

media guide

**Family Owned
& Operated**

**Ranked #1 in
New York State**



Reaching Your Customers For Over 70 Years

**CALL 585-226-8111
TOLL FREE 866-812-8111
GVPENNYSAVER.COM**



Delivered weekly to over 110,000 readers in Western NY | IN PRINT & ONLINE

OCTOBER 2021



OUR mission statement

Reaching your customers

Creating innovative marketing solutions to enhance and support your business through advertising, design, digital media, direct mail, printing and promotional products.





YOUR media solution

Whether your customers prefer print, digital, or mobile, we've got them covered!



PENNY SAVER

Ranked #1 in New York State for Reach, Readership & Response



WEBSITE

Readers can view articles, share content, and browse the week's ads at gvpennysaver.com



SOCIAL MEDIA

Instagram • Facebook • Twitter
LinkedIn • Pinterest



DIGITAL EDITIONS

All of our weekly editions are available to read online



OUR statistics

About Our Readers:

81% are between the ages
of **25 and 64**

81% earn over \$50k per year
& **39%** earn over \$100k

77% have attended **college**

51% keep their paper
for **3 or more days**

85,000+
homes each week

Reaching Monroe, Livingston,
Genesee, Ontario, and
Steuben Counties

110,000+
weekly readers

78% of customers who receive our
paper read it, with an average of
1.65 readers per home

8 in 10
readers are influenced
by the ads they see in our paper

Weekly Delivery
via the US Postal Service, adult carriers,
pickup at high traffic locations,
and digital distribution
Friday delivery | 52 weeks/year

*Based on our most recent
Circulation Verification Council
audit report. Visit cvcaudit.com
for more info.*





brands

WE'VE HELPED

grow

"We have advertised in the Genesee Valley Penny Saver for 2 years with great success. It seems **the moment people receive their Penny Saver, our phones start ringing.**

The GVPS' reach has really helped us create customer awareness and scale our growth."

- Official Asphalt

OFFICIAL ASPHALT OF NY
833-PAVE IT 1

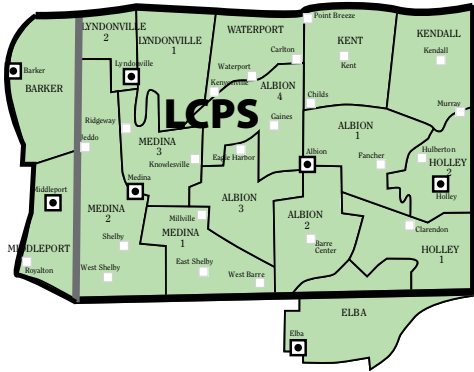




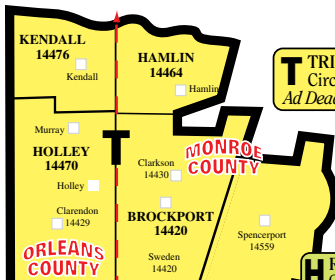
85,000+ CIRCULATION

130,000+ WITH PARTNER PUBLICATIONS

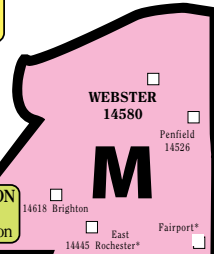
LCPS LAKE COUNTRY PENNYSAVER
Circulation: 20,385
Ad Deadline: Thursday 12:00 pm



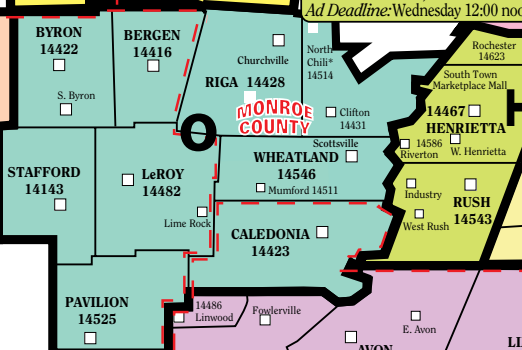
T TRI-COUNTY EDITION
Circulation: 7,945
Ad Deadline: Wednesday 4:00 pm



