

MEDIA GUIDE

**Serving Orleans and
Eastern Niagara Counties**

**Mailed weekly
to **19,000+**
homes via USPS**

**Family owned
and operated**



MARCH 2025

Main Phone: **585-226-8111** • lakecountrypennysaver.com
Local Phone: 585-589-5641 • PO Box 340, Avon, NY 14414

Read online at lakecountrypennysaver.com

**LAKE COUNTRY
Pennysaver**
A publication of **FEATURED MEDIA**
January 12, 2025 | 585.226.8111 | Volume 78 | Number 02

Postal Customer ECRWSS

SPECIALS OF THE WEEK
30000 2025 GMC ACADIA SE
30000 2025 HONDA CIVIC SE

Frank's Auto Center
471 W. State Street, Avon, NY 14414 • 585-589-5641
Monday - Saturday: 9am - 6pm • Sunday: 10am - 5pm

**MIDWINTER MEAT SALE
JAN. 16TH, 17TH & 18TH**

Miller's Bulk Food & Bakery

ALL SPECIALTY BURGERS
DELUXE BURGERS
JALAPENO BURGERS
STEAK BURGERS
BUTCHERS BLEND
GROUND BEEF PAT
BACON BURGERS

\$5.49 /LB.

BEEF GUBE STEAKS
\$5.49 /LB.

STEW MEAT
\$6.49 /LB.

PORK GUBE

SMOKED

Your Media Solution

**Print, digital, or mobile,
we've got you covered!**



PRINT

The Lake Country Pennysaver and the Genesee Valley Penny Saver reach your customers across Western NY



ONLINE

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



MOBILE



SOCIAL MEDIA

Brands We've Helped Grow



Cobblestone Country
Federal Credit Union
Member Built. Home Town Service.



BERKSHIRE
HATHAWAY
HOMESERVICES

ZAMBITO,
REALTORS®



WORTZMAN
FURNITURE 



Display Ad Rates

COMMON AD SIZES

Other sizes available. Check with your ad consultant.

Column Inches	Size	Dimensions	Color Rate	B&W Rate
4	2x2	3.35" W x 2" H	\$90.00	\$60.00
6	2x3	3.35" W x 3" H	\$120.00	\$90.00
7	2x3.5	3.35" W x 3.5" H	\$135.00	\$105.00
8	2x4	3.35" W x 4" H	\$150.00	\$120.00
9	3x3	5.1" W x 3" H	\$165.00	\$135.00
12	EIGHTH PAGE (3 col)	5.1" W x 3.8" H	\$210.00	\$180.00
15	3x5	5.1" W x 5" H	\$255.00	\$225.00
24	QUARTER PAGE (3 col)	5.1" W x 7.85" H	\$410.00	\$360.00
48	HALF PAGE (3 col)	5.1" W x 16" H	\$800.00	\$700.00
48	HALF PAGE (4 col)	6.86" W x 11.815" H	\$800.00	\$700.00
48	HALF PAGE (6 col)	10.375" W x 7.85" H	\$800.00	\$700.00
72	3/4 PAGE (6 col)	10.375" W x 12" H	\$1145.00	\$1045.00
96	FULL PAGE	10.375" W x 16" H	\$1500.00	\$1400.00
	BACK COVER	10.375" W x 16" H	\$1500.00	
	FRONT COVER	10.375" W x 13.4" H	\$1280.00	
	CORNER COUPON	3.35" W x 1.75" H	\$255.00	

Commit to 5 or more weeks to receive a reduced ad rate

Color Rate	B&W Rate
\$85.00	\$55.00
\$115.00	\$85.00
\$130.00	\$100.00
\$145.00	\$115.00
\$160.00	\$130.00
\$205.00	\$175.00
\$250.00	\$220.00
\$400.00	\$350.00
\$750.00	\$650.00
\$750.00	\$650.00
\$750.00	\$650.00
\$1095.00	\$995.00
\$1300.00	\$1200.00
\$1300.00	
\$1230.00	
\$230.00	

Multi-Week Discount

LET THE PROS HANDLE IT! LeafFilter

20% OFF **10% OFF**

Make the smart and ONLY CHOICE when tackling your roof!

