

**S**yracuse's source of weekly  
alternative news and events  
since **1969**.



# READER DEMOGRAPHICS & CIRCULATION

**T**he Most Active Readership. *Syracuse New Times* readers are engaged in their communities, shopping and dining locally. They embrace the Arts and care about local government. They rely on the *Syracuse New Times* to keep them informed about key issues and activities in Central New York.

**T**he Fastest Growing Audience. *Syracuse New Times* has shown steady growth, both for our online and print editions. Readers pick us up every week to access the most extensive events calendar in the area, and because for 48 years we have been the trusted voice in print media.



## AGE

**1%**  
Under 20

**35%**  
21-34

**46%**  
35-54

**18%**  
55+



## GENDER

**55%**  
Female

**45%**  
Male



## INCOME

**5%**  
Up to \$25,000

**28%**  
\$25,000-50,000

**39%**  
\$50,000-100,000

**29%**  
Over \$100,000



## HOME OWNERSHIP

**78%**  
Own

**22%**  
Rent



## PUBLICATIONS READ REGULARLY

**83%**  
*Syracuse New Times*

**48%**  
*Post Standard*

**12%**  
Other Weekly Paper

**36%**  
Other Publications

31% Greater  
**MEDIAN  
READER  
INCOME\***  
**\$71,459**  
(vs. \$54,505 avg.)

16% Greater  
**AVERAGE  
HOUSEHOLD  
INCOME\***  
**\$82,556**  
(vs. \$71,237 avg.)

## Syracuse New Times Footprint in CNY

### 6 COUNTY COVERAGE

Onondaga • Oswego • Cayuga  
Oneida • Madison • Cortland

CVC Audit,  
September 30, 2016

The *Syracuse New Times* circulation is audited and verified by the Circulation Verification Council, a national, independent auditing company.

