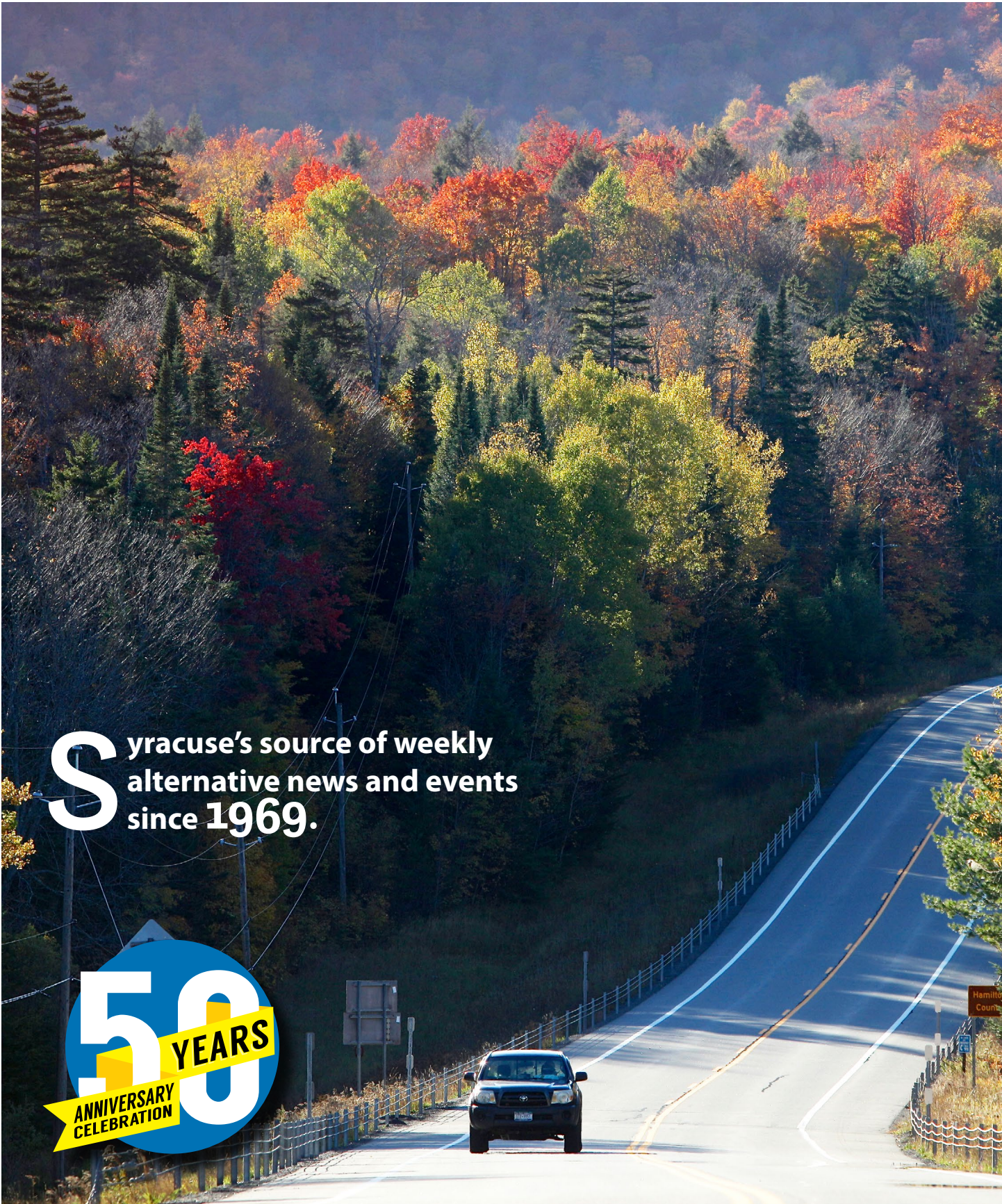


Syracuse's source of weekly
alternative news and events
since **1969**.



WHY SYRACUSE NEW TIMES?

News of CNY Arts, Music, Food & Entertainment

The most extensive calendar for things to do in CNY. 34,000 copies per week distributed to 1,100 locations.

