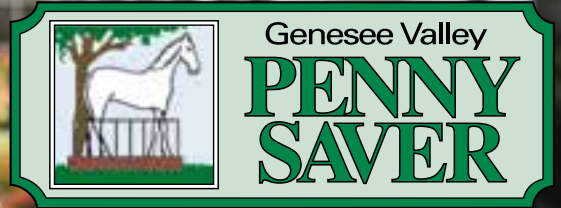


2012
Ad Guide



Reach...
98.1%

Readership...
83.2%

Response...
88.9%

Complete market
coverage for less than
1¢ per home

Reaching Your Customers Every Week, Every Home



Call Us Toll Free 866-812-8111

www.gvpennysaver.com

Publication Overview

Advertising in Genesee Valley Publications, Inc. means you're in one of the best read and most effective media in New York State.

Our Most Recent C.V.C. Audit Report Shows...

Reach... 98.1% Your ad will penetrate the market. 98.3% of all homes & businesses receive our paper each and every week.

Readership... 83.2% Your ad is read by your customers. 82.4% of your customers regularly read our paper.

Response... 88.9% Your customers are influenced. 90.4% of our readers frequently purchase goods & services from our advertisers' ads.



The Genesee Valley Penny Saver is ranked in the top 1% of publications in North America!

Each year CVC issues audit report information for over 4,800 editions in North America. The CVC Gold Standard Award is awarded to 44 elite publications with top scores in receivership (delivery accuracy), readership (percentage of circulation read), purchase (advertising purchase influence), and market penetration.



Advertising Policy

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 and will, upon written request, reveal the name and address of the person or persons responsible for placing any display advertisement, political or otherwise, except for "blind ads." Also, 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

Steve Harrison
Publisher and President

- Frequency Discount:** If you advertise 4 consecutive weeks, the 5th week and consecutive weeks thereafter will be discounted by 10%. This discount will remain in place as long as payment is received by the 15th of each month and consecutive, weekly advertising continues. This discount is for Genesee Valley Publication editions only.
- Distribution:**..... Total market saturation. Mix of adult carrier and postal delivery.
- Color Printing:** Available for display advertisement. Color changes weekly at discretion of printer.
- Agency Advertising:** Agency advertising is welcome, and all accredited advertising agencies will qualify for a 15% Agency Discount. **No other discounts apply.**
- Political Ads:** **ALL** political ads must be paid for in advance of ad placement with advertiser acknowledgement. No special position requests are accepted.
- 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 **ONE WEEK** of publication date to be considered for adjustment.
- Editorial & Publicity Articles:**..... We do not maintain an editorial staff or provide for such items. Advertisers or agencies requiring news releases can purchase space in the form of advertising.
- Circulation Audit:** Semi-annually by Circulation Verification Council. (Complete audit information is available upon request)

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 7 business days of monthly billing statement.

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

Contact us at

1-866-812-8111


or e-mail us at sales@gvpennysaver.com



Award Winning Advertising

Example Ad Sizes (Standard Column Format)

▼ **2x2 • Total Cost 1 Area: \$60.00**



Recharge Yourself

Sometimes the rigors of daily life drain your energy reserves. Pamper yourself today and feel better starting tomorrow.

We offer deep tissue massage, facials, pedicures, manicures and the latest in hair styles.

The Spa at Trésemor
Pittsford • 333-0000

▼ **2x3 • Total Cost 1 Area: \$97.50**



The Area's Largest Premium Kitchen Designer

At Kitchen Designz, we know what our customers expect in a quality kitchen. They demand trend-setting designs, high value and great customer service.

Save 15% off the design fee this month when you schedule an appointment with us.

KITCHEN DESIGNZ
256 Parker Ave., Avon
555-0000

▼ **2x2.5 • Total Cost 1 Area: \$86.25**



Stop in for a Great Lunch!

Mel's Diner Main St., Lima • 444-9999

▼ **2x5.5 • Total Cost 1 Area: \$152.65**



Brush It On

Whether you have an interior or exterior painting need, we're the pros who can get the job done.

Smith and Sons Painting
Commercial • Residential
Call 111-0909



When prompt quality customer service is your concern, **we're the leaders.**

Hudson Bishop Motors

Publication Deadlines

Frequency of Publication:

Every Sunday, 52 weeks per year.

