

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.

Top 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. 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.
6. **Award-winning** journalism and design reaching six counties in upstate New York:
 - a) **FCPNY**
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
 - b) **New York Press Association**
6 first place awards in 2014 for feature story, columns, overall design and photography
 - c) **Syracuse Press Club**
12 first place and 8 second place awards in 2015 for articles, feature story, column and photography

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%
21-34.....	35%
35-54.....	46%
55 & up.....	18%

GENDER



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

INCOME



Up to \$25,000.....	5%
\$25,000-50,000.....	28%
\$50,000-100,000.....	39%
Over \$100,000.....	29%

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*

\$71,459

AVERAGE HOUSEHOLD INCOME*

\$82,556

SYRACUSE NEW TIMES FOOTPRINT IN CENTRAL NEW YORK

6 COUNTY COVERAGE

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

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



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



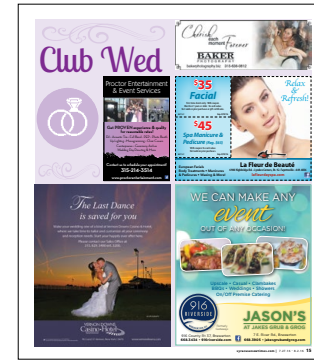
THE ARTS ISSUE

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.

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.



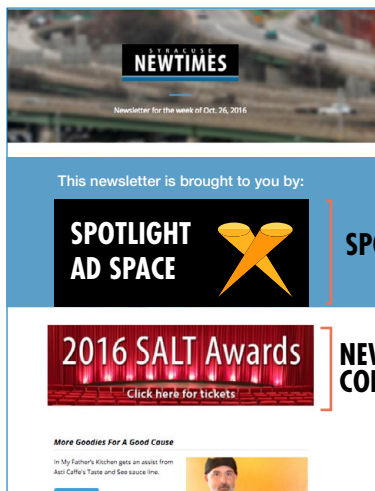
Best of Syracuse Award Winners: Custom Taylor Band



SALT (Syracuse Area Live Theater) Awards

Digital Rates

ONLINE DISPLAY RATES							
Type of Ad	Dimensions (pixels)	Schedule	Open Rate	6x	12x	18x	26x
www.syracuse.newtimes.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

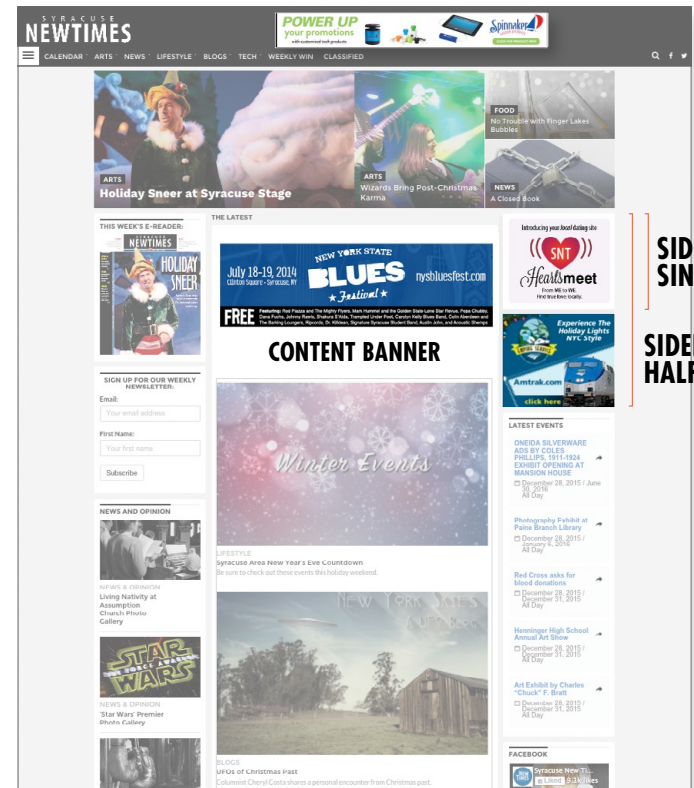
General Newsletter:

- 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

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.

Editorial Schedule

Click the week number to read the 2016 issue. (Content schedule subject to change)

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	

Week	Date	Topic
Week 21	5/24/17	
Week 22	5/31/17	Wedding Gift Guide , Club Wed
Week 23	6/7/17	Dining Guide, Eats
Week 24	6/14/17	Summer Times , 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	

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