5 REASONS TO ADVERTISE IN PRINT

1. Exposure to over 169,000 unique readers each month*
2. Print is the most engaging media
3. Loyal Readership in Central New York
4. Credibility and Trust for 50 years
5. Visual Appeal

*Per Media Audit Report 9/2017



Key Distribution Points

Wegmans

8
WEGMANS
LOCATIONS

4,225
weekly

 **TOPS**
Friendly Markets

15
TOPS
LOCATIONS

1,200
weekly

Turning Stone
RESORT | CASINO

TURNING
STONE
CASINO

1,000
weekly

TO ADVERTISE,
contact your sales
representative:
(315) 422-7011 or
sales@syracuse
newtimes.com

SYRACUSE
NEWTIMES

1415 W. GENESEE ST., SYRACUSE, NY 13204

315.422.7011

FAX: 315.422.1721

WWW.SYRACUSENEWTIMES.COM

SPECIAL ISSUES

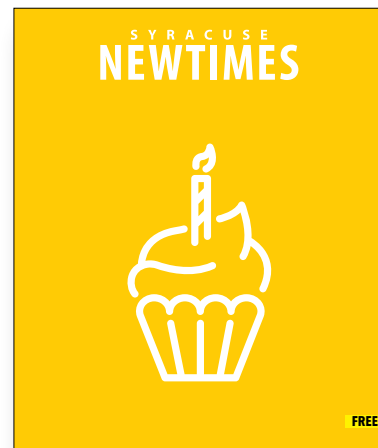
Click on an cover to view the 2018 special issue.



Winter Times
Publishes January 16, 2019



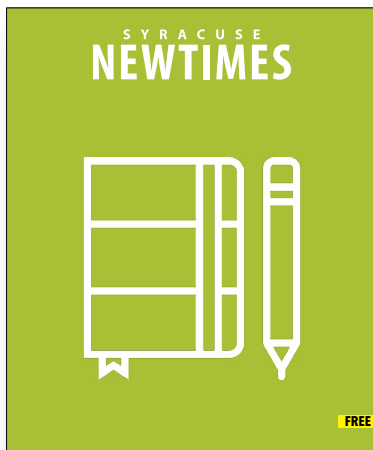
Spring Times
Publishes March 10, 2019



50th Anniversary
Publishes May 1, 2019



Summer Times
Publishes June 19, 2019



Student Survival Guide
Publishes August 28, 2019



The Arts Issue
Publishes August 28, 2019



Autumn Times
Publishes September 18, 2019



Lights on the Lake
Publishes November 6, 2019



Holiday Times
Publishes November 20, 2019

EDITORIAL SCHEDULE

KEY: A / T = Artisan / Tattoo Artist profile • BOS = Best of Syracuse • LOTL = Lights on the Lake
SALT = Syracuse Area Live Theater • NaNoWriMo = National Novel Writing Month

