Theater Reviews and listings. One of the things we are best known for.

READ! SHARE! RECYCLE!



2017 Interactive Media Kit

For 48 years, the *Syracuse New Times* has been a community voice depicting a variety of lifestyles and views. Fiercely independent and decidedly alternative, the *Syracuse New Times* provides expanded insightful commentary and information on the issues Central New Yorkers face every day. We are the most trusted, insightful voice in the community, bringing you stories and commentary that are evocative, provocative, humorous, and sometimes infuriating, opinionated and sarcastic, but *Syracuse New Times* is always a credible informative and trusted source of information.

Syracuse New Times is on your side with stories and information for you to help plan your life or your weekend. What we are not is the "paper of record." No ribbon cuttings and press releases here -- that's not who we are, and not what our sophisticated readers want.

We choose what's newsworthy – and what's worthy of comment – and bring you stories and issues the community should know more about.

And as always, the *Syracuse New Times* will continue to be the "go-to" source for coverage of the arts, entertainment, dining and community events throughout Central New York. We help educated, affluent, discerning readers decide what to do with their discretionary time and income. We provide coverage done with passion and authority, built on an extensive calendar of things to do over the weekend.

Award-winning journalism and design reaching six counties in upstate New York



11 first place and
1 second place award in 2016 for
feature articles, special promotions, overall
design, online presence and photography

General Excellence Award
(Best of the Best) winner in
2016, 2015, 2014, 2013, 2012



6 first place awards in
2014 for feature story, columns,
overall design and photography



12 first place and **8 second place** awards
in 2015 for articles, feature story, column and photography



Top 10 Reasons to Advertise with the *Syracuse New Times*

1. We reach more of the most educated, affluent readers in a six-county area in Central New York than ANY other media company.* (See list on next page.)
2. Our readers are in their prime consuming years, with 81% between the ages of 21 and 54 years old.*
3. Our readers are motivated and eagerly look to read each issue of the *Syracuse New Times*. They pick up their copies from any of 1,250 locations distributed throughout the region.
4. Our paper is a resource that is kept for an extended period of time; 68% of readers report keeping the paper from 3 days to 1 week.*
5. We reach male and female readers in nearly equal proportions.*
6. More copies of *Syracuse New Times* are distributed weekly at our local Wegmans stores than any other publication, free or paid, carried in those stores.
7. We have developed trust from our readership by delivering more than 48 years of a continuous quality product. We are the only locally owned, operated and edited paper across a six-county footprint in Central New York.
 - a. A *Syracuse New Times* reader is more than twice as likely to have graduated from college than a typical Central New York resident*
 - b. Median household income of our readers is 32% higher than the median income in Central New York*
 - c. 78% of our readers report owning their own home **
8. 42% of our print readers report visiting the *Syracuse New Times* website regularly. **
9. Less than half of our readers report reading the former daily (now thrice-weekly) *Syracuse paper* **
10. Our team cares about your business and looks forward to helping you succeed.

OUR READERSHIP IS GROWING

81,000+ READERS PER WEEK

1,250+ DISTRIBUTION LOCATIONS

10,000+ FACEBOOK FOLLOWERS

90,000+ MONTHLY UNIQUE WEBSITE VIEWERS

50,000+ WEEKLY E-NEWSLETTER SUBSCRIBERS



*Source – CVC annual audit & report

** Source- CVC reader survey

Reader Demographics and 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



Under 20.....	1%
21-24.....	35%
35-54.....	51%
55 & up.....	14%

GENDER



Female.....	55%
Male.....	45%

INCOME



Up to \$25,000.....	9%
\$25,000-50,000.....	27%
\$50,000-100,000.....	40%
Over \$100,000.....	24%

EDUCATION



High School.....	13%
College.....	68%
Advanced Degree.....	19%



HOME OWNERSHIP

Own.....	78%
Rent.....	22%



PUBLICATIONS READ REGULARLY

Syracuse New Times.....	83%
Post Standard.....	48%
Other weekly paper.....	12%
Other Publications.....	36%