\*CVC Audit and  
ESI Software



KANTAR MEDIA SRDS

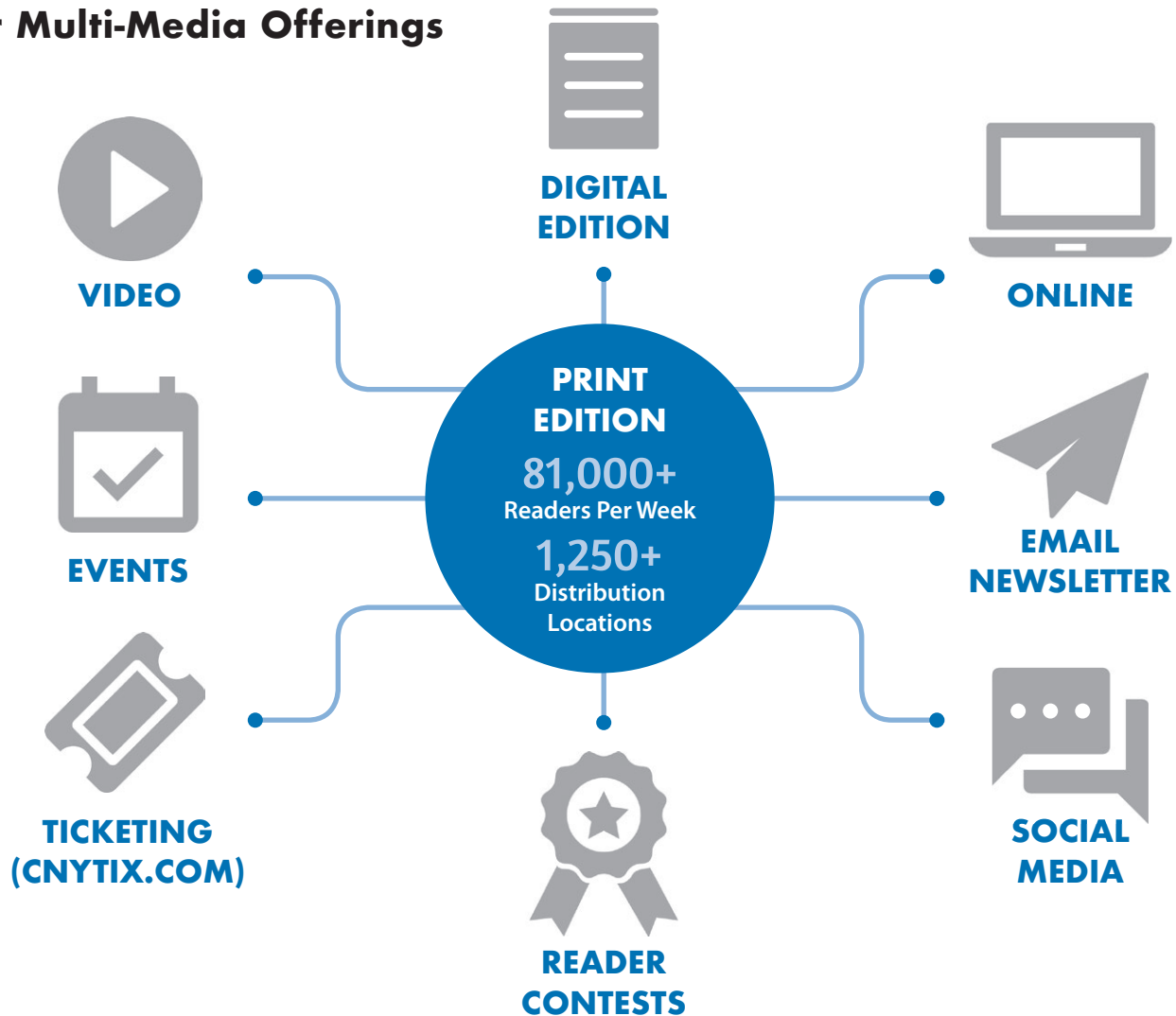
Participating member

# READER DEMOGRAPHICS & CIRCULATION

More than 81,000 educated and affluent readers per week\* will spend this year alone:

Antiques & Auction Services	\$12,465,090	Children's Apparel	\$25,089,750	Major Home Appliances	\$13,504,320
Apparel	\$122,758,740	Cleaning Services (Carpet, Air Duct, Home Cleaning)	\$69,634,080	Pharmacist & Prescription Services	\$22,107,330
Arts & Crafts Supplies	\$6,014,440	Dining/Entertainment	\$249,105,780	Real Estate	\$1,749,600,000
Attorney Services	\$4,114,800	Gift Shops/Florists	\$6,203,790	Tax Advisor Services	\$10,277,280
Automobile New/Used	\$568,313,820	Health & Exercise Clubs	\$15,344,640	Television & Electronics	\$40,979,520
Automobile Accessories	\$63,053,640	Home Improvement	\$84,437,640	Travel/Vacations	\$126,191,520
Athletic & Sports Equipment	\$19,290,960	Lawn Care, Maintenance & Landscaping	\$26,030,160	Veterinarian Services	\$8,553,600
Carpet & Flooring	\$26,199,230	Legal Gambling Entertainment	\$24,698,520	Weight Loss	\$3,244,050
Childcare	\$49,134,600				

## Our Multi-Media Offerings





# SPECIAL PRODUCTS



**Spring Times**  
Publishes March 28, 2018



**The Arts Issue**  
Publishes August 29, 2018



**Winter Times**  
Publishes January 2, 2019



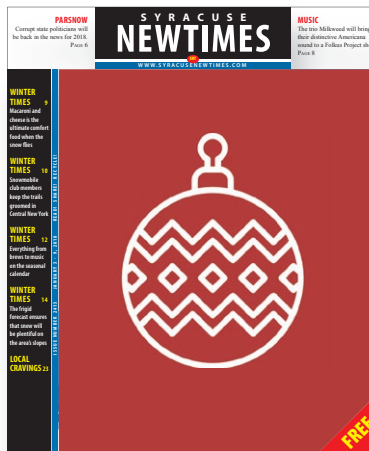
**Summer Times**  
Publishes June 13, 2018