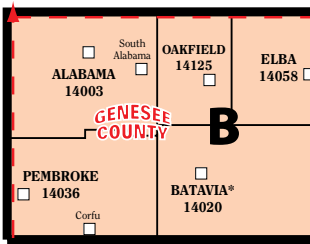
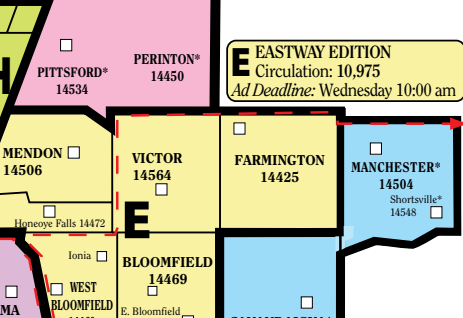
M MONROE EAST EDITION
Circulation: 7,134
Ad Deadline: Tuesday 5:00 pm



H RUSH-HENRIETTA EDITION
Circulation: 7,510
Ad Deadline: Wednesday 12:00 noon

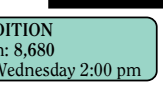


E EASTWAY EDITION
Circulation: 10,975
Ad Deadline: Wednesday 10:00 am

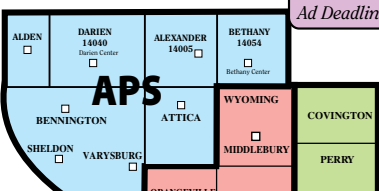


B BATAVIA EDITION
Circulation: 14,842
Ad Deadline: Wednesday 2:00 pm

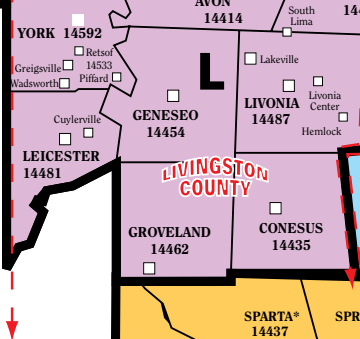
O OATKA EDITION
Circulation: 8,680
Ad Deadline: Wednesday 2:00 pm



APS ATTICA PENNY SAVER
Circulation: 7,068
Ad Deadline: Thurs. 11:00 am

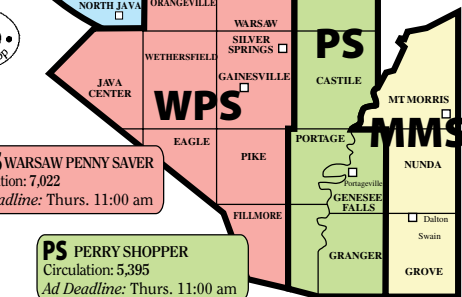


L LIVINGSTON EDITION
Circulation: 12,099
Ad Deadline: Wednesday 5:00 pm



Audited by
CIRCULATION VERIFICATION COUNCIL

*These figures reflect current residential and business deliveries.
Asterisks denote postal delivery.



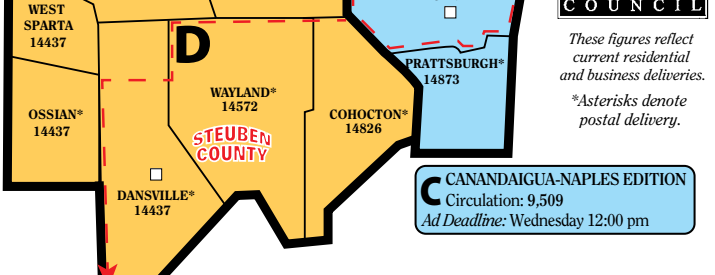
WPS WARSAW PENNY SAVER
Circulation: 7,022
Ad Deadline: Thurs. 11:00 am

PS PERRY SHOPPER
Circulation: 5,395
Ad Deadline: Thurs. 11:00 am

MMS MT. MORRIS SHOPPER
Circulation: 4,155
Ad Deadline: Thurs. 11:00 am

D DANSVILLE-WAYLAND EDITION
Circulation: 9,284
Ad Deadline: Wednesday 2:00 pm

C CANANDAIGUA-NAPLES EDITION
Circulation: 9,509
Ad Deadline: Wednesday 12:00 pm





OUR display ad rates

Save 20%
when you run in more than 1 zone!