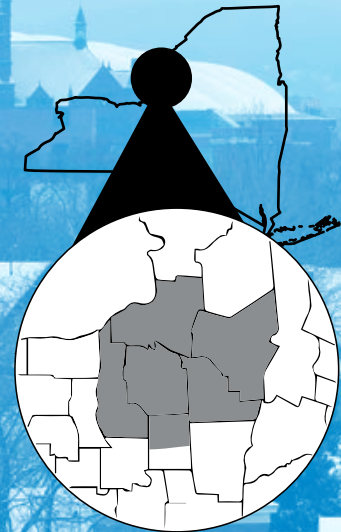
MEDIAN READER INCOME

\$72,400

MEDIAN HOUSEHOLD INCOME

\$81,019

SYRACUSE NEW TIMES FOOTPRINT IN CENTRAL NEW YORK

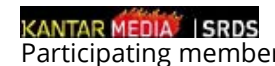


6 COUNTY COVERAGE

- Onondaga
- Oswego
- Cayuga
- Oneida
- Madison
- Cortland

CVC Audit, September 30, 2015

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



Reader Demographics and Circulation

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

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



OUR MULTI-MEDIA OFFERINGS

Special Products



THE ARTS ISSUE

Publishes August 2017



STUDENT SURVIVAL GUIDE

Publishes August 2017



CLUB WED

Publishes the 4th week of every month.



SUMMER TIMES

Publishes June 2017



AUTUMN TIMES

Publishes September 2017



WINTER TIMES/ SNOW GUIDE

Publishes November 2017



JAZZ FEST PROGRAM

In collaboration with the **M&T Bank Jazz Fest**, the Syracuse New Times publishes the official Jazz Fest program. Publishes July 2017

Bundle Display Options

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)
- Inclusion in any **2** Gift/Event Guides for Family Times and SNT (if applicable)

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.

Bundle Display Options

FREQUENCY REQUIREMENTS

Print Ads: Syracuse New Times and Family Times -
Minimum size for all print ads: **1/6 Page**

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

RESTAURANT EXPOSURE PLAN 12X FREQUENCY

FREE ADD ONS:

- Prominent Feature in "Eats" section
1-page advertorial
Local Flavor (\$1,685 value)
Included: Framed printed keepsake
- **4** Article Weekly Content Banners on
SNT Facebook or SNT Website
- **2** Homepage Weekly Content Banner Ads
on SNT website (\$550 value)
- **2** Bump-Ups
SNT or Family Times
(\$100-\$1,370 value)
- Inclusion in any **3** Gift/Event Guides
for Family Times and SNT (if applicable)

SPECIAL
ADVERTISING
FEATURE

LOCAL FLAVOR

PROMOTION • ADVERTISING • FOOD • DRINK | By Marti Ebert-Wood



The "best chicken tenders on earth."
Michael Davis
photos

TENDER(S) IS THE NIGHT AT TULLY'S

Good times and new ways to have them are happening at Tully's these days. We recently dropped in to the Erie Boulevard East location, which was entirely remodeled eight months ago. Now, the inside is open and spacious and the walls are lined with big-screen televisions; dozens of them. It is the perfect venue for watching any game.

Speaking of games, if you don't want to watch them at Tully's, they offer party platters to-go, perfect for tailgating this fall at Syracuse University. My daughter's SU sorority served platters of their chicken tenders to prospective new members last year; the sorority credits Tully's with one of their most successful recruitments ever!

Those famous chicken tenders, so famous that they are the BEST CHICKEN TENDERS ON EARTH™ (yes, it is actually registered), are handmade/handbattered from fresh, never frozen chicken. Served with their homemade ranch dressing, or the more famous honey mustard (now available bottled in local grocery stores), these tasty strips filled us up so much we could barely try anything else.

Maybe that's because general manager Mike Salerno also had us try the Asian tenders, coated in a spicy-sweet chili sauce. There are Buffalo tenders, too. The options are endless: You can get the appetizer portion, as an entree, a platter of 10 or three on the side. Salerno told us that about 40 percent of his customers have the chicken tenders in one form or another. He estimated the largest tender order they ever filled was for 2,500, plus he had an order for 300 going out the next morning. As he pointed out, if you are feeding a large and diverse group, you are guaranteed to please if the tenders are on the menu.

As part of the upgrade on Erie Boulevard, they went from six to 40 draft beers, with multiple craft brew choices. Draft selections will soon expand at their other locations, and they will fill a growler with the draft of your choice.