WEEK	DATE	TOPIC	WEEK	DATE	TOPIC
1	1/2/19	—	27	7/3/19	July 4th Issue
2	1/9/19	—	<input type="checkbox"/> 28	7/10/19	—
<input type="checkbox"/> 3	1/16/19	Winter Times	<input type="checkbox"/> 29	7/17/19	—
4	1/23/19	Date Night Promo	<input type="checkbox"/> 30	7/24/19	Street Painting / Festivals
<input type="checkbox"/> 5	1/30/19	Date Night Promo	<input type="checkbox"/> 31	7/31/19	—
<input type="checkbox"/> 6	2/6/19	Date Night Finalists, Valentine's Gift Guide, 50th Anniversary	<input type="checkbox"/> 32	8/7/19	BOS Nominations
<input type="checkbox"/> 7	2/13/19	Date Night Winner, Syracuse Winter Fest	<input type="checkbox"/> 33	8/14/19	—
<input type="checkbox"/> 8	2/20/19	Date Night Recap, Syracuse Basketball (UNC & Duke)	<input type="checkbox"/> 34	8/21/19	NY State Fair
<input type="checkbox"/> 9	2/27/19	—	<input type="checkbox"/> 35	8/28/19	Student Survival Guide, Arts Issue
<input type="checkbox"/> 10	3/6/19	—	<input type="checkbox"/> 36	9/4/19	—
<input type="checkbox"/> 11	3/13/19	St. Patrick's Day	<input type="checkbox"/> 37	9/11/19	BOS Voting
<input type="checkbox"/> 12	3/20/19	March Madness	<input type="checkbox"/> 38	9/18/19	Autumn Times
<input type="checkbox"/> 13	3/27/19	Virtual House	<input type="checkbox"/> 39	9/25/19	—
<input type="checkbox"/> 14	4/3/19	Syracuse Met's Opening Day 4/4	<input type="checkbox"/> 40	10/2/19	—
<input type="checkbox"/> 15	4/10/19	Spring Times, Virtual House	<input type="checkbox"/> 41	10/9/19	BOS Winners / 50th Anniversary Wrap Party
<input type="checkbox"/> 16	4/17/19	—	<input type="checkbox"/> 42	10/16/19	—
<input type="checkbox"/> 17	4/24/19	—	<input type="checkbox"/> 43	10/23/19	—
<input type="checkbox"/> 18	5/1/19	50th Anniversary Issue, Cinco de Mayo	<input type="checkbox"/> 44	10/30/19	—
<input type="checkbox"/> 19	5/8/19	Mother's Day Gift Guide	<input type="checkbox"/> 45	11/6/19	LOTL Issue, SALT Awards Winners
<input type="checkbox"/> 20	5/15/19	—	<input type="checkbox"/> 46	11/13/19	—
<input type="checkbox"/> 21	5/22/19	Memorial Day	<input type="checkbox"/> 47	11/20/19	Holiday Times
<input type="checkbox"/> 22	5/29/19	—	<input type="checkbox"/> 48	11/27/19	—
<input type="checkbox"/> 23	6/5/19	—	<input type="checkbox"/> 49	12/4/19	Holiday Gift Guide
<input type="checkbox"/> 24	6/12/19	—	<input type="checkbox"/> 50	12/11/19	Holiday Gift Guide
<input type="checkbox"/> 25	6/19/19	Summer Times	<input type="checkbox"/> 51	12/18/19	Holiday Gift Guide
<input type="checkbox"/> 26	6/26/19	—	<input type="checkbox"/> 52	12/25/19	—