Subject to change when warranted by holidays.

Classified & Display Deadlines Before Publication:

Webster-Ontario Edition	▶	Wednesday @ 4:00 pm
Fairport-Perinton Edition	▶	Wednesday @ 4:00 pm
Pittsford-E. Rochester Edition	▶	Wednesday @ 5:00 pm
Eastway Edition	▶	Thursday @ 10:00 am
Rush-Henrietta Edition	▶	Thursday @ 12:00 Noon
Canandaigua-Naples Edition	▶	Thursday @ 12:00 Noon
Batavia Edition	▶	Thursday @ 2:00 pm
Oatka Edition	▶	Thursday @ 2:00 pm
Tri-County Advertiser	▶	Thursday @ 5:00 pm
Livingston Edition	▶	Thursday @ 5:00 pm

Special Deadlines Before Publication:

Tickler	Monday	@ 5:00 pm
Inserts	Tuesday	@ 12:00 noon
Promotions	Tuesday	@ 12:00 noon
Proofs	Tuesday	@ 5:00 pm
Front/Back Covers	Wednesday	@ 4:00 pm

*We cannot guarantee ad position or placement.

Mechanical Guidelines

Basic Sizes	Width (Inches)	Depth (Inches)
1/8 page (2 col.)	3.750	2.500
1/4 page (2 col.)	3.750	5.500
1/4 page (3 col.)	5.708	3.667
1/4 page (4 col.)	7.667	2.750
1/2 page (2 col.)	3.750	11.000
1/2 page (3 col.)	5.708	7.333
1/2 page (4 col.)	7.667	5.500
3/4 page (3 col.)	5.708	11.000
3/4 page (4 col.)	7.667	8.250
Front Cover	7.667	8.50
Back Cover	7.667	11.000
Full Page	7.667	11.000

Column Widths

For 4-Column Format:

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

Contact us at
1-866-812-8111
or e-mail us at
sales@gvpennysaver.com

Page Depth Limitations

- Auction..... 10 inches
- Car Care..... 11 inches
- Dining Guide..... 10 inches
- Employment..... 10 inches
- General Section..... 11 inches
- Health & Wellness.....9 inches
- Home & Garden 11 inches
- Pet Page 10 inches
- Real Estate..... 11 inches

Classified Ad Rates

Gain Access to Over 170,000 Homes & Businesses

Cost for 20 Word Classified **Cost per Word Over 20**

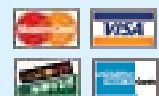
1 Edition Area	\$10.00/wk.....	10¢
2 Edition Areas	\$17.00/wk.....	20¢
3 Edition Areas	\$24.00/wk.....	30¢
4 Edition Areas	\$31.00/wk.....	40¢
5 Edition Areas	\$38.00/wk.....	50¢
6 Edition Areas	\$45.00/wk.....	60¢
7 Edition Areas	\$52.00/wk.....	70¢
8 Edition Areas	\$59.00/wk.....	80¢
9 Edition Areas	\$66.00/wk.....	90¢
10 Edition Areas	\$73.00/wk.....	\$1.00



FOR SALE: 2007 Chrysler Sebring. Auto, air, cc, tilt, pw, pl, 17,000 mi. \$15,995 Call 555-0000, leave mess.