LIMITED TIME OFFER! SAVE! 50% OFF INSTALLATION

FREE ESTIMATE 1-877-635-8216

Musty Basement? WE CAN HELP!

75% OFF

CALL TODAY TO SCHEDULE YOUR FREE ESTIMATE 1-877-671-2082

Orleans County Notice of Presentation of a Limited Liability Company

Orleans County Notice of Presentation of a Limited Liability Company

Orleans County Notice of Presentation of a Limited Liability Company

OrleansHub.com Add-Ons

Display Ads

Include an OrleansHub.com event ad with any display event ad for **just \$25 more!** 160px x 180px

Employment Ads

All employment ads will be on OrleansHub.com
\$10 will be added to the standard ad rate

Obituaries

Print Ad: \$80 • Print + OrleansHub.com: \$160

Up to 14 column inches. Each additional column inch adds \$15.

All obituaries will run as submitted. Average font size 10-11pts.

Mechanical Guidelines

Basic Sizes	Width (Inches)	Depth (Inches)
2x2	3.350	2.000
2x3	3.350	3.000
2x4	3.350	4.000
3x4	5.100	4.000
3x5	5.100	5.000
1/8 page (3 col.)	5.100	3.800
1/4 page (3 col.)	5.100	7.850
1/2 page (3 col.)	5.100	7.850
1/2 page (4 col.)	6.860	11.815
1/2 page (6 col.)	10.375	7.850
Front Cover	10.375	13.400
Back Cover	10.375	16.000
Full Page	10.375	16.000

COLUMN WIDTHS

6-Column Format

1 Col = 1.59"
2 Col = 3.35"
3 Col = 5.1"
4 Col = 6.86"
5 Col = 8.62"
6 Col = 10.375"

Frequency of Publication

Every Sunday, 52 weeks per year

AD DEADLINE:
Wednesday @ 4:00 pm
Subject to change for holidays

SECTIONS

- Antiques & Auctions
- Automotive
- Body & Mind
- Classifieds
- Dining & Entertainment
- Employment
- Garage Sales
- General
- Home Services
- Kids Korner
- Obituaries & In Memoriams
- Real Estate
- Seasonal Promotions

Classified Ad Rates

PER WORD

\$15.00 for 20 words or fewer

\$20.00 for ads with 21-50 words

Make all the type bold for \$1.00 more

Limit of 50 words in classified ads. 51 words or more must be placed as a display ad. Custom headline has a max of 17 characters, including spaces/punctuation. Classifieds can only be scheduled four weeks in advance. Deadline is Wednesday at noon.

Email to: sales@featuredmedia.com or submit online at: www.lakecountrypennysaver.com/classified-line-ads

MobileHelp America's premier mobile medical alert system. Whether you're home or away. For safety & peace of mind. No long term contracts! Free brochure! 1-888-489-3936

All ads will run in print in the Lake Country Pennysaver and online at www.OrleansHub.com



CLASSIFIEDS

ANNOUNCEMENTS

VEGETABLE PLANTS: Call 585-555-1111 for more information. **SEASONED FIREWOOD:** Call 585-555-1111 for more information.

CLEANING

THREE WANT CLEAN CAR: Call 585-555-1111 for more information.

FIREWOOD

SEASONED FIREWOOD: Call 585-555-1111 for more information.

HEALTH

Acupuncture: Call 585-555-1111 for more information.

ITEMS FOR SALE

Firewood: Call 585-555-1111 for more information.

WANTED

Medical Assistant: Call 585-555-1111 for more information.

Real Estate

For Sale: Call 585-555-1111 for more information.