**Autumn Times**  
Publishes September 19, 2018



**Student Survival Guide**  
Publishes August 29, 2018



**Holiday Times**  
Publishes November 21, 2018

**OUR READERSHIP  
IS GROWING**

**84,000\***  
Readers Per Week

**1,250+**  
Distribution  
Locations

**12,000+**  
Facebook Followers

**33,000**  
Monthly Unique  
Website Viewers

**48,000**  
Weekly E-Newsletter  
Subscribers

\*Per CVC Audit – 2.5 average readers per copy

# BUNDLE DISPLAY OPTIONS

Bundles cannot be used with any other discounts. Free ads must run proportionally with the paid part of the campaign. Frequencies and Free Add-ons must run within 12 months of the first ad's appearance date.

**A**dvertising is most effective when conducted as a campaign — appearing frequently and repetitively. Our bundle packages create several ways to develop an effective ad campaign that uses up to 5 of our advertising channels — all of which have proven followings.

## Frequency Requirements

**Print Ads:** Syracuse New Times and Family Times — Minimum size: 1/6 Page

**Digital ads:** Newsletter Spotlight Ads, Monthly Leaderboard, Website Monthly Sidebar Ads

### VIP PLAN | 26x Frequency | FREE Add-ons:

- 12** Article Weekly Content Banners on SNT Facebook or SNT Website **\$2,100 value**
- 6** Homepage Weekly Content Banner Ads on SNT website **\$1,650 value**
- 6** Bump-Ups: SNT or Family Times **\$300-\$5200 value**
- 4** Newsletter Content Banner Ads **\$900 value**
- 2** Cover Blocks in SNT **\$1,500 value**
- 1** Double Bump-Up: SNT or Family Times **\$280-\$3,870 value**

**+** Inclusion in **all** Gift/Events Guides for Family Times and SNT (if applicable)

### ELITE MARKETING PLAN | 18x Frequency | FREE Add-ons:

- 8** Article Weekly Content Banners on SNT Facebook or SNT Website **\$1,400 value**
- 4** Homepage Weekly Content Banner Ads on SNT website **\$1,100 value**
- 4** Bump-Ups: SNT or Family Times **\$200-\$2,740 value**
- 2** Newsletter Content Banner Ads **\$450 value**
- 1** Cover Block in SNT **\$750 value**
- +** Inclusion in any **6** Gift/Event Guides for Family Times and SNT (if applicable)

### SMART BUSINESS PLAN | 12x Frequency | FREE Add-ons:

- 4** Article Weekly Content Banners on SNT Facebook or SNT Website **\$700 value**
- 2** Homepage Weekly Content Banner Ads on SNT website **\$450 value**
- 2** Bump-Ups: SNT or Family Times **\$100-\$1,970 value**
- +** Inclusion in any **4** Gift/Event Guides for Family Times and SNT (if applicable)

### BASIC MARKETING PLAN | 6x Frequency | FREE Add-ons:

- 2** Article Weekly Content Banners on SNT Facebook or SNT Website **\$350 value**
- 1** Bump-Up: SNT or Family Times **\$75-\$1,075 value**
- +** Inclusion in any **2** Gift/Event Guides for Family Times and SNT (if applicable)

# DISPLAY & CLASSIFIED RATES

## Display Advertising Rates

AD SIZE	DIMENSIONS	OPEN RATE	3X	6X	13X
Back Page	9 x 10.62	\$2,600	\$1,650	\$1,320	\$1,125
Inside Front or Back Cover, Page 3	9 x 10.62	\$2,450	\$1,550	\$1,250	\$1,050
Full	9 x 10.62	\$1,950	\$1,250	\$1,000	\$850
Cover Block	9 x 1.2	\$550	—	—	—
1/2 page Horizontal	9 x 5.25	\$1,125	\$750	\$600	\$510
1/2 page Vertical	4.44 x 10.62	\$1,125	\$750	\$600	\$510
3/8 page	6.73 x 5.25	\$1,060	\$700	\$550	\$475
1/3 page	4.44 x 7	\$950	\$625	\$495	\$420
1/4 page Square	4.44 x 5.25	\$775	\$505	\$400	\$345
1/4 page Horizontal	9 x 2.55	\$775	\$505	\$400	\$345
1/6 page Square	4.44 x 3.4	\$525	\$375	\$300	\$250
1/6 page Vertical	2.16 x 7	\$525	\$375	\$300	\$250
1/8 page Horizontal	4.44 x 2.55	\$450	\$325	\$250	\$180
1/8 page Vertical	2.16 x 5.25	\$450	\$325	\$250	\$180
1/12 page Horizontal	4.44 x 1.6	\$330	\$220	\$175	\$150
1/12 page Vertical	2.16 x 3.4	\$330	\$220	\$175	\$150
1/16 Square	2.16 x 2.55	\$200	\$125	\$100	\$75
Club Banner Regular	9 x 1.2	\$210	\$135	—	—
Club Banner 1/2	4.44 x 1.2	\$130	\$105	—	—