With dinner specials changing seasonally and new specials including fish and sirloin steak, along with some rocking salads, you certainly can satisfy whatever diverse group you might bring to any of their Syracuse, Buffalo, Rochester or Binghamton locations. Come hungry, especially if you are going to tackle the Mountain Melt, which is a burger stuffed between two grilled cheese sandwiches. My husband felt he embarrassed himself when he couldn't finish it.

I went with the fish tacos, which were more like a quesadilla, spicy and cheesy. The serving contained three large triangles; I ended up taking home the other two. We actually went to try some of the new menu items, like the Chili Lime Shrimp Salad or Chicken Pepperoni Parmesan fettuccine, but the tried-and-trues were so tempting we never got there.

Tully's supports our community. They just donated \$10,000 to the Special Olympics, work with the Susan G. Komen and Carol Baldwin organizations, and sponsor several dozen Little League baseball teams.

There are other Central New York locations in Fairmount, North Syracuse and Liverpool. Visit Tullysgoodtimes.com. For more photos visit syracusenewtimes.com



TULLY'S

2943 ERIE
BLVD. E.
449-9339
TULLY'S
GOODTIMES.
COM

syracusenewtimes.com | 07.15.15 - 07.21.15 9

LOCAL FLAVOR

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.

Print Rates

DISPLAY ADVERTISING RATES						
Ad Size	Dimensions	Open Rate	6x	12x	18x	26x
Back Page	9 x 10.62	3,120	2,810	2,650	2,490	2,340
Inside Front or Back	9 x 10.62	2,860	2,575	2,430	2,385	2,145
Full	9 x 10.62	2,575	2,320	2,185	2,060	1,935
Cover Block	9 x 1.2	780	-	-	-	-
1/2 page		1,415	1,275	1,200	1,130	1,060
Horizontal	9 x 5.25					
Vertical	4.44 x 10.62					
3/8 page	6.73 x 5.25	1,060	960	900	845	795
1/3 page	4.44 x 7	945	855	815	765	720
1/4 page		775	700	660	620	585
Square	4.44 x 5.25					
Horizontal	9 x 2.55					
1/6 page		535	485	460	430	400
Square	4.44 x 3.4					
Vertical	2.16 x 7					
1/8 page		400	360	340	320	305
Square	4.44 x 2.55					
Vertical	2.16 x 5.25					
1/12 page		270	245	230	215	205
Horizontal	4.44 x 1.6					
Vertical	2.16 x 3.4					
1/16 Square	2.16 x 2.55	130	110			
Club Banners						
Regular	9 x 1.2	210	130			
1/2	4.44 x 1.2	130	105			

DEADLINE

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

COVER STICKERS

3"x3" Sticker:
\$2,500 per week

PRE PRINTED INSERT RATES

Single Sheet: \$35*
4 Pages: \$54*
8 Pages: \$56*
12-20 Pages: \$60*
24-32 Pages: \$66*
*Cost per thousand.

EXTENDED REACH

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

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, 2017

Classified Rates

CLASSIFIED DISPLAY RATES				
Display	\$16 Per Column Inch	Consecutive week discounts; 6 weeks: 5%, 12 weeks: 10%, 26 weeks: 15%, 52 weeks: 20%		
Business Card				
Business Card	\$75/week, \$55/week with 52 time commitment			
Classified Line Rates				
4 Line Ad	+ Additional Lines	+ Popper	+ Border	+ Highlight
\$10 / Week	\$2.50 / Line	\$8	\$6	\$10
Legal Advertising				
First Insertion	\$0.60 / per line			
Subsequent Insertions	\$0.51 / per 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

Pre-Payment Required for classified ads.

*RATES EFFECTIVE JAN. 1, 2017

Sponsorship Packages

Sponsorship packages are available for special events hosted by the *Syracuse New Times* and *Family Times* including:

- Best of Syracuse voting
- Street Painting
- Syracuse Area Live Theater Awards

Ask your account manager for details. All features and publication dates are tentative and subject to change.



