

SYRACUSE
NEW TIMES

2019 MEDIA KIT



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



MICHAEL DAVIS PHOTO

WHY SYRACUSE NEW TIMES?

News of CNY Arts, Music, Food & Entertainment

The most extensive calendar for things to do in CNY.

5 REASONS TO ADVERTISE IN PRINT

1. Exposure to the most educated, affluent readers in CNY who purchase the paper
2. Print is the most engaging media
3. Loyal Readership in Central New York
4. Credibility and Trust for 50 years
5. Visual Appeal



For Sale at These Fine Merchants

Wegmans

12

WEGMANS
LOCATIONS

TOPS
Friendly Markets

21

TOPS
LOCATIONS

84+

DRUG STORES:

- Walgreens
- CVS
- Kinney Drugs
- Rite Aid

123+

CONVENIENCE STORES:

- 7/11 - Sunoco
- A-Plus - Sunoco
- A-Plus
- Byrne Dairy
- Circle K
- Cliff's Local Market
- FASTRAC Markets
- Speedway
- XPress Mart

For a complete list of locations, go to syracusenewtimes.com/locations.

SYRACUSE
NEW TIMES

1415 W. GENESEE ST., SYRACUSE, NY 13204

315.422.7011

FAX: 315.422.1721

WWW.SYRACUSENEWTIMES.COM

READER DEMOGRAPHICS & CIRCULATION

Our Multi-Media Offerings



WEEKLY ONLINE ISSUE

(SAME CONTENT AS PRINT - ADS INCLUDED)



EVENTS

THE GO-TO LOCAL EVENTS CALENDAR

- Searchable by category
- Club dates
- Food & Drink
- Destinations
- Sports & Outdoors



TICKETING

CNYTIX.COM

Currently serving:

- 53 Local Organizations
- Local Ticketing Platform comparable to Event Brite and Brown Paper Tickets



SOCIAL MEDIA

Facebook: 15,095

Instagram: 4,006

Twitter: 11,370



EMAIL NEWSLETTER

WEEKLY DOSE OF SYRACUSE

- Every Wednesday
- 50,660 recipients
- 11% open rate

WHAT'S UP, SYRACUSE

- Every Thursday
- Weekend Events
- Subscription Only
- 5,780 Recipients
- 22% Open Rate



ONLINE

SYRACUSENEWTIMES.COM

DISPLAY ADVERTISING RATES

Display Advertising Rates - Publishes Every Wednesday

| AD SIZE | DIMENSIONS (WxH) | OPEN RATE | 3X | 6X | 13X |
|--------------------------|------------------|-----------|---------|---------|---------|
| Double Truck (spread ad) | 16 x 11 | \$2,395 | \$1,995 | \$1,755 | \$1,455 |
| Full | 7.67 x 11 | \$1,125 | \$995 | \$875 | \$725 |
| Back Cover | 7.67 x 9.75 | \$1,500 | \$1,255 | \$1,125 | \$875 |
| Cover Block | 7.67 x 1.25 | \$550 | — | — | — |
| 3/4 Page | 7.67 x 8.25 | \$875 | \$775 | \$675 | \$575 |
| 1/2 page | | | | | |
| Horizontal | 7.67 x 5.41 | \$645 | \$555 | \$475 | \$425 |
| Vertical | 3.75 x 11 | | | | |
| 1/4 page | 3.75 x 5.41 | \$325 | \$275 | \$245 | \$225 |
| 1/8 page | | | | | |
| Horizontal | 3.75 x 2.5 | \$175 | \$155 | \$125 | \$100 |
| Vertical | 1.78 x 5.41 | | | | |
| Club Banner | 7.67 x 1.25 | \$200 | — | — | \$135 |

PAYMENT POLICY

All advertising must be paid in advance unless a credit application is submitted and approved. Terms are net 30 days. *RATES EFFECTIVE APRIL 24, 2019

