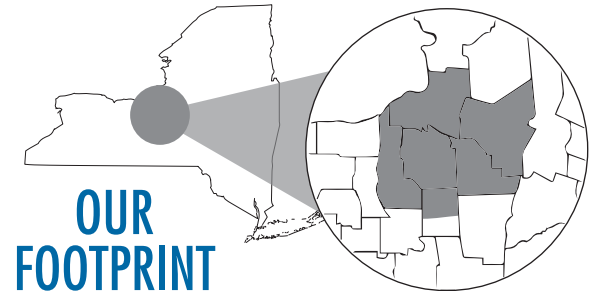


For more than **47 years** we have excelled at bringing new customers to businesses with more than 81,000 readers each week.

16%*

of *Syracuse New Times* readers are going to spend money on a **New Car** this year

81,000*
educated & affluent
weekly readers



**OUR
FOOTPRINT**
in Central New York

81,000 People that read the *Syracuse New Times*

x .16 % Purchasing a new car

12,960 Purchasers of your specialty

x \$25,777 Average amount spent nationally by one person*

\$334,069,920* Potential spending from your area

More than **\$334 Million** will be spent on a new car by our readers in the next 12 months.

Capture your share!

Call 315-422-7011 | syracusenewtimes.com

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

SYRACUSE
NEWTIMES