Best of Syracuse Award Winners: Custom Taylor Band



SALT (Syracuse Area Live Theater) Awards

Print Rates: *Family Times*

DISPLAY ADVERTISING RATES					
Ad Size	Dimensions	Open Rate	3x	6x	12x
Back Cover	8.25x10.75	1,555	1,475	1,415	1,165
Two Page Spread	16.5 x 21.5	2,105	1,995	1,785	1,585
Full Page	7.75x10	1,405	1,295	1,135	935
1/2 Horizontal	7.75x4.9	745	695	620	530
1/2 Vertical	3.7 x 10	745	695	620	530
1/4 Square	3.7 x 4.9	420	390	360	300
1/6 Horizontal	7.75 x 1.5	320	305	285	250
1/8 Horizontal	3.7 x 2.3	235	220	200	170
1/8 Vertical	1.7 x 4.9	235	220	200	170
1/16 Square	1.7x2.3	140	130	120	105
BACKPACK					
4 lines		35		31	26
Add Logo		16		14	12
Pre-payment required for Classified ads					

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, 2017

family times
The Parenting Guide of Central New York

CLICK TO VIEW THE FULL FAMILY TIMES MEDIA KIT

BACK PACK

CLASSIFIED DIRECTORY

ACTIVITIES



Body Recognition Class
Movement. Music. Instruments. Imagination. We will explore the motions of our bodies with dance. For children 8 mos.-5 yrs old. Birthday parties available. Call Tamar @ 480-3975 or www.toddlerstango.com.

MISCELLANEOUS



Remedy Intelligent Staffing in Syracuse
has openings in your area! If you are seeking work, register with us TODAY at www.remedystaff.com or call us at 299-6977 "We Get People!"

BACKPACK GIVEAWAY

Syracuse Stage

2 TICKETS to a show of your choice

*excluding Mary Poppins

TO ENTER:
Send contact info to promotions@familytimes.biz with "Syracuse Stage" in the subject line. Entry deadline is noon on 11/8/16.

CHILD CARE



Jordan Elbridge Country Kids Childcare Center
NOW ENROLLING 3 YEAR OLDS Pre-School Program: Ages 3-5yrs & Before & After School Program: UPK-6th Jordan United Methodist Church 63 Elbridge Street, Jordan ** 689-9686**

PET SERVICES

SECOND CHANCE THRIFT SHOPPE TO RE-OPEN
The Second Chance Thrift Shoppe of CNY inc. is operated 100% by volunteers and raises funds for local animal rescue programs. The shoppe is incorporated in New York as a nonprofit Charity Corporation and is in the process of applying for Federal status as a 501c3 tax exempt corporation. The thrift shoppe will reopen March 11th for its 5th year of operation and will remain open until Mid December. Hours of operation are 10 a.m. to 4 p.m. every Friday & Saturday. Second Chance Thrift Shoppe is located on Route 20 just 1/4 mile west of Morrisville in the former Buzzy's Diner. Volunteers are always needed for 3 hour shifts to wait on customers during business hours or Wednesday evenings from 6:30 until 8 p.m. for general cleaning and restocking merchandise. The homeless puppies and kittens (and other animals) will love you for it. Stop in for volunteer information or contact Gail Smith at rsmith39@tcnyrr.com or call (315) 480-0336.

DANCE INSTRUCTION



TheDanceStudioCNY.com
In Camillus & Manlius Time to Dance! Age 1 to Adults thedancestudiocny@gmail.com Call 922-3232

SERVICES



HOME IMPROVEMENT
Painting, bathroom, kitchen, basement, remodeling. Flooring, door & window installation, plumbing & electrical. Retired teacher, 35 yrs exp. Joe Ball, 436-9008