DEADLINE

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

PRE-PRINTED INSERT RATES

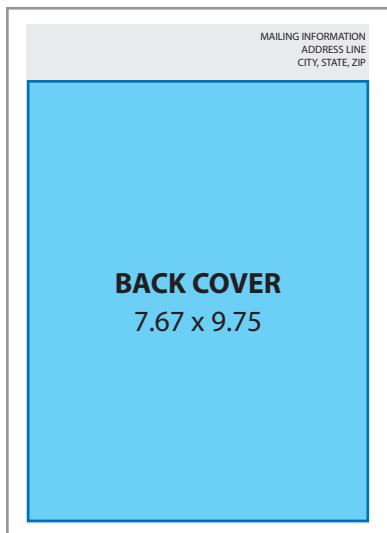
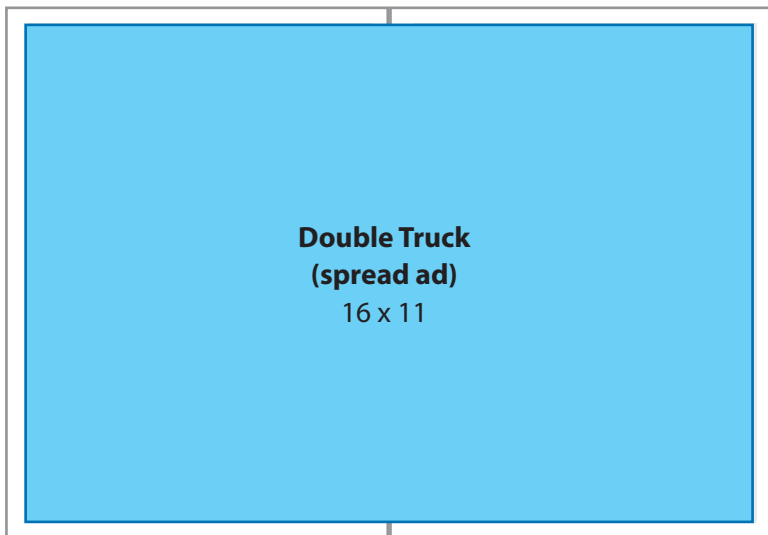
Single Sheet: \$40*
 4 Pages: \$54*
 8 Pages: \$56*
 12-20 Pages: \$60*
 24-32 Pages: \$66*
 *Cost per thousand.