WEEKLY AD RATES

Size	Cost Per Zone - B&W	Cost Per Zone - Color
2x2	\$57.00	\$92.00
1/8 Page	\$70.00	\$105.00
2x4	\$108.20	\$143.20
1/4 Page	\$146.90	\$181.90
3x5	\$195.50	\$252.50
1/2 Page	\$282.20	\$339.20
3/4 Page	\$410.90	\$488.90
Full Page	\$519.80	\$619.80

EMPLOYMENT ADS: ADD 5%

Other sizes available. Check with your ad consultant.

COVERS

Front Cover	Back Cover	Front Strip
\$700	\$680	\$110

Ad Frequency Agreement:

Additional discount off your ad rate when you commit to a specific number of weeks
52 weeks: 20% • 26-51 weeks: 15%
13-26 weeks: 10%

Sponsorships

Brighter/Vent Page

7.667" W x 2" H
Full Color Only

Family Fun Page

3.75" W x 4.0" H • Full Color Only

Pet of the Week

3.75" W x 4.0" H • Full Color Only

Single Week..... **\$110**

13 Week Package
(55% off) Each **\$60**

26 Week Package
(57% off) Each **\$57⁵⁰**

52 Week Package
(60% off) Each **\$55**

Front Page Strip

7.667" W x 1" H (Bottom of Front)
Full Color Only..... **\$110**

Full Front Cover Also Available

Requester Editions Only: Front Page Strip is 2.75" W x 1" H. Advertiser also receives placement at top of Brighter/Vent page OR a 2x4 ad inside of the paper for no additional charge. Total cost \$100.

Our Requester Editions Are: Canandaigua, Eastway, Monroe East, Rush, and Tri-County.

Placement Requests

Minimum of 1/4 Page Ad
Add 10% to Regular Ad Prices

Employment Ads

Minimum Size 4 Col. Inches
Add 5% to Regular Ad Prices

Advertising Policy

Credit/Billing

New advertisers are expected to pre-pay their first four weeks, and also complete a standard credit application. Thereafter customer will be put on account and billed monthly. Payment terms are NET 15 DAYS FROM MONTH END.

All billing discrepancies must be reported to the Genesee Valley Penny Saver within **30 DAYS** of monthly billing statement.

Once an account has reached 60 days past due, advertising will not be accepted. After 30 days past due, discounts will not apply.

Distribution: Mix of postal delivery, adult carrier, demand, and digital distribution.

Editorial & Publicity Articles: Advertisers or agencies requiring news releases are welcome to purchase space in the form of advertising, however the content must be print-ready.

Errors: Genesee Valley Publications, Inc. will not be liable for any error to a greater extent than the cost of the space occupied by the error. Errors must be reported within **30 DAYS** of publication date to be considered for adjustment.

Political Ads: **ALL** political ads must be paid for in advance of ad placement with advertiser acknowledgement. No covers, but special position requests are accepted for an additional charge.

Genesee Valley Publications, Inc. will make every effort to see that all advertising copy, which is neatly presented, is correctly printed. We will not be responsible for print quality of any advertising not created by Genesee Valley Publications, Inc. personnel. We take no responsibility for statements or claims made in any advertisement. We reserve the right to refuse any and/or all advertising.

I, Steve Harrison, Publisher and President of Genesee Valley Publications, Inc., hereby certify the statements and circulation figures herein contained are true and correct.

Steve Harrison



ad details

Classified & Display Ad Deadlines:

Proofs due Monday @ 5:00 pm

Subject to change for holidays

Monroe East	Tuesday @ 5:00 pm
Eastway	Wed. @ 10:00 am
Canandaigua-Naples.....	Wed. @ 12:00 Noon
Rush-Henrietta.....	Wed. @ 12:00 Noon
Dansville-Wayland	Wed. @ 2:00 pm
Batavia	Wed. @ 2:00 pm
Oatka	Wed. @ 2:00 pm
Tri-County	Wed. @ 4:00 pm
Livingston.....	Wed. @ 5:00 pm

Frequency of Publication:

Every Friday, 52 weeks per year

Mechanical Guidelines

COLUMN WIDTHS

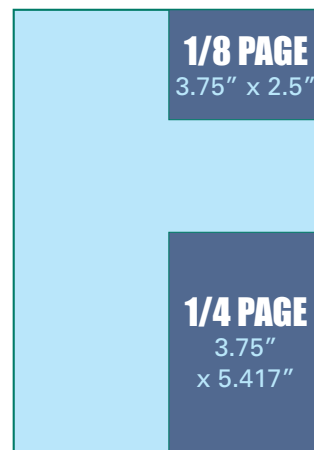
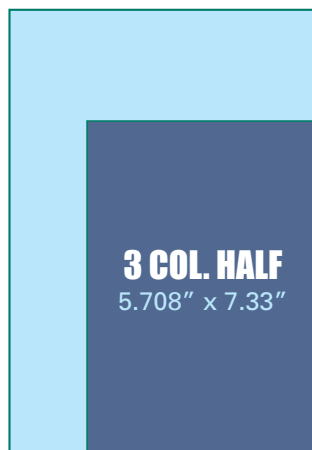
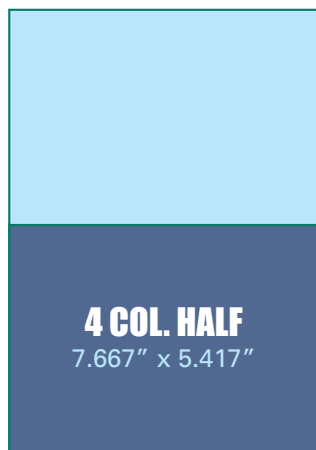
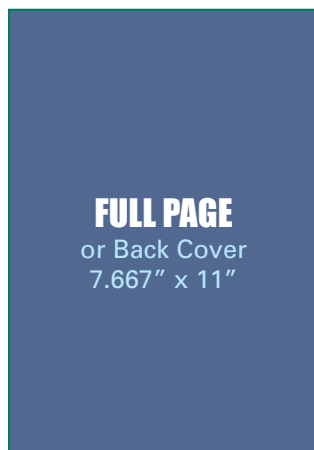
4-Column Format

- 1 Column = 1.792 inches
- 2 Columns = 3.750 inches
- 3 Columns = 5.708 inches
- 4 Columns = 7.667 inches

Basic Sizes	Width (Inches)	Depth (Inches)
1/8 page (2 col.)	3.750	2.500
1/4 page (2 col.)	3.750	5.417
1/4 page (4 col.)	7.667	2.750
1/2 page (2 col.)	3.750	11.000
1/2 page (4 col.)	7.667	5.417
3/4 page (4 col.)	7.667	8.250
Center Spread	16.000	11.000
Front Cover	7.667	8.25
Back Cover	7.667	11.000
Full Page	7.667	11.000

Bleed available for front cover & front page strip -
ask for template if providing a camera-ready ad for the front

Sample Ad Sizes



FRONT COVER OPTIONS

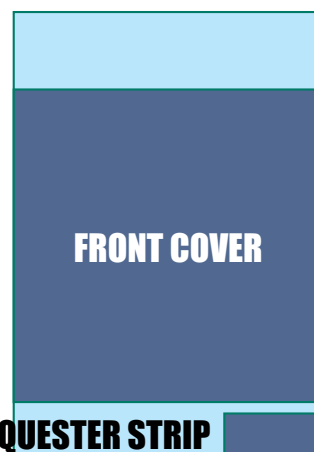
FRONT COVER 7.667" x 8.25"

FRONT PAGE STRIP 7.667" x 1"
or **REQUESTER STRIP** 2.75" x 1"

Our Requester Editions Are: Canandaigua, Eastway, Monroe East, Rush, and Tri-County.

FULL FRONT COVER
7.667" x 9.25" Includes cover & strip

Bleed available - ask for template
if providing a camera-ready ad for the front





inserts & flyers

Reach your customers directly by inserting your flyer into the Genesee Valley Penny Saver!

Flyers are printed & then inserted into the Penny Saver zip code(s) of your choice.

Custom design included!

8.5x11 flyers or inserts printed in full color on the paper described below and delivered

Paper Type	1-Sided	2-Sided
80# White Gloss	17¢ each	20¢ each
60# White Matte	14¢ each	16¢ each

8.5x10.875 inserts printed in full color • Same price 1 or 2 sided

Large Orders

Quantity	60# Gloss	80# Gloss	60# Offset
10,000-19,999	13¢ each	14¢ each	14¢ each
20,000-29,999	12¢ each	14¢ each	14¢ each
30,000-49,999	11¢ each	12¢ each	11¢ each
50,000-74,999	10¢ each	11¢ each	11¢ each
75,000-149,999	10¢ each	11¢ each	11¢ each
150,000-749,999	10¢ each	10¢ each	10¢ each
750,000+	9¢ each	10¢ each	10¢ each

Set-up \$40 up to 3 proofs, \$60/hr after. **MINIMUM PURCHASE OF \$25.**

Approvals must be received by noon on the Tuesday prior to the GVPS publication deadline.



