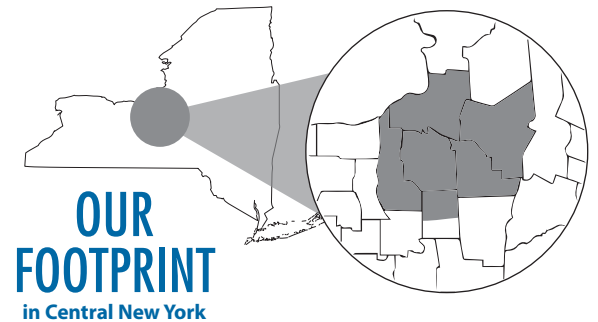


For more than **47 years** we have excelled at bringing new customers to businesses with more than 81,000 readers each week.

30%*

of *Syracuse New Times* readers are going to spend money on **Continuing Education and Classes** this year

81,000*
educated & affluent
weekly readers



81,000 People that read the *Syracuse New Times*
x .30 % Purchasing continuing education and classes
24,300 Purchasers of your specialty
x \$1,767 Average amount spent nationally by one person*
\$42,938,100* Potential spending from your area

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*Figures compiled by Circulation Verification Council, an independent third party audit company.

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