Real Estate

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LAKE COUNTRY Pennysaver

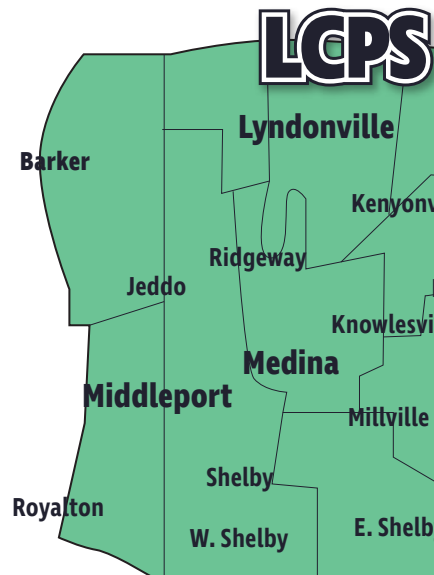
**Circulation
Over 19,000**

BY ZIPCODE

We also circulate to high traffic locations throughout the area.

Albion 14411 (ZONE 2).....	5163
Barker 14012 (ZONE 1).....	880
Holley 14470 (ZONE 3).....	3383
Kendall 14476 (ZONE 3).....	863
Kent 14477 (ZONE 2).....	701
Lyndonville 14098 (ZONE 1).....	1106
Medina 14103 (ZONE 1).....	4651
Middleport 14105 (ZONE 1).....	1863
Waterport 14571 (ZONE 2).....	578

Circulation does not reflect individually addressed papers.



TOTAL COVERAGE

**Circulation
Over 153,000**

Learn more at FeaturedMedia.com



B BATAVIA	M MONROE EAST
T TRI-COUNTY	E EASTWAY
O OATKA	C CANANDAIGUA-NAPLES
H RUSH-HENRIETTA	D DANSVILLE-WAYLAND
L LIVINGSTON	CP CANAL PATH
	STS SOUTHERN TIER SHOPPER

APS ATTICA PS
MMS MT. MORRIS SHOPPER
PS PERRY SHOPPER
WPS WARSAW PS



Pre-print insert customers may purchase individual zones, but must buy the entire circulation of a given zone, including home delivery and bulk pick up if applicable.

Point Breeze

Carlton

Kent

Waterport

Childs

Gaines

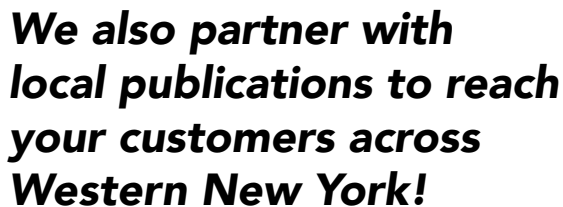
Eagle Harbor

Fancher

Albion

Barre Center

W. Barre



Pre-Printed Inserts

Reach your customers directly by inserting your flyer into Lake Country Pennysaver!

DELIVERY	OPEN RATE	VOLUME DISCOUNT
One Zone	\$75.00/m	\$70.00/m
Two Zones	\$70.00/m	\$65.00/m
Three Zones	\$65.00/m	\$60.00/m

Please call 585-226-8111 with mechanical specifications to determine final pricing.

Inserts must be delivered to our production facility at 1471 Route 15, Avon, NY 14414 at least one full week before insertion date. Insertion is available weekly on Tuesday. Delivery hours are Monday through Friday, 9:00 am to 4:00 pm. Maximum size of 8.5x11" will be accepted.

Anything larger will require prefolding or a folding surcharge will be added.

Pre-print insert customers may purchase individual zones, but must buy the entire circulation of a given zone, including home delivery and bulk pick up if applicable.

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SPECIALS OF THE WEEK!
 \$3,995 2013 GMC ACADIA SE
 \$3,995 2010 HONDA CIVIC SE
 \$3,995 2017 HYUNDAI SONATA SE
 Frank's Auto Center
 471 W. State Street, Avon, NY 14411 • 585-226-8111 or 585-9272
 FRANK J. STANGHER, Owner, in business since 1980
 Hours: Mon-Fri 8 a.m. - 5 p.m.