EXTENDED REACH

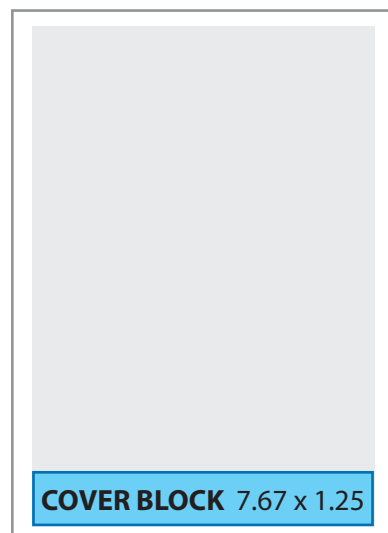
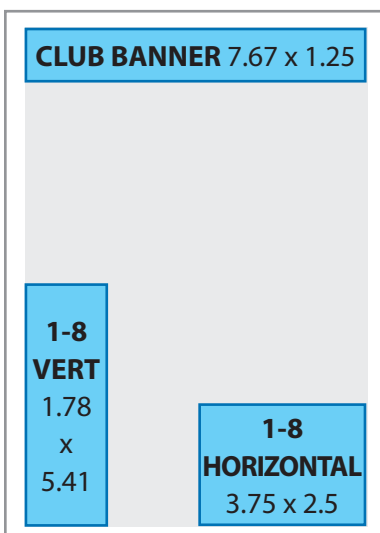
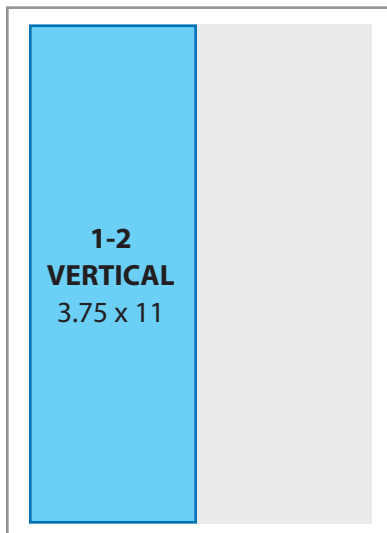
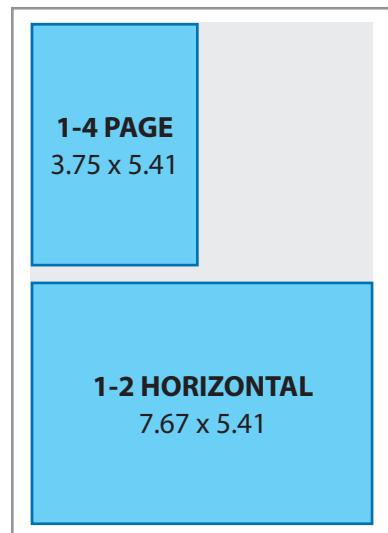
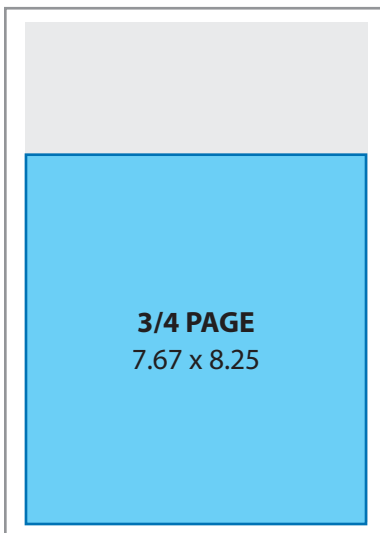
Your *Syracuse New Times* ad representative can also place your ad in: *Rochester City, Ithaca Times* and/or *The Spot – Albany*. Ask for details and pricing.

DISPLAY ADVERTISING SIZES

All ads should 300 dpi, PDF format (preferred) with all fonts embedded. Other accepted formats: .TIF, .EPS, .JPG; No word or publisher documents please. Dimensions listed (WXH) in inches.



Mailing info – NOT ad space



CLASSIFIED RATES

DEADLINE

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

PAYMENT POLICY

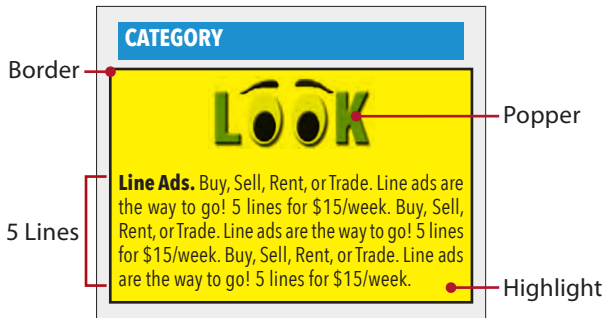
Prepayment Required for classified ads.
*RATES EFFECTIVE APRIL 24, 2019

SNT Marketplace

Line Ad Rates

5-Line Ad for \$15/ Week

- + Additional Lines
\$2.50 / Line
- + Popper
- + Border
- + Highlight
\$5
(contact rep)



ACTUAL SIZE

Display Ad Rates

| AD SIZE | DIMENSIONS | OPEN RATE |
|----------------|---------------|-----------|
| 1/2 Horizontal | 7.667 x 5.417 | \$225 |
| 1/2 Vertical | 3.75 x 11 | \$225 |
| 1/4 Vertical | 3.75 x 5.417 | \$150 |
| 1/8 Horizontal | 3.75 x 2.5 | \$100 |
| 1/8 Vertical | 1.78 x 5.417 | \$100 |