GENESEE VALLEY

PENNYSAVER
your *Hometown* connection
March 20, 2020 | FAIRPORT-PENFIELD-WEBSTER | 866.812.8111 | GVPENNYSAVER.COM

Plan a

New Roof

Insert your flyer directly into the Penny Saver!

GAF We protect what matters most.



CAMERON ROOFING
248-3000 • Pittsford, NY • cameronroofingny.com
Call For a Free Estimate

WE'LL GET YOUR CAR BACK TO LOOKING AS GOOD AS NEW
Collision & Insurance Claims
Professional Detailing Services
Ceramic Coatings "Never Wax Again"
PICKUP AND DELIVERY AVAILABLE

\$250 OFF INSURANCE DEDUCTIBLE
Must be used by February 1st, 2020.
Must present coupon at time of payment.

\$75 OFF 5 YEAR CERAMIC COATING
Must be used by February 1st, 2020.
Must present coupon at time of payment.



business websites

Benefits:

- Professionally Designed
- Easy to Update
- Mobile Ready
- Search Engine Optimized (SEO)
- Site Analytics
- E-Commerce Available
- Customer Service From the GVPS Tech Team

See some of the websites we've built at:
gvpsnysaver.com/advertise/websites/sample/

We create websites that GROW YOUR BUSINESS

We'll host the site and provide monthly updates for up to 5 pages of information.

\$499 setup, then \$50 hosting each month.

Includes a FREE 1/4 page ad announcing the launch of your website!

Need somewhere for customers to land from your print, digital or social media campaign?

Add a landing page – a custom designed, single page website featuring your logo, a form for potential customers & your information.
\$99 one time set up cost + \$20 monthly hosting fee.



digital display ads

Smart Targeting with Programmatic Ads

Reach your target audience across the web and on mobile where they are, however they want to engage!