MIDWINTER MEAT SALE
JAN. 16TH, 17TH & 18TH

Miller's Bulk Food & Bakery

ALL SPECIALTY BURGERS
 DELUXE BURGER
 JALAPEÑO BURGER
 STEAK BURGER
 BUTCHERS BLEND
 GROUND BEEF PATTY
 BACON BURGER
 \$5.49 LB.

BEEF CUBE STEAKS
\$5.49 LB.

STEW MEAT
\$6.49 LB.

PORK CUBE STEAKS
\$2.00 LB.

SMOKED PORK CHOPS
\$4.39 LB.

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

5 YEAR COATING
 Must be used by February 1st, 2020.
 Must Present Coupon at time of payment.

Insert your flyer directly into the Pennysaver!

Inserts & Flyers

Custom design included!

Flyers are printed and then inserted into the zone of your choice

**8.5x11 flyers or inserts printed in full color
on the paper described below • No bleeds**

Paper Type	1-Sided	2-Sided
80# White Gloss	18¢ each	21¢ each
60# White Matte	15¢ each	17¢ each

8.5x10.875 inserts printed in full color

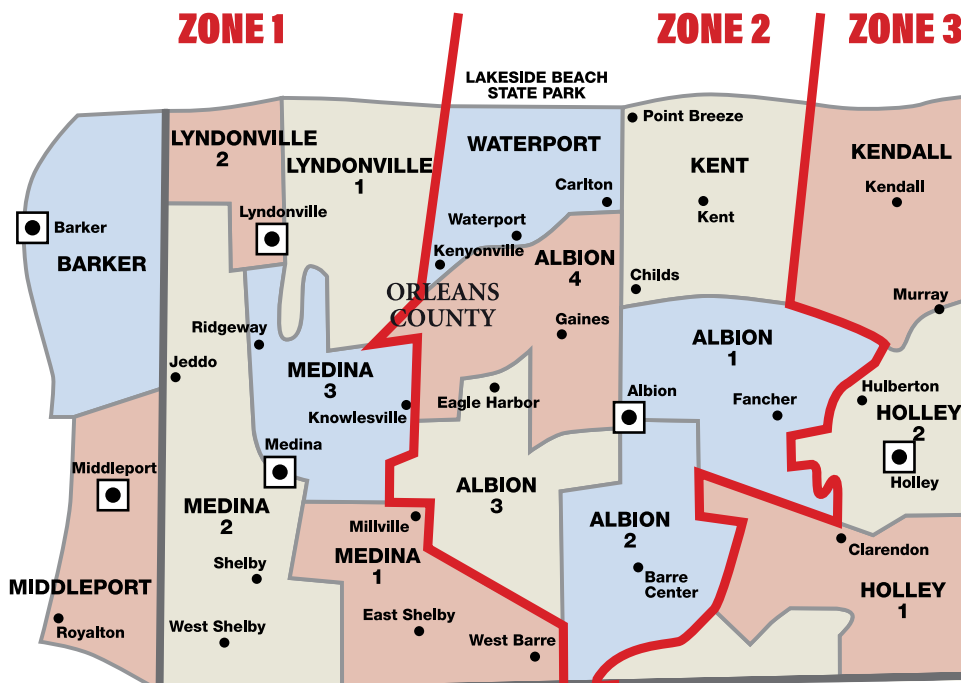
Quantity	80# Gloss	60# Offset
10,000-19,999	15¢ each	15¢ each
20,000-29,999	15¢ each	15¢ each
30,000-49,999	13¢ each	12¢ each
50,000-74,999	12¢ each	12¢ each
75,000-149,999	12¢ each	12¢ each
150,000-749,999	11¢ each	11¢ each
750,000+	11¢ each	11¢ each

Large Orders

**Same
price
1 or 2
sided!**



Set-up \$45 up to 3 proofs, \$60/hr after. **MINIMUM PURCHASE OF \$25.**



ZONE 1

Barker 880
Lyndonville 1106
Medina 4651
Middleport 1863

ZONE 2

Albion 5163
Kent 701
Waterport 578

ZONE 3

Holley 3383
Kendall 863

New Publisher

Now published by Featured Media,
a family owned business operated in Avon, NY

What is Featured Media?

