

SYRACUSE NEWTIMES

FREE

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 & BLUES

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

SANITY FAIR

News Commentary by senior writer Ed Griffin-Nolan.

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!



2016

Media Kit

Nice to meet **you**

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 everyday. 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 always a credible informative and trusted source of information.

The *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. We decide what is newsworthy and worthy of comment with stories that we know the community needs to be aware of.

And as always, the *Syracuse New Times* will continue to be the “go to” source of 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.



OUR READERSHIP IS GROWING

81,000+ READERS PER WEEK

1,250+ DISTRIBUTION LOCATIONS

8,000+ FACEBOOK FOLLOWERS

140,000+ MONTHLY UNIQUE WEBSITE VIEWERS

32,000+ WEEKLY E-NEWSLETTER SUBSCRIBERS



CVC Audit, September 30, 2015

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

KANTAR MEDIA | SRDS
Participating member

READER DEMOGRAPHICS AND CIRCULATION

THE MOST ACTIVE READERSHIP *Syracuse New Times* readers are engaged in their community, 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 Our readership has grown steadily both online and with our print edition. 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.

READERSHIP INFORMATION

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

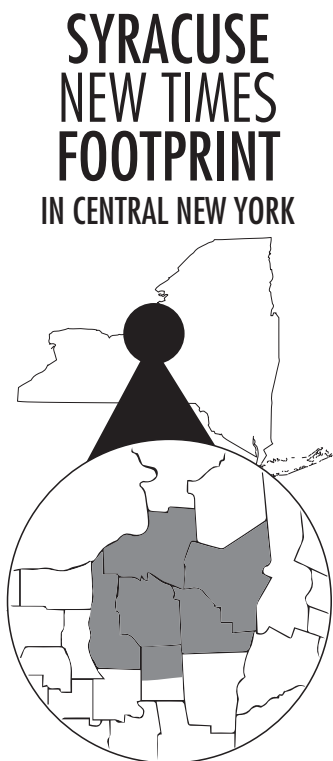
Own.....	78%
Rent.....	22%

PUBLICATIONS READ REGULARLY

<i>Syracuse New Times</i> .	83%
Post Standard	48%
Other weekly paper . .	12%
Other Publications . . .	36%

Median Reader Income
\$72,400

Median Household Income
\$81,019



6 COUNTY COVERAGE

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

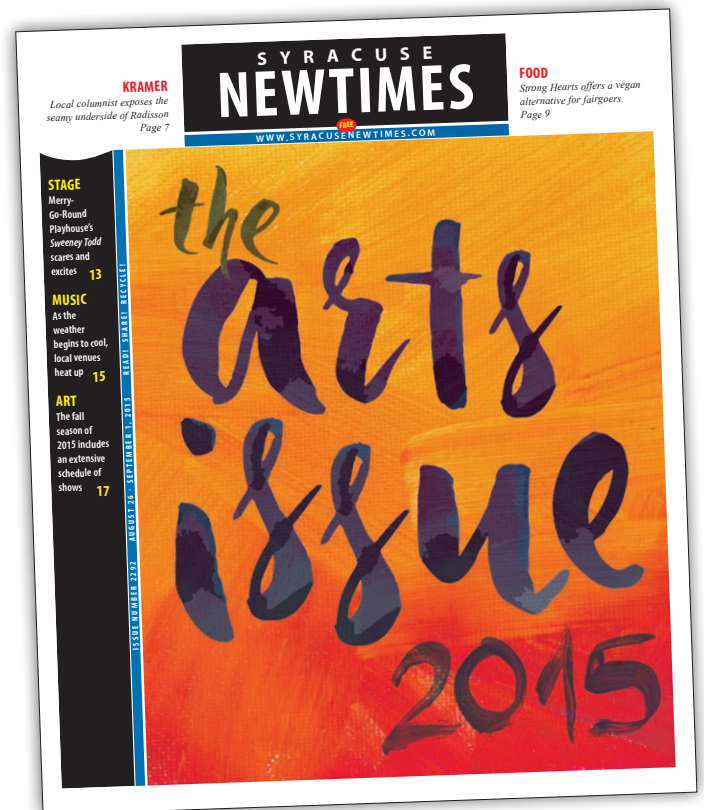
MORE THAN 81,000 EDUCATED & AFFLUENT READERS PER WEEK* WILL SPEND THIS YEAR ALONE:

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
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
Antiques & Auction Services..	\$12,465,090
Carpet & Flooring	\$26,199,230

2016 SPECIAL FEATURES

JANUARY		
Section	Publishes	Deadline
Weddings/ Club Wed	4th week of every month	3rd Thurs. of every month
FEBRUARY		
Valentine's Day	2/10	2/4
MARCH		
NCAA Brackets	3/16	3/10
APRIL		
Mother's Day	4/27	4/21
MAY		
Mother's Day	5/4	4/28
JUNE		
Summer Times/ Dining Guide	6/8	5/25
Father's Day	6/15	6/9
Wellness	6/29	6/24
JULY		
Jazz Fest	7/13	6/3
Lifelong Learning	7/27	7/21
AUGUST		
Arts Issue	8/24	8/18
Student Survival Guide	8/31	8/25
SEPTEMBER		
Autumn Times/ Fall Dining Guide	9/28	9/22
OCTOBER		
Best of Syracuse Guide	10/5	9/29
SALT Awards	10/19	10/13
NOVEMBER		
Black Friday/Buy Local	11/16	11/10
Snow Guide/Winter Times	11/16	11/10
DECEMBER		
	12/7	
	12/14	
Holiday/New Year's Eve Guide	12/21 12/28	Thursday prior

2016 CONTENT SCHEDULE



DEADLINES

The *Syracuse New Times* publishes weekly. Deadlines are the Thursday prior to publication.

SPONSORSHIP PACKAGES

Sponsorship packages are available for special events hosted by the *Syracuse New Times* and *Family Times* including: Summer Fun & Camp Fair, Best of Syracuse voting, Street Painting and the Syracuse Area Live Theater Awards. Ask your sales representative for details.

*All features and publication dates are tentative and subject to change.

SPECIAL PRODUCTS

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 hand-battered 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.

TULLY'S

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



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

syracusenewtimes.com | 07.15.15 - 07.21.15 9



JAZZ FEST PROGRAM

in collaboration with the M&T Bank Jazz Fest, the Syracuse New Times publishes the official Jazz Fest program. Publishes July 2016.

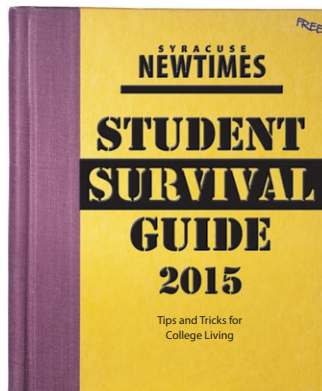
LOCAL FLAVOR

Purchase a 1/8th or larger ad and commit to 12 times, and receive a full page advertorial on your restaurant. Add a promotional video for a nominal fee.



CLUB WED

Publishes the 4th week of every month.



STUDENT SURVIVAL GUIDE

Publishes August 2016.



SUMMER TIMES

Publishes June 2016.

DISPLAY & CLASSIFIED RATES

DISPLAY ADVERTISING RATES

Ad Size	Dimensions	Open Rate	6x	12x	26x	52x
Back Page	9 x 10.62	\$3,000	\$2,700	\$2,550	\$2,250	\$1,950
Inside Front or Back	9 x 10.62	\$2,750	\$2,475	\$2,337 ^{.50}	\$2,062 ^{.50}	\$1,787 ^{.50}
Full	9 x 10.62	\$2,475	\$2,230	\$2,100	\$1,860	\$1,620
Cover Block	9 x 1.2	\$750	—	—	—	—
1/2 Horizontal	9 x 5.25	\$1,360	\$1,225	\$1,155	\$1,020	\$963
1/2 Vertical	4.44 x 10.62	\$1,360	\$1,225	\$1,155	\$1,020	\$963
3/8 Horizontal	6.73 x 5.25	\$1,020	\$920	\$865	\$765	\$665
1/3 Vertical	4.44 x 7	\$910	\$820	\$785	\$690	\$600
1/4 Square	4.44 x 5.25	\$745	\$670	\$635	\$560	\$485
1/4 Vertical	2.16 x 10.62	\$745	\$670	\$635	\$560	\$485
1/4 Horizontal	9 x 2.55	\$745	\$670	\$635	\$560	\$485
1/6 Square	4.44 x 3.4	\$515	\$465	\$440	\$385	\$335
1/8 Square	4.44 x 2.55	\$385	\$345	\$325	\$290	\$250
1/8 Vertical	2.16 x 5.25	\$385	\$345	\$325	\$290	\$250
1/12 Horizontal	4.44 x 1.6	\$260	\$235	\$220	\$195	\$170
1/12 Vertical	2.16 x 3.4	\$260	\$235	\$220	\$195	\$170
1/16 Square	2.16 x 2.55	\$125	\$105			
Club Banner	9 x 1.2	\$200	\$125			
1/2 Club Banner	4.44 x 1.2	\$125	\$100			