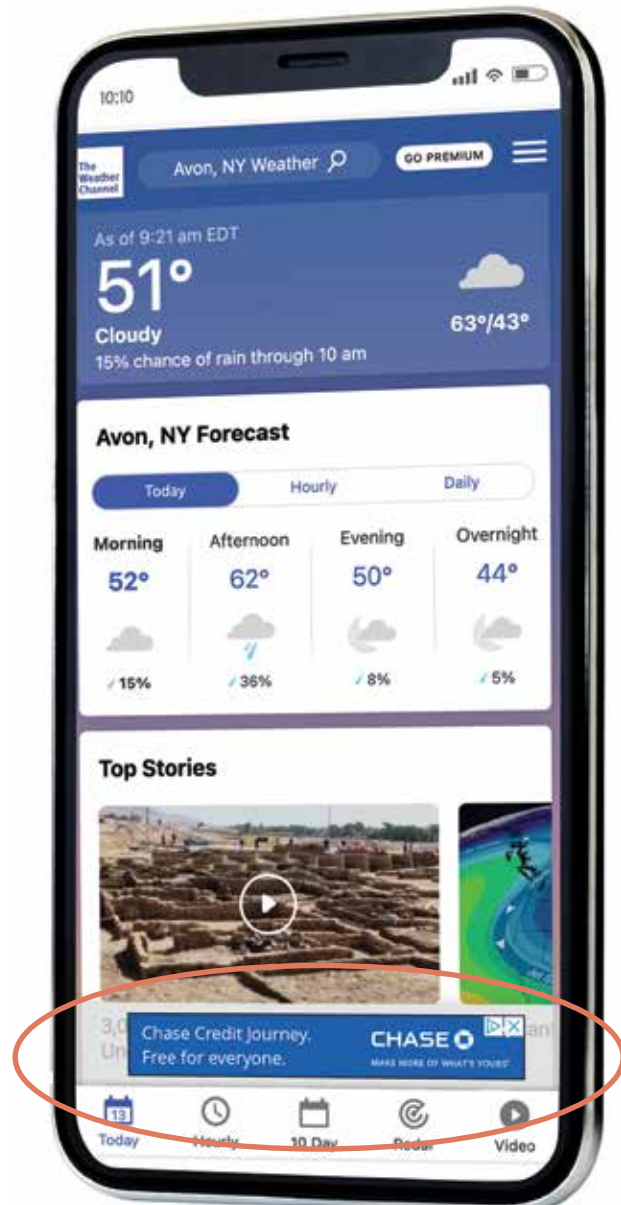
RIGHT
MESSAGE

TO THE

RIGHT
PERSON

AT THE

RIGHT
TIME



BASIC TIER

13 Week Campaign

\$69.23/wk (90,000 impressions total)

COMPETITIVE TIER

13 Week Campaign

\$115.38/wk (150,000 impressions total)

DOMINATE TIER

13 Week Campaign

\$207.69/wk (270,000 impressions total)



social media

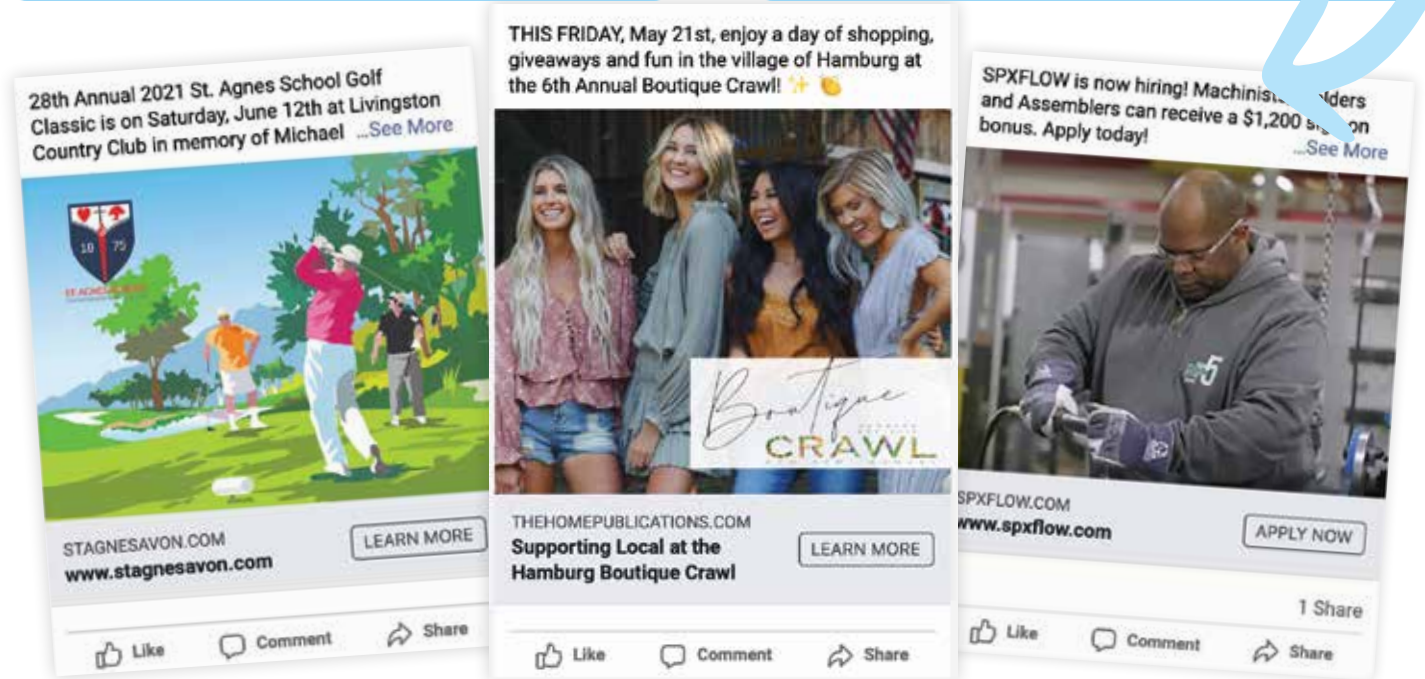


Boost your ad on Facebook!

Drive your message home to a larger audience! We'll take your print ad and boost it on Facebook in the same area where your print ad runs or another of your choice. \$50 per week.