Add A Photo For Just \$5.00

WE ACCEPT



Black and White Display Rates

Effective January 1, 2012

Column Inches	GVPS Sizes	One Area	Save 20%*				Save 30%*				
			Two Areas	Three Areas	Four Areas	Five Areas	Six Areas	Seven Areas	Eight Areas	Nine Areas	Ten Areas
2	1 X 2	\$22.50	\$35.70	\$53.50	\$71.10	\$77.70	\$93.10	\$108.50	\$123.90	\$139.50	\$154.90
3		\$33.75	\$53.55	\$80.25	\$106.65	\$116.55	\$139.65	\$162.75	\$185.85	\$209.25	\$232.35
4	2 X 2	\$45.00	\$71.40	\$107.00	\$142.20	\$155.40	\$186.20	\$217.00	\$247.80	\$279.00	\$309.80
5	1/8 page	\$56.25	\$89.25	\$133.75	\$177.75	\$194.25	\$232.75	\$271.25	\$309.75	\$348.75	\$387.25
6	2 X 3	\$67.50	\$107.10	\$160.50	\$213.30	\$233.10	\$279.30	\$325.50	\$371.70	\$418.50	\$464.70
7		\$78.05	\$124.25	\$185.15	\$246.05	\$269.15	\$322.35	\$376.25	\$429.45	\$482.65	\$536.55
8	2 X 4	\$89.20	\$142.00	\$211.60	\$281.20	\$307.60	\$368.40	\$430.00	\$490.80	\$551.60	\$613.20
9		\$100.35	\$159.75	\$238.05	\$316.35	\$346.05	\$414.45	\$483.75	\$552.15	\$620.55	\$689.85
10		\$111.50	\$177.50	\$264.50	\$351.50	\$384.50	\$460.50	\$537.50	\$613.50	\$689.50	\$766.50
11	1/4 page	\$122.65	\$195.25	\$290.95	\$386.65	\$422.95	\$506.55	\$591.25	\$674.85	\$758.45	\$843.15
12		\$132.60	\$210.60	\$313.80	\$417.00	\$456.60	\$546.60	\$637.80	\$727.80	\$819.00	\$909.00
13		\$143.65	\$228.15	\$339.95	\$451.75	\$494.65	\$592.15	\$690.95	\$788.45	\$887.25	\$984.75
14		\$154.70	\$245.70	\$366.10	\$486.50	\$532.70	\$637.70	\$744.10	\$849.10	\$955.50	\$1,060.50
15	3 X 5	\$165.75	\$263.25	\$392.25	\$521.25	\$570.75	\$683.25	\$797.25	\$909.75	\$1,023.75	\$1,136.25
16		\$176.80	\$280.80	\$418.40	\$556.00	\$608.80	\$728.80	\$850.40	\$970.40	\$1,092.00	\$1,212.00
17		\$187.85	\$298.35	\$444.55	\$590.75	\$646.85	\$774.35	\$903.55	\$1,031.05	\$1,160.25	\$1,287.75
18		\$197.10	\$312.30	\$465.30	\$620.10	\$677.70	\$810.90	\$945.90	\$1,080.90	\$1,215.90	\$1,349.10
19		\$208.05	\$329.65	\$491.15	\$654.55	\$715.35	\$855.95	\$998.45	\$1,140.95	\$1,283.45	\$1,424.05
20		\$219.00	\$347.00	\$517.00	\$689.00	\$753.00	\$901.00	\$1,051.00	\$1,201.00	\$1,351.00	\$1,499.00
21		\$229.95	\$364.35	\$542.85	\$723.45	\$790.65	\$946.05	\$1,103.55	\$1,261.05	\$1,418.55	\$1,573.95
22	1/2 page	\$240.90	\$381.70	\$568.70	\$757.90	\$828.30	\$991.10	\$1,156.10	\$1,321.10	\$1,486.10	\$1,648.90