READER DEMOGRAPHICS & CIRCULATION

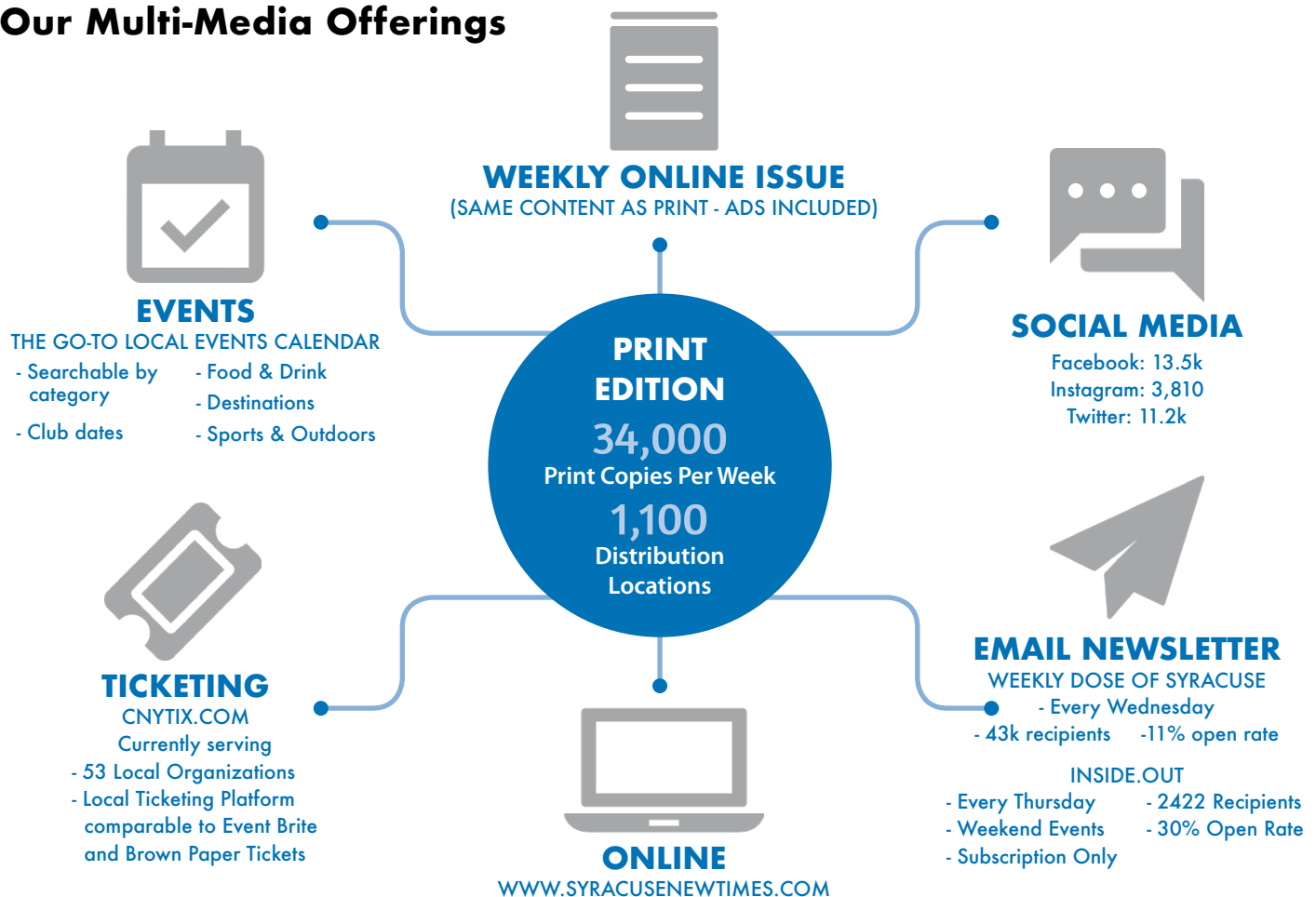
More than **81,000** educated and affluent readers per week* will spend this year alone:

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				

Actual Monthly Readers by Age Group (per Media Audit 2017)

18 - 20	4,940	25 - 34	38,947	45 - 49	11,717	55 - 64	24,788	75 +	16,743
21 - 24	11,959	35 - 44	22,102	50 - 54	22,721	65 - 74	15,246	Total	169,143

Our Multi-Media Offerings



READER DEMOGRAPHICS & CIRCULATION

The 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.

The 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

32%
21-34

46%
35-54

21%
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



EDUCATION LEVEL

22%
High School

62%
College

16%
Advanced Degree

**32% Greater
 MEDIAN
 READER
 INCOME***
\$73,109
 (vs. \$55,285 avg.)

**13% Greater
 AVERAGE
 HOUSEHOLD
 INCOME***
\$81,449
 (vs. \$72,181 avg.)

Syracuse New Times Footprint in CNY

TOP 15 RED HOT DISTRIBUTION SPOTS

8 Wegmans **4500** • Top's Markets **1250**
 Turning Stone Resort **1000** • University Hospital **500**
 Green Hill's Market **400** • Syracuse Airport **400**
 North Burdick Med **300** • Onondaga Smoke Shop **300**
 VA Hospital **250** • Crouse Hospital **250**
 Brooklyn Pickle **250** • Stella's Diner **250** • Civic Center **150**
 Hill Top Restaurant **150** • Finally Our's Diner **125**

