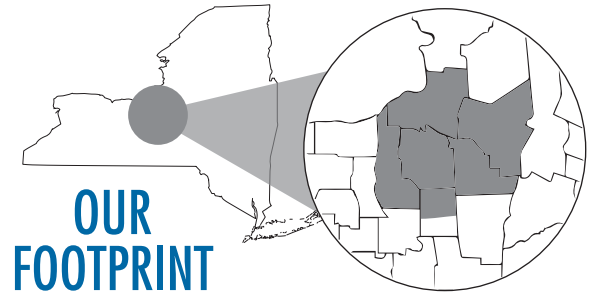




16%*
 of *Syracuse New Times*
 readers are going to
 spend money on **Major
 Home Appliances**
 this year

81,000*
 educated & affluent
 weekly readers

For more than **47 years** we have
 excelled at bringing new customers
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**OUR
 FOOTPRINT**
 in Central New York

- 81,000** People that read the *Syracuse New Times*
- x .16** % Purchasing major home appliances
- 12,960** Purchasers of your specialty
- x \$1,042** Average amount spent nationally by one person*
- \$13,504,320*** Potential spending from your area

More than **\$13 Million** will
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*Figures compiled by Circulation Verification Council, an independent third party audit company.