Are you ready to take your business to new heights? All you need is Featured Media, the evolution of the beloved Genesee Valley Penny Saver. Since 1948, the Penny Saver has been a trusted resource, connecting readers with local organizations and businesses. Our roots run deep in the Western New York and Finger Lakes regions. Owned and operated by the same family for 75 years, second- and third-generation family members work alongside a dedicated staff of just over 100, committed to bringing locally-relevant content to readers across many forms of media.

Comprehensive Marketing Services

Our customers are often surprised that besides print advertising in the Penny Saver, we also offer almost any type of marketing services a business could need. From commercial printing, promotional/branding products, direct mail options, a full-service digital marketing agency, as well as vibrant video and photography, Featured Media does it all. We're here to guide you every step of the way.

Steadfast Local Community Focus

While the Penny Saver's publisher has changed, our commitment to you remains steadfast. At Featured Media, we believe in the power of effective communication and getting your message out to the community through a variety of channels.

Featured Media's President and Publisher, Steve Harrison, says, "While our list of services grows, we're committed to the Penny Saver's success just as much now as we have been at any time in the last 75 years. Our goal has always been to provide a communication vehicle that connects our advertisers with our readers. Now with Featured Media, we can enhance that connection digitally."

Your Trusted Marketing Partner

Featured Media is your trusted marketing partner, combining the power of tradition with the innovation of the digital age. To learn more about our services and how we can partner with you, visit our website at featuredmedia.com.

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 Featured Media 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.

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: Featured Media 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.

Lake Country Pennysaver 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 Lake Country Pennysaver 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 Lake Country Pennysaver, hereby certify the statements and circulation figures herein contained are true and correct.