23		\$247.25	\$392.15	\$585.35	\$778.55	\$852.15	\$1,022.35	\$1,190.25	\$1,360.45	\$1,528.35	\$1,698.55
24		\$258.00	\$409.20	\$610.80	\$812.40	\$889.20	\$1,066.80	\$1,242.00	\$1,419.60	\$1,594.80	\$1,772.40
25		\$268.75	\$426.25	\$636.25	\$846.25	\$926.25	\$1,111.25	\$1,293.75	\$1,478.75	\$1,661.25	\$1,846.25
26		\$279.50	\$443.30	\$661.70	\$880.10	\$963.30	\$1,155.70	\$1,345.50	\$1,537.90	\$1,727.70	\$1,920.10
27		\$290.25	\$460.35	\$687.15	\$913.95	\$1,000.35	\$1,200.15	\$1,397.25	\$1,597.05	\$1,794.15	\$1,993.95
28		\$301.00	\$477.40	\$712.60	\$947.80	\$1,037.40	\$1,244.60	\$1,449.00	\$1,656.20	\$1,860.60	\$2,067.80
29		\$308.85	\$491.55	\$732.25	\$972.95	\$1,062.85	\$1,274.55	\$1,486.25	\$1,697.95	\$1,909.65	\$2,121.35
30		\$319.50	\$508.50	\$757.50	\$1,006.50	\$1,099.50	\$1,318.50	\$1,537.50	\$1,756.50	\$1,975.50	\$2,194.50
31		\$330.15	\$525.45	\$782.75	\$1,040.05	\$1,136.15	\$1,362.45	\$1,588.75	\$1,815.05	\$2,041.35	\$2,267.65
32		\$340.80	\$542.40	\$808.00	\$1,073.60	\$1,172.80	\$1,406.40	\$1,640.00	\$1,873.60	\$2,107.20	\$2,340.80
33	3/4 page	\$351.45	\$559.35	\$833.25	\$1,107.15	\$1,209.45	\$1,450.35	\$1,691.25	\$1,932.15	\$2,173.05	\$2,413.95
34		\$355.30	\$559.30	\$838.10	\$1,113.50	\$1,215.50	\$1,456.90	\$1,701.70	\$1,943.10	\$2,184.50	\$2,425.90
35		\$365.75	\$575.75	\$862.75	\$1,146.25	\$1,251.25	\$1,499.75	\$1,751.75	\$2,000.25	\$2,248.75	\$2,497.25
36		\$376.20	\$592.20	\$887.40	\$1,179.00	\$1,287.00	\$1,542.60	\$1,801.80	\$2,057.40	\$2,313.00	\$2,568.60
37		\$386.65	\$608.65	\$912.05	\$1,211.75	\$1,322.75	\$1,585.45	\$1,851.85	\$2,114.55	\$2,377.25	\$2,639.95
38		\$397.10	\$625.10	\$936.70	\$1,244.50	\$1,358.50	\$1,628.30	\$1,901.90	\$2,171.70	\$2,441.50	\$2,711.30
39		\$407.55	\$641.55	\$961.35	\$1,277.25	\$1,394.25	\$1,671.15	\$1,951.95	\$2,228.85	\$2,505.75	\$2,782.65
40		\$410.00	\$650.00	\$974.00	\$1,294.00	\$1,414.00	\$1,694.00	\$1,974.00	\$2,254.00	\$2,538.00	\$2,818.00
41		\$420.25	\$666.25	\$998.35	\$1,326.35	\$1,449.35	\$1,736.35	\$2,023.35	\$2,310.35	\$2,601.45	\$2,888.45
42		\$430.50	\$682.50	\$1,022.70	\$1,358.70	\$1,484.70	\$1,778.70	\$2,072.70	\$2,366.70	\$2,664.90	\$2,958.90
43		\$440.75	\$698.75	\$1,047.05	\$1,391.05	\$1,520.05	\$1,821.05	\$2,122.05	\$2,423.05	\$2,728.35	\$3,029.35
44	full page	\$451.00	\$715.00	\$1,071.40	\$1,423.40	\$1,555.40	\$1,863.40	\$2,171.40	\$2,479.40	\$2,791.80	\$3,099.80

