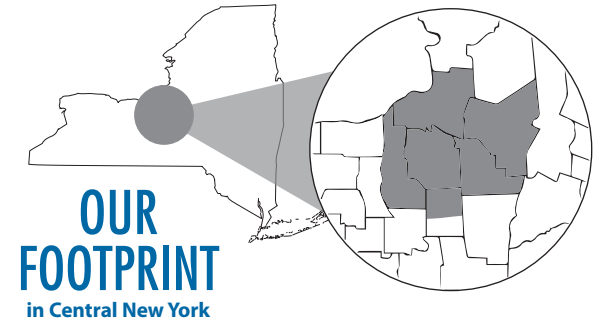


31%*
of *Syracuse New Times* readers
are going to spend money
on **TVs & Electronics**
this year

81,000*
educated & affluent
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81,000 People that read the *Syracuse New Times*
x .31 % Purchasing TVs and electronics
25,120 Purchasers of your specialty
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\$40,979,520* 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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