5 COUNTY COVERAGE

Onondaga • Oswego • Cayuga • Oneida • Madison

CVC Audit,
 September 30, 2017

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

DISPLAY ADVERTISING RATES

Display Advertising Rates - Publishes Every Wednesday

AD SIZE	DIMENSIONS	FOR RATES , contact your sales representative: (315) 422-7011 or sales@syracusenewtimes.com
Back Page	9 x 10.62	
Inside Front or Back Cover, Page 3	9 x 10.62	
Full	9 x 10.62	
Cover Block	9 x 1.2	
1/2 page Horizontal	9 x 5.25	
1/2 page Vertical	4.44 x 10.62	
3/8 page	6.73 x 5.25	
1/3 page	4.44 x 7	
1/4 page Square	4.44 x 5.25	
1/4 page Horizontal	9 x 2.55	
1/6 page Square	4.44 x 3.4	
1/6 page Vertical	2.16 x 7	
1/8 page Horizontal	4.44 x 2.55	
1/8 page Vertical	2.16 x 5.25	
1/12 page Horizontal	4.44 x 1.6	
1/12 page Vertical	2.16 x 3.4	
1/16 Square	2.16 x 2.55	
Club Banner Regular	9 x 1.2	
Club Banner 1/2	4.44 x 1.2	

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, 2019

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

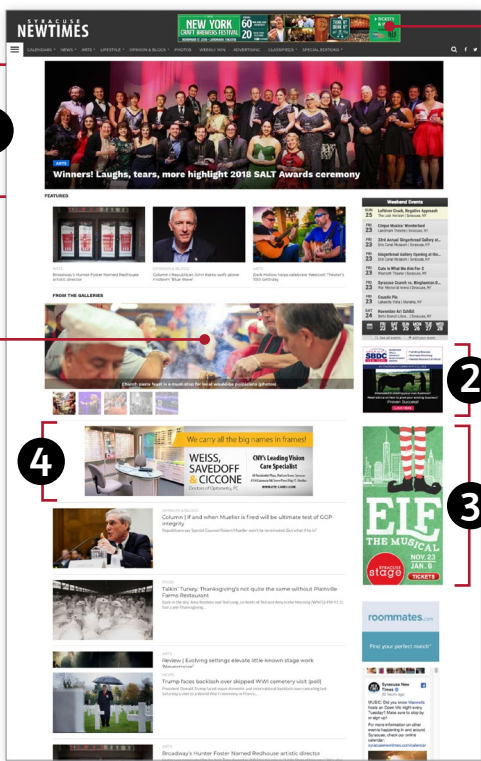
PRE-PRINTED INSERT RATES

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.

DIGITAL RATES



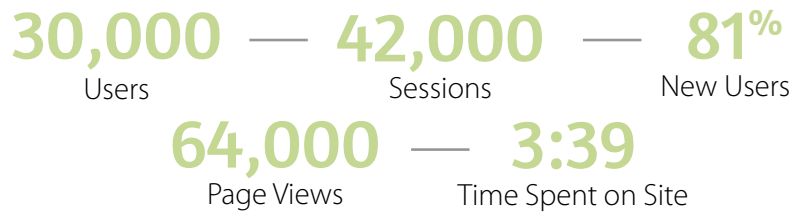
Website

AD SIZE	DIMENSIONS	FOR RATES, contact your sales representative: (315) 422-7011 or sales@syracusenewtimes.com
1 Leaderboard	728 x 90	
2 Homepage Sidebar Single	300 x 250	
3 Homepage Sidebar Double	300 x 600	
4 Content Banner	875 x 200	

Content Based Advertising

5 Sponsored Article	—	
6 Sponsored Photo Gallery	—	

AVERAGE MONTHLY METRICS



Weekly Newsletter



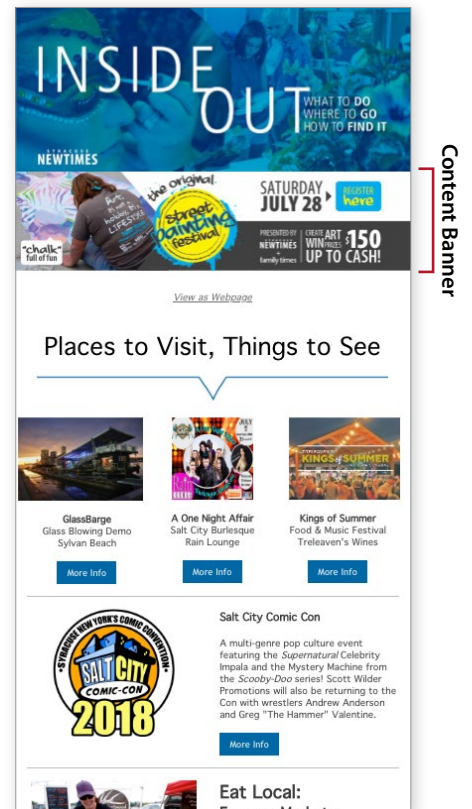
Content Banner
or Photo Gallery
875 x 200