Availability of covers is limited due to geographic location of advertiser.
 ** 15% Agency Discount.

Save 20% when you advertise in 2-4 areas.
 Save 30% when you advertise in 5 or more areas
 *Printed prices above reflect this discount.

Spot Color Charges	One Area	Two Areas	Three Areas	Four Areas	Five Areas	Six Areas	Seven Areas	Eight Areas	Nine Areas	Ten Areas
2-12 Col. In.	\$15.00	\$24.00	\$36.00	\$48.00	\$52.50	\$63.00	\$73.50	\$84.00	\$94.50	\$105.00
13-24 Col. In.	\$25.00	\$40.00	\$60.00	\$80.00	\$87.50	\$105.00	\$122.50	\$140.00	\$157.50	\$175.00
25-38 Col. In.	\$38.00	\$60.80	\$91.20	\$121.60	\$133.00	\$159.60	\$186.20	\$212.80	\$239.40	\$266.00
39-44 Col. In.	\$48.00	\$76.80	\$115.20	\$153.60	\$168.00	\$201.60	\$235.20	\$268.80	\$302.40	\$336.00

Full Color Charges	One Area	Two Areas	Three Areas	Four Areas	Five Areas	Six Areas	Seven Areas	Eight Areas	Nine Areas	Ten Areas
2-12 Col. In.	\$30.00	\$48.00	\$72.00	\$96.00	\$105.00	\$126.00	\$147.00	\$168.00	\$189.00	\$210.00
13-24 Col. In.	\$50.00	\$80.00	\$120.00	\$160.00	\$175.00	\$210.00	\$245.00	\$280.00	\$315.00	\$350.00
25-38 Col. In.	\$76.00	\$121.60	\$182.40	\$243.20	\$266.00	\$319.20	\$372.40	\$425.60	\$478.80	\$532.00
39-44 Col. In.	\$96.00	\$153.60	\$230.40	\$307.20	\$336.00	\$403.20	\$470.40	\$537.60	\$604.80	\$672.00