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, 2016

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

Ad Copy and space reservation must be in the Thursday prior to publication by 5:00pm.

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 Art-voice, Ithaca Times and/or Albany Metroland. Ask for details and pricing.

DEADLINE

Friday prior to publication by 12pm. Publishes every Wednesday.

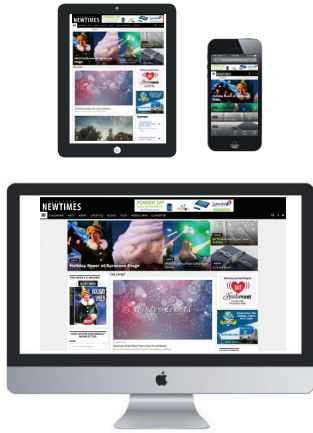
PAYMENT POLICY

Pre-Payment Required for classified ads.

COLUMN WIDTHS

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

DIGITAL AD RATES



Placement	Type of Ad	Dimensions (pixels)	Rate
Home Page Only	Leaderboard	728 x 90	\$150
	Content Banner	800 x 245	\$150
	Sidebar Single	300 x 250	\$65
	Sidebar Half Page	300 x 600	\$120
Home Page & Entire Site (Best Results)	Leaderboard	728 x 90	\$245
	Sidebar Single	300 x 250	\$125
	Sidebar Half Page	300 x 600	\$190
Newsletter	Leaderboard	728 x 90	\$125
	Content Banner	800 x 245	\$125
Classifieds	Leaderboard	728 x 90	\$50
	Content Banner	800 x 245	\$50

SYRACUSENEWTIMES.COM STATS

Impressions Per Week:

- Average page views: 25,000+
- Average unique page views: 20,000+
- Average home page views: 2,000+
- Average unique home page views: 1,500+
- Average classified listings views: 150+
- Average unique classified listings views: 100+

Impressions Per Month:

- Average page views: 85,000+
- Average unique page views: 75,000+
- Average home page views: 10,000+
- Average unique home page views: 7,000+
- Average classified listings views: 450+
- Average unique classified listings views: 350+

NEWSLETTER STATS

General Newsletter:

- Sent to 25,000+ email addresses every Wednesday
- Average opens per week: 4,500+
- Average unique opens per week: 3,500+

Inside/Out Newsletter:

- Sent to 900+ email addresses every Thursday
- Average opens per week: 450+
- Average unique opens per week: 250+

*Desktop and mobile.
All positions based on availability.

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.

E-MAILED AD SPECIFICATIONS

Please discuss with your advertising representative how you will be creating your ad. This way you can decide if you or the Creative Services Department should create the ad.

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 res images, please. Quality of images on websites is only 72 spi and will not print well.

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 (dots per inch) Artwork pulled from the web is a standard 72dpi and is not acceptable
- **High-res 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

E-MAIL & QUESTIONS

Please notify your sales representative of any questions.

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

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 syracusenewtimes.com/calendar/events/community/add

Listing must be received two weeks prior to event.

PRESS RELEASES

Submit to editorial@syracusenewtimes.com

TO ADVERTISE

Contact Bill Brod,
Publisher

(315) 422-7011 ext.138 or
publisher@syracusenewtimes.com