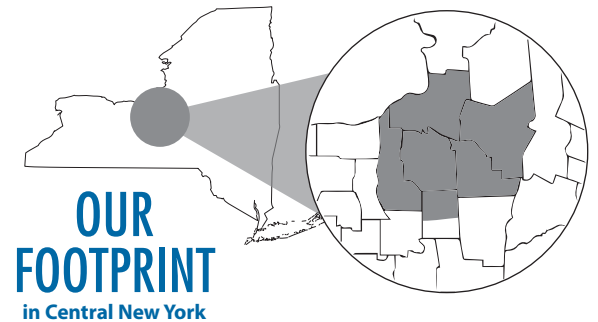


For more than **47 years** we have excelled at bringing new customers to businesses with more than 81,000 readers each week.

28%*

of *Syracuse New Times* readers are going to spend money on **Legal Gambling Entertainment** this year

81,000*
educated & affluent
weekly readers



- 81,000** People that read the *Syracuse New Times*
- x .28** % Purchasing legal gambling entertainment
- 22,680** Purchasers of your specialty
- x \$1,089** Average amount spent nationally by one person*
- \$24,698,520*** Potential spending from your area

More than **\$24 Million** will be spent on legal gambling entertainment by our readers in the next 12 months.

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

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