Employment

Line Ad Rates

15-Line Ad for \$30 / Week

- + Additional Lines
\$2.50 / Line
- + Help Wanted Sign
\$5
- + Company Logo
\$10



ACTUAL SIZE

Display Ad Rates

| AD SIZE | DIMENSIONS | 1X | 3X |
|----------------|---------------|-------|-------|
| Full | 7.667 x 11 | \$650 | \$550 |
| 1/2 Horizontal | 7.667 x 5.417 | \$375 | \$300 |
| 1/2 Vertical | 3.75 x 11 | \$375 | \$300 |
| 1/4 Vertical | 3.75 x 5.417 | \$210 | \$150 |
| 1/8 Horizontal | 3.75 x 2.5 | \$120 | \$90 |
| 1/8 Vertical | 1.78 x 5.417 | \$120 | \$90 |

SPECIAL ISSUES



Winter Times

Publishes January 16, 2019



Summer Times

Publishes June 19, 2019



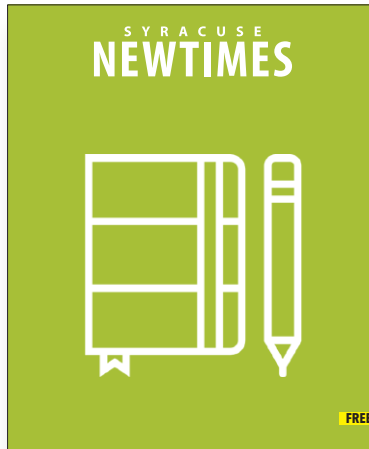
Autumn Times

Publishes September 18, 2019



Spring Times

Publishes April 10, 2019



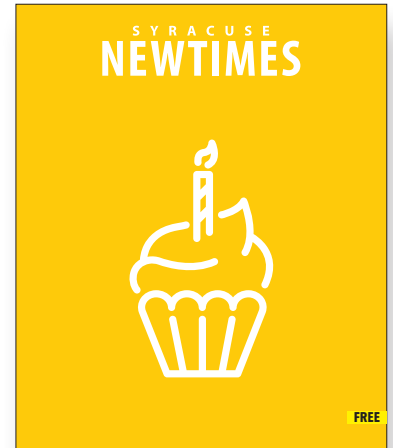
Student Survival Guide

Publishes August 28, 2019



Lights on the Lake

Publishes November 6, 2019



50th Anniversary

Publishes April 17th, 2019



The Arts Issue

Publishes August 28, 2019



Holiday Times

Publishes November 20, 2019

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 - \$1650 (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.



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
- Low ticket fees
- Local customer service
- Easy access, easy set up
- 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
info@cnytix.com



DIGITAL RATES



Website

| AD SIZE | DIMENSIONS | MONTHLY |
|---------------------------|------------|---------|
| 1 Leaderboard | 728 x 90 | \$495 |
| 2 Sidebar Single | 300 x 250 | \$235 |
| 3 Sidebar Double | 300 x 600 | \$330 |
| 4 Homepage Content Banner | 875 x 245 | \$250 |
| 4 Article Content Banner | 875 x 245 | \$250 |

Content Based Advertising

| | | |
|---------------------------|---|--------|
| 5 Sponsored Article | — | \$1600 |
| 6 Sponsored Photo Gallery | — | \$1100 |

AVERAGE MONTHLY METRICS

30,000 Users — 42,000 Sessions — 81% New Users

64,000 Page Views — 3:39 Time Spent on Site

Weekly Newsletter



Content Banner
or Photo Gallery
\$275 / Week
875 x 245

Spotlight Banner
\$330
600 x 300

Sponsored Story
\$800 / week

46,650 Recipients | 11% Open Rate

Events Newsletter



Content Banner

5,780 Recipients | 22% Open Rate

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 300 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 300 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
315-422-7011
F: 315-422-1721
www.syracusenewtimes.com
Like us on Facebook!

PRESS RELEASES

Submit to:
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**.