Contact us at 1-866-812-8111 or e-mail us at sales@gvpennysaver.com

Spot Color Display Rates

Effective January 1, 2012

Column Inches	GVPS Sizes	Save 20%*				Save 30%*					
		One Area	Two Areas	Three Areas	Four Areas	Five Areas	Six Areas	Seven Areas	Eight Areas	Nine Areas	Ten Areas
2	1 X 2	\$37.50	\$59.70	\$89.50	\$119.10	\$130.20	\$156.10	\$182.00	\$207.90	\$234.00	\$259.90
3		\$48.75	\$77.55	\$116.25	\$154.65	\$169.05	\$202.65	\$236.25	\$269.85	\$303.75	\$337.35
4	2 X 2	\$60.00	\$95.40	\$143.00	\$190.20	\$207.90	\$249.20	\$290.50	\$331.80	\$373.50	\$414.80
5	1/8 page	\$71.25	\$113.25	\$169.75	\$225.75	\$246.75	\$295.75	\$344.75	\$393.75	\$443.25	\$492.25
6	2 X 3	\$82.50	\$131.10	\$196.50	\$261.30	\$285.60	\$342.30	\$399.00	\$455.70	\$513.00	\$569.70
7		\$93.05	\$148.25	\$221.15	\$294.05	\$321.65	\$385.35	\$449.75	\$513.45	\$577.15	\$641.55
8	2 X 4	\$104.20	\$166.00	\$247.60	\$329.20	\$360.10	\$431.40	\$503.50	\$574.80	\$646.10	\$718.20
9		\$115.35	\$183.75	\$274.05	\$364.35	\$398.55	\$477.45	\$557.25	\$636.15	\$715.05	\$794.85
10		\$126.50	\$201.50	\$300.50	\$399.50	\$437.00	\$523.50	\$611.00	\$697.50	\$784.00	\$871.50
11	1/4 page	\$137.65	\$219.25	\$326.95	\$434.65	\$475.45	\$569.55	\$664.75	\$758.85	\$852.95	\$948.15
12		\$147.60	\$234.60	\$349.80	\$465.00	\$509.10	\$609.60	\$711.30	\$811.80	\$913.50	\$1,014.00
13		\$168.65	\$268.15	\$399.95	\$531.75	\$582.15	\$697.15	\$813.45	\$928.45	\$1,044.75	\$1,159.75
14		\$179.70	\$285.70	\$426.10	\$566.50	\$620.20	\$742.70	\$866.60	\$989.10	\$1,113.00	\$1,235.50
15	3 X 5	\$190.75	\$303.25	\$452.25	\$601.25	\$658.25	\$788.25	\$919.75	\$1,049.75	\$1,181.25	\$1,311.25
16		\$201.80	\$320.80	\$478.40	\$636.00	\$696.30	\$833.80	\$972.90	\$1,110.40	\$1,249.50	\$1,387.00
17		\$212.85	\$338.35	\$504.55	\$670.75	\$734.35	\$879.35	\$1,026.05	\$1,171.05	\$1,317.75	\$1,462.75
18		\$222.10	\$352.30	\$525.30	\$700.10	\$765.20	\$915.90	\$1,068.40	\$1,220.90	\$1,373.40	\$1,524.10
19		\$233.05	\$369.65	\$551.15	\$734.55	\$802.85	\$960.95	\$1,120.95	\$1,280.95	\$1,440.95	\$1,599.05
20		\$244.00	\$387.00	\$577.00	\$769.00	\$840.50	\$1,006.00	\$1,173.50	\$1,341.00	\$1,508.50	\$1,674.00
21		\$254.95	\$404.35	\$602.85	\$803.45	\$878.15	\$1,051.05	\$1,226.05	\$1,401.05	\$1,576.05	\$1,748.95
22	1/2 page	\$265.90	\$421.70	\$628.70	\$837.90	\$915.80	\$1,096.10	\$1,278.60	\$1,461.10	\$1,643.60	\$1,823.90
23		\$272.25	\$432.15	\$645.35	\$858.55	\$939.65	\$1,127.35	\$1,312.75	\$1,500.45	\$1,685.85	\$1,873.55
