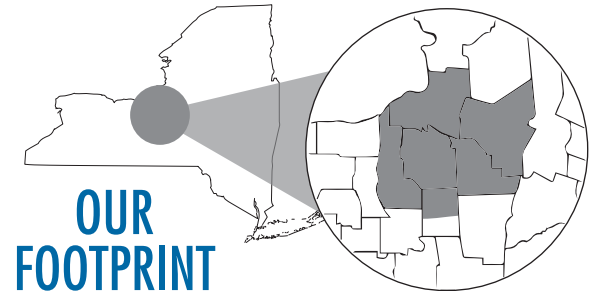


For more than **47 years** we have excelled at bringing new customers to businesses with more than 81,000 readers each week.

22%*

of *Syracuse New Times* readers are going to spend money on a **Used 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 .22** % Purchasing a used car
- 17,820** Purchasers of your specialty
- x \$13,145** Average amount spent nationally by one person*
- \$234,243,900*** Potential spending from your area

More than **\$234 Million** will be spent on a used car 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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