### PAYMENT POLICY

All advertising must be paid in advance unless a credit application is submitted and approved. Terms are net 30 days.  
\*RATES EFFECTIVE JAN. 1, 2018

### DEADLINE

Ad Copy and space reservation must be in the Thursday prior to publication by 4:00pm.

### COVER STICKERS

3"x3" Sticker:  
\$2,500 per week

### PRE-PRINTED INSERT RATES

Single Sheet: \$35\*  
4 Pages: \$54\*  
8 Pages: \$56\*  
12-20 Pages: \$60\*  
24-32 Pages: \$66\*  
\*Cost per thousand.

### EXTENDED REACH

Your Syracuse New Times ad representative can also place your ad in: Rochester City, Ithaca Times and/or The Spot – Albany. Ask for details and pricing.

## Classified Rates

### Display

\$16 Per Column Inch

Consecutive week discounts;  
6 weeks: 5%,  
12 weeks: 10%,  
26 weeks: 15%,  
52 weeks: 20%

### Classified Line Rates

4-Line Ad  
\$10 / Week

#### + Additional Lines

\$2.50 / Line

+ Popper  
\$8 / Line

+ Border  
\$6 / Line

+ Highlight  
\$10 / Line

### Business Card

\$75/week, \$55/week  
with 52 time commitment

### Legal Advertising

First Insertion  
\$0.60 / line

Subsequent Insertions  
\$0.51 / line

### DEADLINE

Thursday prior to publication by 4pm. Publishes every Wednesday.

### COLUMN WIDTHS

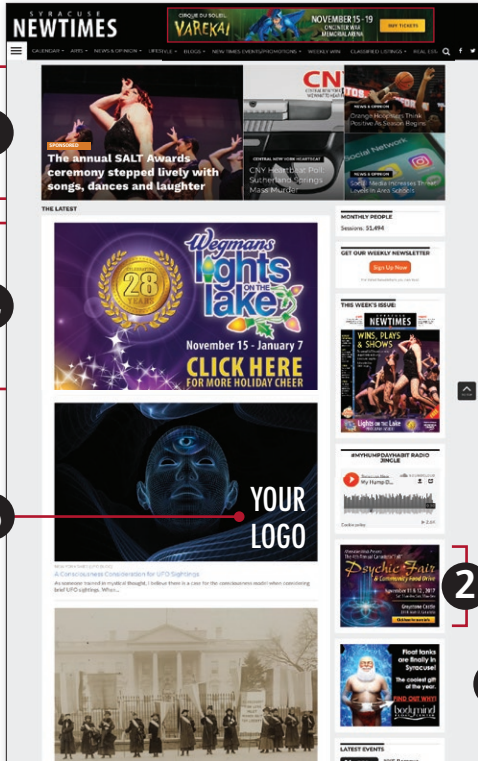
1 column: 0.97"    5 column: 5.55"  
2 column: 2.12"    6 column: 6.7"  
3 column: 3.26"    7 column: 7.84"  
4 column: 4.4"    8 column: 8.98"

### PAYMENT POLICY

Prepayment Required for classified ads.  
\*RATES EFFECTIVE JAN. 1, 2018

# DIGITAL ASSETS

**KEY:** CPM = Cost Per 1,000 Unique Visitors • CPMO = Cost Per 1,000 Opens • CPC = Cost Per Click • CTR = Click Through Rate