24		\$283.00	\$449.20	\$670.80	\$892.40	\$976.70	\$1,171.80	\$1,364.50	\$1,559.60	\$1,752.30	\$1,947.40
25		\$306.75	\$487.05	\$727.45	\$967.85	\$1,059.25	\$1,270.85	\$1,479.95	\$1,691.55	\$1,900.65	\$2,112.25
26		\$317.50	\$504.10	\$752.90	\$1,001.70	\$1,096.30	\$1,315.30	\$1,531.70	\$1,750.70	\$1,967.10	\$2,186.10
27		\$328.25	\$521.15	\$778.35	\$1,035.55	\$1,133.35	\$1,359.75	\$1,583.45	\$1,809.85	\$2,033.55	\$2,259.95
28		\$339.00	\$538.20	\$803.80	\$1,069.40	\$1,170.40	\$1,404.20	\$1,635.20	\$1,869.00	\$2,100.00	\$2,333.80
29		\$346.85	\$552.35	\$823.45	\$1,094.55	\$1,195.85	\$1,434.15	\$1,672.45	\$1,910.75	\$2,149.05	\$2,387.35
30		\$357.50	\$569.30	\$848.70	\$1,128.10	\$1,232.50	\$1,478.10	\$1,723.70	\$1,969.30	\$2,214.90	\$2,460.50
31		\$368.15	\$586.25	\$873.95	\$1,161.65	\$1,269.15	\$1,522.05	\$1,774.95	\$2,027.85	\$2,280.75	\$2,533.65
32		\$378.80	\$603.20	\$899.20	\$1,195.20	\$1,305.80	\$1,566.00	\$1,826.20	\$2,086.40	\$2,346.60	\$2,606.80
33	3/4 page	\$389.45	\$620.15	\$924.45	\$1,228.75	\$1,342.45	\$1,609.95	\$1,877.45	\$2,144.95	\$2,412.45	\$2,679.95
34		\$393.30	\$620.10	\$929.30	\$1,235.10	\$1,348.50	\$1,616.50	\$1,887.90	\$2,155.90	\$2,423.90	\$2,691.90
35		\$403.75	\$636.55	\$953.95	\$1,267.85	\$1,384.25	\$1,659.35	\$1,937.95	\$2,213.05	\$2,488.15	\$2,763.25
36		\$414.20	\$653.00	\$978.60	\$1,300.60	\$1,420.00	\$1,702.20	\$1,988.00	\$2,270.20	\$2,552.40	\$2,834.60
37		\$424.65	\$669.45	\$1,003.25	\$1,333.35	\$1,455.75	\$1,745.05	\$2,038.05	\$2,327.35	\$2,616.65	\$2,905.95
38		\$435.10	\$685.90	\$1,027.90	\$1,366.10	\$1,491.50	\$1,787.90	\$2,088.10	\$2,384.50	\$2,680.90	\$2,977.30
39		\$455.55	\$718.35	\$1,076.55	\$1,430.85	\$1,562.25	\$1,872.75	\$2,187.15	\$2,497.65	\$2,808.15	\$3,118.65
40		\$458.00	\$726.80	\$1,089.20	\$1,447.60	\$1,582.00	\$1,895.60	\$2,209.20	\$2,522.80	\$2,840.40	\$3,154.00
41		\$468.25	\$743.05	\$1,113.55	\$1,479.95	\$1,617.35	\$1,937.95	\$2,258.55	\$2,579.15	\$2,903.85	\$3,224.45
42		\$478.50	\$759.30	\$1,137.90	\$1,512.30	\$1,652.70	\$1,980.30	\$2,307.90	\$2,635.50	\$2,967.30	\$3,294.90
43		\$488.75	\$775.55	\$1,162.25	\$1,544.65	\$1,688.05	\$2,022.65	\$2,357.25	\$2,691.85	\$3,030.75	\$3,365.35
44	full page	\$499.00	\$791.80	\$1,186.60	\$1,577.00	\$1,723.40	\$2,065.00	\$2,406.60	\$2,748.20	\$3,094.20	\$3,435.80
Back Page (Includes 4 Color)		\$607.00	\$964.60	\$1,445.80	\$1,922.60	\$2,131.40	\$2,554.60	\$2,977.80	\$3,401.00	\$3,828.60	\$4,251.80
Front Page (Includes 4 Color)		\$637.00	\$1,012.60	\$1,517.80	\$2,018.60	\$2,251.40	\$2,698.60	\$3,145.80	\$3,593.00	\$4,044.60	\$4,491.80