(weekly price)

Sponsored Story

43,000 Recipients | 11% Open Rate

Events Newsletter



Content Banner

2,400 Recipients | 30% Open Rate

CLASSIFIED RATES

SNT Marketplace

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, 2019

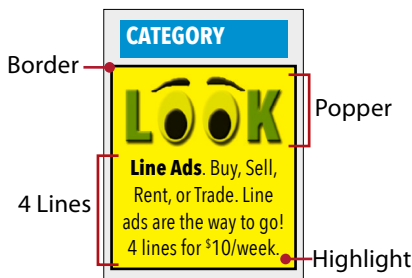
Line Ad Rates

4-Line Ad

+ Additional Lines

+ Popper + Border
+ Highlight

(contact rep)



Display Ad Rates

AD SIZE	DIMENSIONS	OPEN RATE
1/16 Square	2 Columns x 2.55"	\$50
1/8 Vertical	2 Columns x 5.25"	\$75
1/8 Horizontal	4 Columns x 2.55"	\$75
1/6 Vertical	2 Columns x 7"	\$100
1/6 Horizontal	4 Columns x 3.44"	\$100
1/4 Vertical	4 Columns x 5.25"	\$125
1/4 Horizontal	8 Columns x 2.55"	\$125
1/2 Vertical	4 Columns x 10.25"	\$200
1/2 Horizontal	8 Columns x 5.25"	\$200

Employment

Line Ad Rates

10-Line Ad

+ Additional Lines

+ Help Wanted Sign

+ Company Logo



Display Ad Rates

AD SIZE	DIMENSIONS	1X	3X
Full	8 Columns x 10.25"	\$600	\$500
1/2 Vertical	4 Columns x 10.25"	\$350	\$275
1/2 Horizontal	8 Columns x 5.25"	\$350	\$275
1/4 Vertical	4 Columns x 5.25"	\$185	\$125
1/4 Horizontal	8 Columns x 2.55"	\$185	\$125
1/8 Vertical	2 Columns x 5.25"	\$95	\$65
1/8 Horizontal	4 Columns x 2.55"	\$95	\$65
1/12 Vertical	2 Columns x 3.14"	\$70	\$45
1/12 Horizontal	4 Columns x 1.6"	\$70	\$45
1/16 Square	2 Columns x 2.55"	\$50	\$35

LOCAL CRAVINGS & LOCAL CONTRACTORS RATES

For \$10 per week we will list you in the weekly printed **Local Cravings Directory and Local Contractors Guide in the Syracuse New Times**. Includes 52 weeks in SNT + Student Survival Guide and monthly Specials Included in each Wednesday newsletter to 43K local people weekly.

OUR READERS WILL SPEND

\$249 MILLION
on Dining & Entertainment

\$84 MILLION
on Home Improvement

\$26 MILLION
on Lawncare & Landscaping

\$26 MILLION
on Carpet & Flooring

\$69 MILLION
on Cleaning Services
(carpet, duct, home)

Display Ad Rates

52 Weeks

Create Your Listing

Business Name

Street Address

City, State Zip

Phone

Local Cravings Restaurant Guide

and you can't possibly deny a year in the business. You can't deny that the local market is still a hot spot for dining. The local market is still a hot spot for dining. The local market is still a hot spot for dining. The local market is still a hot spot for dining. The local market is still a hot spot for dining.