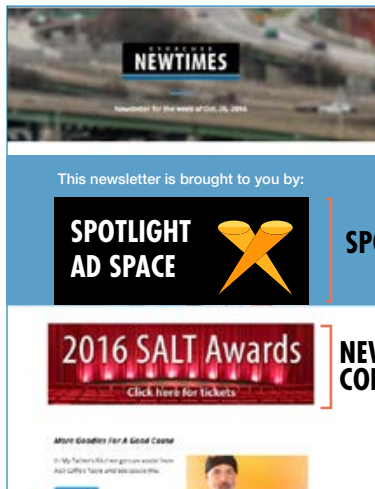


TO ADVERTISE IN BACK PACK DIRECTORY

Call 472-4669 and press 2. December issue deadline: 11-10-16

Digital Rates

ONLINE DISPLAY RATES							
Type of Ad	Dimensions (pixels)	Schedule	Open Rate	6x	12x	18x	26x
www.syracusenewtimes.com							
Leaderboard	728 x 90	Monthly	1,060	960	900	845	745
Sidebar Single	300 x 250	Monthly	540	495	465	435	405
Sidebar Double	300 x 600	Monthly	820	750	705	660	615
Homepage Content Banner	800 x 245	Weekly	275				
Article Content Banner	800 x 245	Weekly	175				
Newsletter							
Spotlight in Both	TBD	Weekly	750				
Newsletter Content Banner	800 x 245	Weekly	225				
Facebook							
Article Content Banner	TBD	Weekly	175				



SPOTLIGHT

NEWSLETTER CONTENT BANNER

NEWSLETTER STATS

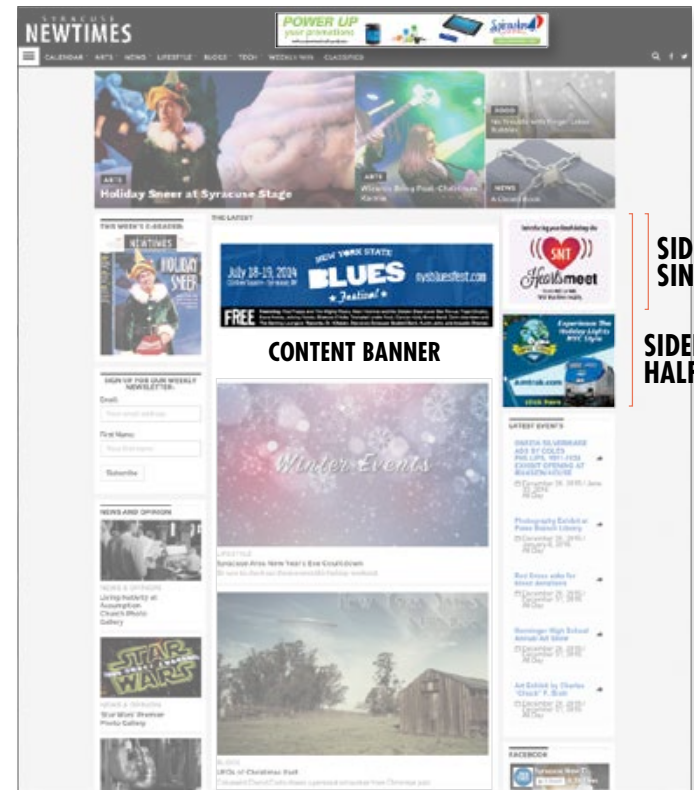
General Newsletter:

- Sent to **50,000+** email addresses every Wednesday
- Average opens per week: **5,500+**
- Average unique opens per week: **4,500+**

Inside/Out Newsletter:

- Sent to **1,000+** email addresses every Thursday
- Average opens per week: **450+**
- Average unique opens per week: **250+**

LEADERBOARD



SIDEBAR SINGLE

SIDEBAR HALF PAGE

CONTENT BANNER

SYRACUSENEWTIMES.COM STATS

Impressions Per Month:

- Average page views: **90,000+**
- Average home page views: **10,000+**
- Average classified listings views: **450+**

Desktop and mobile.
All positions based on availability.

Build Your Campaign

Check all issues you'd like to advertise in and send this form to your account manager. Click the week number to read the 2016 issue. (Content schedule subject to change)

PA = PRINT AD
SA = SPOTLIGHT AD*
 *In weekly e-newsletters, only one available per week

SA	PA	Week	Date	Topic
		Week 1	1/4/17	Eats
		Week 2	1/11/17	
		Week 3	1/18/17	
		Week 4	1/25/17	Club Wed
		Week 5	2/1/17	Eats
		Week 6	2/8/17	Valentine's Day Gift Guide
		Week 7	2/15/17	
		Week 8	2/22/17	Club Wed
		Week 9	3/1/17	Eats
		Week 10	3/8/17	
		Week 11	3/15/17	NCAA Bracketology
		Week 12	3/22/17	
		Week 13	3/29/17	Club Wed
		Week 14	4/5/17	Easter Gift Guide, Eats
		Week 15	4/12/17	
		Week 16	4/19/17	
		Week 17	4/26/17	Club Wed
		Week 18	5/3/17	Cinco De Mayo, Eats
		Week 19	5/10/17	Mother's Day Gift Guide
		Week 20	5/17/17	