## Website

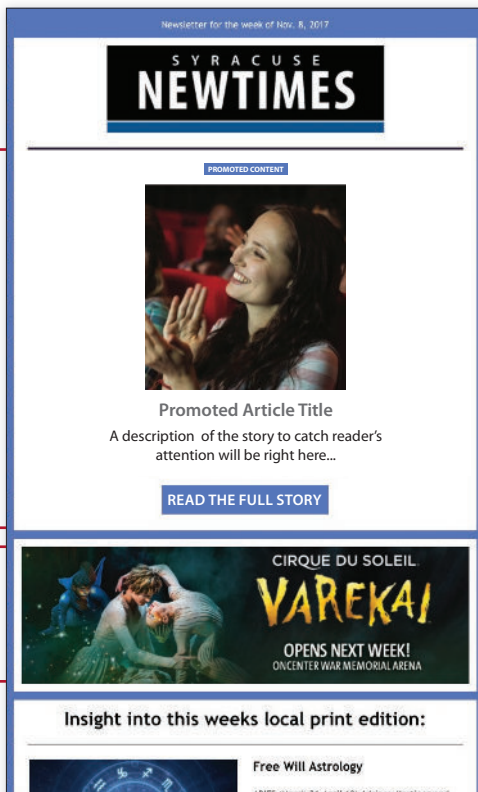
	AD SIZE	DIMENSIONS	RATE	MONTHLY
1	Leaderboard & Footer	728 x 90	\$7.00 / CPM	\$231
2	Sidebar Single	300 x 250	\$7.00 / CPM	\$231
3	Sidebar Double	300 x 600	\$10.00 / CPM	\$330
4	Content Banner	1250x1042	\$15.00 / CPM	\$495
5	Sponsored Article	1250 x 1042	—	\$1600
6	Photo Gallery	Approx. 120 x 60	—	\$1100

## AVERAGE MONTHLY METRICS

**33,000** — **52,000** — **67%**  
 Unique Visitors — Sessions — New Users

**75,000** — **3:03**  
 Page Views — Time Spent on Site

## Newsletter



Content Banner \$12.00 / CPMO <b>OR</b> Pay Per Click \$7.00 / CPC	(monthly price)	Sponsored Story \$800 / week <b>OR</b> Pay Per Click \$4.00 / CPC
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## WEEKLY METRICS

**48,000** — **9,000** — **7,000**  
 Subscribers — Opens — Unique Opens

**.009%** — **13%**  
 Banner CTR — Article CTR

# PRODUCTION GUIDELINES

## Need Creative Design Help?

No problem, simply send your account manager the materials listed below and we will work with you to create an ad that will make us both proud.

If you are supplying art/photos/logos for an ad that we are constructing, we accept TIFF and JPG files that are 300 dots per inch (dpi) or at least 600 dpi (for line art).

## Accepted File Formats

PDF format (preferred) with all fonts embedded. Other accepted formats: .TIF, .EPS, .JPG (.JPG is not recommended). No word or publisher documents please.

- All artwork used in the creation of .pdf files should be a **minimum 200 dpi** (dots per inch) at print size
- File color space, images and text **MUST** be CMYK (**NO** Spot or RGB)
- All black text and boxes need to be solid **1-color black**. (any text 9pt or smaller should always be 1-color black)
- Any color text is recommended to not contain more than 2 CMYK colors. (The same applies for color boxes with white text inside).
- Fonts would ideally be set in InDesign, Illustrator or another vector program and **embedded**.
- If exported from InDesign, the layers should not be flattened unless the file is too large.
- Logos: High resolution images, please.  
Quality of images on websites is only 72 dpi and will not print well.

The Syracuse New Times' Creative Services Department uses Adobe Creative Suite 6 in a Macintosh environment.