DINER
315-668-3905
jakegrubandjog.com

Maria's
568 County Route 10
Pennellville, NY
315-668-1248
marias.com

CHINESE
Needle Nozzle
Restaurant at Turning Stone Resort
5218 Patrick Road
Verona, NY 13478
1-800-771-7711
turningstone.com

SEAFOOD
Westlake Fish Cove
2130 West Genesee St.
Syracuse, NY 13219
1-800-468-4767

STEAKHOUSE
Steakhouse Portico by Fabio Viviani
1335 State Route 414
Watertown, NY 13165
315-946-1780
https://open.tablesgo.com/dining/portico-by-fabioviviani/

BAKERY
Harrison Bakery
1306 W Genesee St.
Syracuse, NY 13204
315-422-1468

ASIAN
Peak Blossom
Restaurant at Turning Stone Resort
5218 Patrick Road
Verona, NY 13478
1-800-771-7711
turningstone.com

IRISH
Wild Colonel's Authentic Irish Pub
100 S. Lowell Ave.
Syracuse, NY
315-476-1933
colemanandstophub.com

BAR/LOUNGE/PUB
Earl 33 at Turning Stone Resort
5218 Patrick Road
Verona, NY 13478
1-800-771-7711
turningstone.com

Jakes Grob & Gong
7 E River Road
Central Square, NY
13036

BAKERY
Opak at Turning Stone Resort
5218 Patrick Road
Verona, NY 13478
1-800-771-7711
turningstone.com

FINE DINING
Barado's at the Waterfront
Turning Stone Resort
5218 Patrick Road
Verona, NY 13478

**1-800-771-7711
Turningstone.com**

BUFFET
Season's Harvest Restaurant at Turning Stone Resort
5218 Patrick Road
Verona, NY 13478
1-800-771-7711
turningstone.com

PIZZA
The Food Hall at Turning Stone Resort
5218 Patrick Road
Verona, NY 13478
1-800-771-7711
turningstone.com

SANDWICH SHOP
The Food Hall at Turning Stone Resort
5218 Patrick Road
Verona, NY 13478
1-800-771-7711
turningstone.com

SPORTS BAR
Rosie's Sports Pub & Grill
1443 W Genesee St.
Syracuse, NY
315-468-1269

Update Tavern at Turning Stone Resort
5218 Patrick Road
Verona, NY 13478
1-800-771-7711
turningstone.com

PIZZA
Papa's Pizzeria
1205 Erie Blvd W
Syracuse, NY 13204
315-472-4620
papaspizza.net

MAIL LAN VIETNAMESE RESTAURANT
505 N. State St.
Syracuse, NY 13203
315-417-6740
mailanrestaurant.com

WATERFRONT
Barado's on the Waterfront
57 Broadway Road
Central Square, NY
13036
315-668-5428

Local Contractors SERVICE PROVIDERS GUIDE

Icons for various services: Electrical, Plumbing, HVAC, etc.

Local Contractors SERVICE PROVIDERS GUIDE

APPLIANCES	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555
CEILING	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555
FLOORING	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555
FOOD PLACE	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555
HOME CLEANING	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555
LANDSCAPE DESIGN	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555
LAWN CARE	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555
POOL & SPAS	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555
SOLAR	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555
WATER TREATMENT	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555	Business 555 Willow St. Syracuse, NY 13202 (315) 555-5555

CONTENT BASED MARKETING

The unmatched power of custom-crafted content, written and designed to blend into our print and digital channels.

Reach our readers through the power of editorial (full page only)

You Get:

- Your native content piece (approximately 550 words) is crafted by a staff writer and includes: Photos and Organic Search Engine Optimization.
- Social media content delivery served to our readers and customized to a targeted audience defined by your business.
- Digital Newsletter promotion with link to your story on the Syracuse New Times website.



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 Cloud 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. Calendar listings are free. Enter your event at: www.syracusenewtimes.com/add-event.

Listing must be received two weeks prior to event.

TO ADVERTISE

Tim Hudson
VP Sales
(315) 422-7011 ext.114 or
timh@syracusenewtimes.com

CONTACT INFORMATION

Syracuse New Times
1415 W. Genesee St.
Syracuse, Ny 13204
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PRESS RELEASES

Submit to:
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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**.

Working 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 in the *Syracuse New Times* to maximize event success
- Low 1.9% merchant fee
- No extra cost to you
- Nightly deposits of your revenue
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- App for on-site sales & scanning of tickets
- Easy to use dashboard to track success

Set up a time to talk or ask us a question.

Megan McCarthy
Sales And Marketing Coordinator
(315) 422-7011 ext.110 or
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