SA	PA	Week	Date	Topic
		Week 21	5/24/17	
		Week 22	5/31/17	Wedding Gift Guide, Club Wed
		Week 23	6/7/17	Summer Times, Dining Guide, Eats
		Week 24	6/14/17	Father's Day Gift Guide
		Week 25	6/21/17	Prepping for 4th of July
		Week 26	6/28/17	Club Wed
		Week 27	7/5/17	Eats
		Week 28	7/12/17	
		Week 29	7/19/17	
		Week 30	7/26/17	Club Wed
		Week 31	8/2/17	Best of Syracuse Nominations, Eats
		Week 32	8/9/17	Back to School Guide
		Week 33	8/16/17	Best of Syracuse Nominations End
		Week 34	8/23/17	Arts Issue
		Week 35	8/30/17	Student Survival Guide, Best of Syracuse Voiting Begins, Club Wed
		Week 36	9/6/17	Eats
		Week 37	9/13/17	

SA	PA	Week	Date	Topic
		Week 38	9/20/17	
		Week 39	9/27/17	Autumn Times, Club Wed
		Week 40	10/4/17	Best of Syracuse Winners Announced, Eats
		Week 41	10/11/17	Halloween Prep
		Week 42	10/18/17	SALT Awards?
		Week 43	10/25/17	Creepy Syracuse, Club Wed
		Week 44	11/1/17	Eats
		Week 45	11/8/17	
		Week 46	11/15/17	Snow Guide/ Winter Times, Thanksgiving Prep
		Week 47	11/22/17	Black Friday
		Week 48	11/29/17	Buy Local, Club Wed
		Week 49	12/6/17	Holiday Gift Guide, Eats
		Week 50	12/13/17	Holiday Gift Guide
		Week 51	12/20/17	Holiday Gift Guide
		Week 52	12/27/17	Celebrating New Year's, Club Wed

Build Your Campaign

<p>WWW.SYRACUSENEWTIMES.COM 90,000+ Impressions Per Month</p>		
Leaderboard	Banner Ad	Month
		January
		February
		March
		April
		May
		June
		July
		August
		September
		October
		November
		December

Only one Leader-board banner available per month

FAMILY TIMES CONTENT SCHEDULE			
Order	Deadline	Order	Deadline
JANUARY	12/10	JULY	6/16
Family Health and Wellness		Summer Excursions	
Getting Out(side) in CNY		Getting Your Kids To Do Household Chores	
FEBRUARY	1/14	Street Painting Festival	
Winter Break Activities		AUGUST	1/14
Address Kids' Body Image Issues		BABY ISSUE	
MARCH	2/11	Baby Issue	
SPECIAL NEEDS ISSUE		What New College Students Need in Their Dorm Room	
Special Needs		SEPTEMBER	8/11
What an Autism Diagnosis Means		Back-to-School	
APRIL	3/10	Get Your High School Student Ready for SATs	
Spring Break Activities		OCTOBER	9/15
Summer Fun and Camp Fair		Fall Activities and Outings	
Exploring Career and College Options with Your Teen		Talking to Kids about Smart Finances and Spending	
MAY	4/14	NOVEMBER	10/13
Birthday Parties and Other Celebrations		Food and Celebrations	
Treat Yourself: What Mothers Really Want for Mother's Day		Best of Syracuse Thank-you Ads	
JUNE	5/12	How to Partner with Your Child's Teacher	
Summer Vacation Planning		DECEMBER	11/10
Find the Right Pet for Your Family		Holiday Gift Guide	
		Charitable Giving and Volunteering with Your Kids	

Production Guidelines

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.

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 colorspace, 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.

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.

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

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.



PRESS RELEASES

Submit to editorial@syracusenewtimes.com

TO ADVERTISE

Tim Hudson

Sales Manager

(315) 422-7011 ext.114 or

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