## Electronic Files Specifications (NOT COMPLETE ADS)

If you decide the Creative Services Department should create your ad, but you want to supply artwork, logos or copy, here are our guidelines:

- Accepted file formats for photos and/or logos:  
.tif; .eps; .jpg files
- Artwork supplied in the above image file formats should be a minimum 200 dpi
- Artwork pulled from the web is a standard 72 dpi and is not acceptable
- High-resolution versions of logos should be provided whenever possible
- Color artwork should be supplied in CMYK mode.
- To submit copy for your ad either submit a .txt file as an attachment to your e-mail or copy and paste your information in the body of the e-mail.

## Calendar Listings Are Free!

The *Syracuse New Times* events calendar is published weekly on Wednesdays. There is a continuous running calendar online at [syracusenewtimes.com](http://syracusenewtimes.com). Calendar listings are free. Enter your event at: [www.syracusenewtimes.com/add-event](http://www.syracusenewtimes.com/add-event).

Listing must be received two weeks prior to event.

## TO ADVERTISE

Tim Hudson  
Sales Manager  
(315) 422-7011 ext.114 or  
[timh@syracusenewtimes.com](mailto:timh@syracusenewtimes.com)

## CONTACT INFORMATION

Syracuse New Times  
1415 W. Genesee St.  
Syracuse, Ny 13204  
315-422-7011  
F: 315-422-1721  
[www.syracusenewtimes.com](http://www.syracusenewtimes.com)  
**Like us on Facebook!**

## PRESS RELEASES

Submit to:  
[editorial@syracusenewtimes.com](mailto:editorial@syracusenewtimes.com)

## DEADLINES

The *Syracuse New Times* is published weekly on Wednesdays. The deadline for e-mailed ads and/or artwork is the **Thursday prior to publication**.



# DIGITAL MARKETING

## Our Digital Offerings



### SEARCH ENGINE MARKETING

- Define Offerings
- Define Target Customer
- Identify Keywords
- Identify Negative Keywords
- Build Out Google Adwords/ Yahoo/Bing Platform(s)
- Create Ad Groups
- Create Ad Copy
- Design Landing Pages
- CRM Integration
- Reporting



### SOCIAL MEDIA MANAGEMENT

- Define Offerings
- Identify Platforms
- Build Strategy
- Set Goals
- Target Audience
- Create Content
- Integrations
- Ads
- Reporting



### EMAIL MARKETING

- Identify Goals
- Create Strategy
- Drip Campaigns
- Auto Responders
- Email List Building
- Landing Pages
- Email Templates
- Surveys/Coupons
- Mobile Optimization
- Testing
- Reporting



### REPUTATION MANAGEMENT

- Manage Multiple Locations
- Automation
- Email/SMS/Text
- Customer Testimonials
- Testimonial Widgets
- Online Reviews – 40 Sites
- Net Promoter Score
- Review Monitoring
- Reporting
- Negative Review Alerts



### WEBSITE DEVELOPMENT

- Develop Strategy
- Set Goals
- Content Creation
- Graphic Design
- Branding
- Mobile Optimization
- SEO
- 3rd Party Integrations
- Conversion Optimization
- A/B Testing
- Reporting

## Next Step

Identify your goals and conduct a digital audit.



Setup a time to talk  
or ask us a question.

Aaron Scattergood  
Digital Marketing Manager  
(315) 422-7011 ext.144 or  
[aarons@syracusenewtimes.com](mailto:aarons@syracusenewtimes.com)

# DIGITAL MARKETING

## CNY Tix Online Ticketing

**W**orking together to build an audience in your community.

All local events are listed in our ticketing system, drawing a large audience of event-goers looking for local events. Ticketing with us means your events, venues and brand get exposure to a greater audience through event listing, articles and local promotions.



### WHY CHOOSE CNYTIX.COM?

- Built-In Promotion to Maximize Event Success
- Built-In Marketing
- No Extra Cost to You
- Nightly Deposits
- Low Consumer Fees
- Local Customer Service
- Easy Access, Easy Set Up

Setup a time to talk or ask us a question.

Megan McCarthy  
Sales And Marketing Coordinator  
(315) 422-7011 ext.110 or  
[info@cnytix.com](mailto:info@cnytix.com)