OR

Drive real business outcomes like brand awareness and website traffic with our social media packages for Facebook & Instagram



PACKAGE	IMPRESSION GOAL	TRAFFIC/CLICKS	VIDEO VIEWS	LEADS
ENTRY LEVEL \$57.70/week	15,000-18,000	N/A	N/A	N/A
AWARENESS \$103.85/week	25,000-35,000	30-40	N/A	N/A
PRESENCE \$184.62/week	60,000-70,000	70-80	30-50	N/A
COMPETITIVE \$242.31/week	80,000-100,000	100-120	50-70	N/A
DOMINATE \$334.62/week	120,000-140,000	150-170	80-100	20-40
ENTERPRISE \$415.39/week	170,000-190,000	190-210	120-150	30-50

Lookback device ID targeting & hashed, encrypted email targeting available

*Campaigns run for at least 13 weeks



email marketing

Benefits:

Find New Customers
Increase Website Visits
Promote Sales & Special Offers

TARGET YOUR AUDIENCE
with eye-catching, custom emails

Electronic Direct Mail (EDM) or Email Blast:

A custom, professional email sent to an audience targeted by location, demographics or behavior.

\$200 per 5,000 contacts
\$300 per 10,000 contacts
\$400 per 20,000 contacts
\$500 per 25,000 contacts

Sponsored Ad in Weekly Coupon Club Email:

With a subscription list of over 6,500 engaged viewers, our Coupon Club is a popular feature.

Premium Position \$50/week

Sponsored Ad in Weekly Digital Distribution of the GVPS:

Premium Position \$50/week
with a maximum of 5 spots available





ONLINE banner advertising

Benefits:

Reach a Digital Audience

Includes Weekly
Impression Reporting

Ads Click Through
to Your Website

GET MORE EXPOSURE
to your business with
gvpennysaver.com

**Enjoy being at home
with a NEW LOOK!**

- Doors • Windows
- Carpentry
- New Bathrooms
- Interior Painting

**No Job
TOO SMALL!**

McAfee Remodeling
Free Estimate • Fully Insured
585-402-1070 • mcafeeremodeling.com

**\$100
OFF**

**OAKES
TREE SERVICE**

ANY TREE SERVICE
\$500 or more EXP. 11/30

**OAKES
TREE SERVICE**

Contact us today! 585.637.TREE

Banner Ad:

All banner ads on gvpennysaver.com
guarantee at least 5,000 impressions.

Boost your print ad for \$50 per week





printing & promo

*Custom Designed
For You!*

Design • Print • Delivery

- **Nationally recognized graphic design**
- **State-of-the-art equipment**, including color web offset printing and digital printing capabilities
- **Customized** promotional products
- **Personal attention** from design creation to printed product

*Together, we will
create something
exciting and totally
original for you or
your business!*

**YOUR
LOGO
HERE**



**Direct mail
services also
available!**

LOOK WHAT

we CAN DO FOR you!



Print Advertising

- Award-Winning Advertising in the Genesee Valley Penny Saver
- Advertorials/Content Writing

Classified Ads

- Classified Ads in the Genesee Valley Penny Saver
- State/National Classified Advertising

Printing Services

- Brochures, Newsletters
- Business Cards
- Posters, Signs
- Postcards
- Forms, Envelopes
- And much, much more!

Direct Mail

Communicate one-on-one with your target audience. Choose from a targeted direct mail program or saturate the market with your message.

Inserts/Flyers

Need to target a specific zip code in our circulation? Also known as free-standing inserts or FSIs, these are the single sheet ads placed in the center of the Genesee Valley Penny Saver. Inserts can be printed on-site or delivered to us and then inserted into the Penny Saver zip code(s) of choice in any of our regionally-targeted editions.

Promotional Products

Your one stop shop for promotional products. Create custom promo products to help brand you, say thanks, or just spread the word about your business.

Custom Apparel

We offer a wide range of colors and styles – from cotton tees to athletic polos and hooded sweatshirts. Full color or simple one color designs are custom made for you. Embroidery, too!

Creative Services

Our award-winning creative department offers graphic design and logo creation.

Digital Marketing

- Online Banner Ads
- Social Media
- Programmatic
- Website Design
- Email Marketing
- Google/SEM Advertising

**Contact us today
to get started!**

585-226-8111
sales@gvpennysaver.com