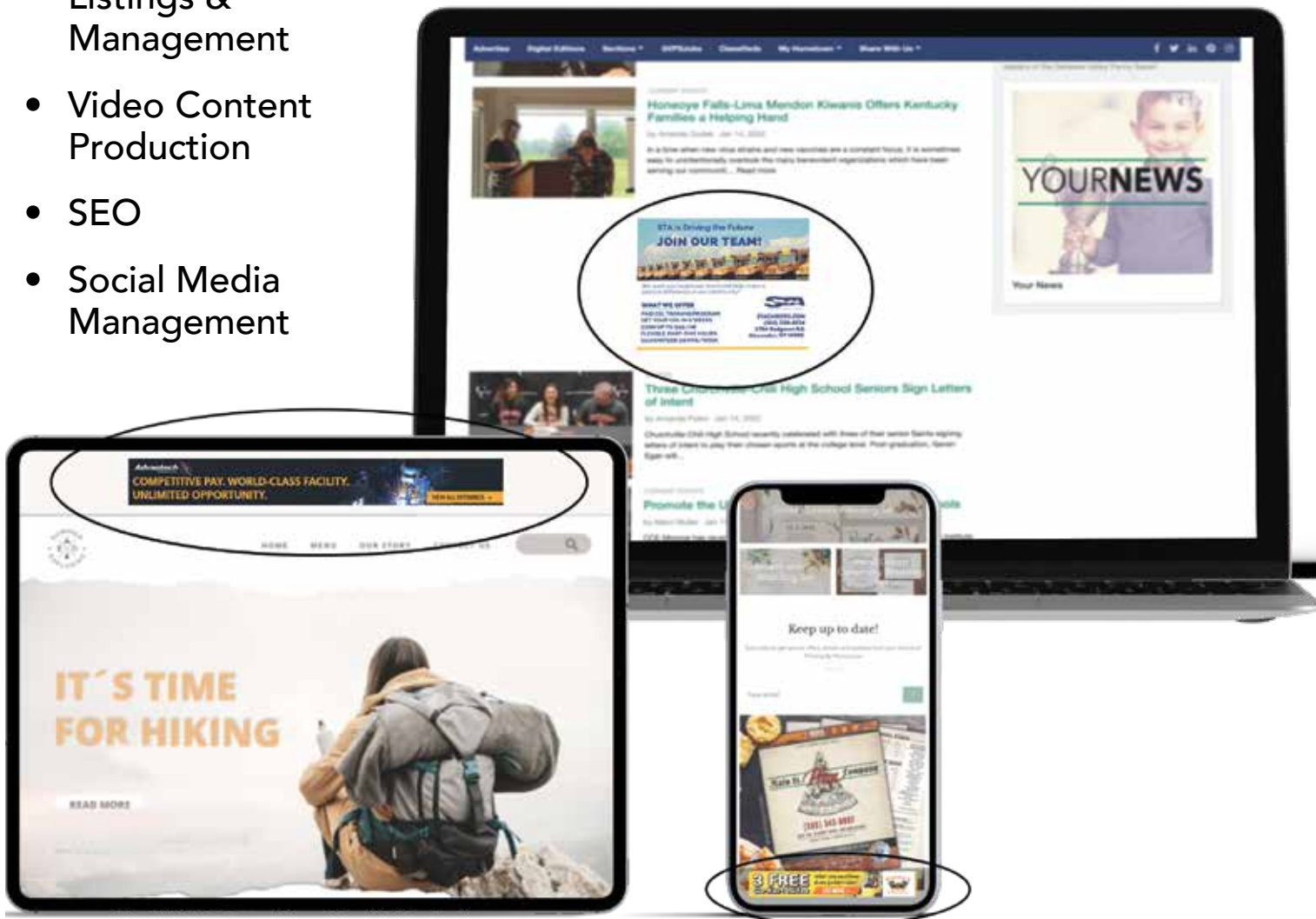
Steve Harrison

Digital Media

Your full service digital agency

Ask us about adding digital to your print ad purchase!

- Website Design & Hosting
- Spotify Advertising
- Google AdWords
- OTT/OTC
- Programmatic Digital Display
- Google My Business Listings & Management
- Video Content Production
- SEO
- Social Media Management
- Email List Management
- QR Codes
- Social Media Shout Outs
- Custom Blogs





Look what we can do for you!

LOCAL SERVICE. ENDLESS OPTIONS.

PUBLISHING

- Lake Country Pennysaver
- Genesee Valley Penny Saver
- Southern Tier Shopper
- Community Guides and Directories
- State and National Advertising

PRINTING + MAILING

- Flyers, Banners, Roll Up Displays
- Cards, Invites
- Newsletters, Brochures & Programs
- Direct Mail
- Printing Newspapers

PROMO PRODUCTS

- Seasonal Items
- Custom Gifts
- Trade Show Items
- Apparel & Bags
- Drinkware

WEBSITE DESIGN

- Mobile Responsive Websites
- Ecommerce Platforms
- Analytics, Data & SEO
- Content Development
- Landing Pages

DIGITAL MARKETING

- Search Campaigns
- Digital Display Advertising
- Video Advertising
- Retargeting & Geofencing
- Targeted Email Blasts

SOCIAL MEDIA

- Awareness Campaigns
- Lead Generation
- Contests & Giveaways
- Facebook Page Management
- Build a Facebook Page

PHOTO + VIDEO

- Signature Headshots
- Product Photography
- Business Brand Story Photos
- Video Recording
- OTC/OTT

GRAPHIC DESIGN

- Logo Design
- Business Collateral
- Invites & Flyers
- Cards, Invites

SEO + SEM

- Google Listings
- Keyword Optimization
- Image Optimization
- Listings Management
- Review Management

featured
MEDIA™
FEATUREDMEDIA.COM

LAKE COUNTRY
Pennysaver
LAKECOUNTRY-PENNYSAVER.COM