Availability of covers is limited due to geographic location of advertiser.

** 15% Agency Discount.

Save 20% when you advertise in 2-4 areas.

Save 30% when you advertise in 5 or more areas

*Printed prices above reflect this discount.

Contact us at 1-866-812-8111 or e-mail us at sales@gvpennysaver.com

Full Color Display Rates

Effective January 1, 2012

Column Inches	GVPS Sizes	Save 20%*				Save 30%*					
		One Area	Two Areas	Three Areas	Four Areas	Five Areas	Six Areas	Seven Areas	Eight Areas	Nine Areas	Ten Areas
2	1 X 2	\$52.50	\$83.70	\$125.50	\$167.10	\$182.70	\$219.10	\$255.50	\$291.90	\$328.50	\$364.90
3		\$63.75	\$101.55	\$152.25	\$202.65	\$221.55	\$265.65	\$309.75	\$353.85	\$398.25	\$442.35
4	2 X 2	\$75.00	\$119.40	\$179.00	\$238.20	\$260.40	\$312.20	\$364.00	\$415.80	\$468.00	\$519.80
5	1/8 page	\$86.25	\$137.25	\$205.75	\$273.75	\$299.25	\$358.75	\$418.25	\$477.75	\$537.75	\$597.25
6	2 X 3	\$97.50	\$155.10	\$232.50	\$309.30	\$338.10	\$405.30	\$472.50	\$539.70	\$607.50	\$674.70
7		\$108.05	\$172.25	\$257.15	\$342.05	\$374.15	\$448.35	\$523.25	\$597.45	\$671.65	\$746.55
8	2 X 4	\$119.20	\$190.00	\$283.60	\$377.20	\$412.60	\$494.40	\$577.00	\$658.80	\$740.60	\$823.20
9		\$130.35	\$207.75	\$310.05	\$412.35	\$451.05	\$540.45	\$630.75	\$720.15	\$809.55	\$899.85
10		\$141.50	\$225.50	\$336.50	\$447.50	\$489.50	\$586.50	\$684.50	\$781.50	\$878.50	\$976.50
11	1/4 page	\$152.65	\$243.25	\$362.95	\$482.65	\$527.95	\$632.55	\$738.25	\$842.85	\$947.45	\$1,053.15
12		\$162.60	\$258.60	\$385.80	\$513.00	\$561.60	\$672.60	\$784.80	\$895.80	\$1,008.00	\$1,119.00
13		\$193.65	\$308.15	\$459.95	\$611.75	\$669.65	\$802.15	\$935.95	\$1,068.45	\$1,202.25	\$1,334.75
14		\$204.70	\$325.70	\$486.10	\$646.50	\$707.70	\$847.70	\$989.10	\$1,129.10	\$1,270.50	\$1,410.50
15	3 X 5	\$215.75	\$343.25	\$512.25	\$681.25	\$745.75	\$893.25	\$1,042.25	\$1,189.75	\$1,338.75	\$1,486.25
16		\$226.80	\$360.80	\$538.40	\$716.00	\$783.80	\$938.80	\$1,095.40	\$1,250.40	\$1,407.00	\$1,562.00
17		\$237.85	\$378.35	\$564.55	\$750.75	\$821.85	\$984.35	\$1,148.55	\$1,311.05	\$1,475.25	\$1,637.75
18		\$247.10	\$392.30	\$585.30	\$780.10	\$852.70	\$1,020.90	\$1,190.90	\$1,360.90	\$1,530.90	\$1,699.10
19		\$258.05	\$409.65	\$611.15	\$814.55	\$890.35	\$1,065.95	\$1,243.45	\$1,420.95	\$1,598.45	\$1,774.05
20		\$269.00	\$427.00	\$637.00	\$849.00	\$928.00	\$1,111.00	\$1,296.00	\$1,481.00	\$1,666.00	\$1,849.00
21		\$279.95	\$444.35	\$662.85	\$883.45	\$965.65	\$1,156.05	\$1,348.55	\$1,541.05	\$1,733.55	\$1,923.95
22	1/2 page	\$290.90	\$461.70	\$688.70	\$917.90	\$1,003.30	\$1,201.10	\$1,401.10	\$1,601.10	\$1,801.10	\$1,998.90
23		\$297.25	\$472.15	\$705.35	\$938.55	\$1,027.15	\$1,232.35	\$1,435.25	\$1,640.45	\$1,843.35	\$2,048.55
24		\$308.00	\$489.20	\$730.80	\$972.40	\$1,064.20	\$1,276.80	\$1,487.00	\$1,699.60	\$1,909.80	\$2,122.40
25		\$344.75	\$547.85	\$818.65	\$1,089.45	\$1,192.25	\$1,430.45	\$1,666.15	\$1,904.35	\$2,140.05	\$2,378.25
26		\$355.50	\$564.90	\$844.10	\$1,123.30	\$1,229.30	\$1,474.90	\$1,717.90	\$1,963.50	\$2,206.50	\$2,452.10
27		\$366.25	\$581.95	\$869.55	\$1,157.15	\$1,266.35	\$1,519.35	\$1,769.65	\$2,022.65	\$2,272.95	\$2,525.95
28		\$377.00	\$599.00	\$895.00	\$1,191.00	\$1,303.40	\$1,563.80	\$1,821.40	\$2,081.80	\$2,339.40	\$2,599.80
29		\$384.85	\$613.15	\$914.65	\$1,216.15	\$1,328.85	\$1,593.75	\$1,858.65	\$2,123.55	\$2,388.45	\$2,653.35
30		\$395.50	\$630.10	\$939.90	\$1,249.70	\$1,365.50	\$1,637.70	\$1,909.90	\$2,182.10	\$2,454.30	\$2,726.50
31		\$406.15	\$647.05	\$965.15	\$1,283.25	\$1,402.15	\$1,681.65	\$1,961.15	\$2,240.65	\$2,520.15	\$2,799.65
32		\$416.80	\$664.00	\$990.40	\$1,316.80	\$1,438.80	\$1,725.60	\$2,012.40	\$2,299.20	\$2,586.00	\$2,872.80
33	3/4 page	\$427.45	\$680.95	\$1,015.65	\$1,350.35	\$1,475.45	\$1,769.55	\$2,063.65	\$2,357.75	\$2,651.85	\$2,945.95
34		\$431.30	\$680.90	\$1,020.50	\$1,356.70	\$1,481.50	\$1,776.10	\$2,074.10	\$2,368.70	\$2,663.30	\$2,957.90
35		\$441.75	\$697.35	\$1,045.15	\$1,389.45	\$1,517.25	\$1,818.95	\$2,124.15	\$2,425.85	\$2,727.55	\$3,029.25
36		\$452.20	\$713.80	\$1,069.80	\$1,422.20	\$1,553.00	\$1,861.80	\$2,174.20	\$2,483.00	\$2,791.80	\$3,100.60
37		\$462.65	\$730.25	\$1,094.45	\$1,454.95	\$1,588.75	\$1,904.65	\$2,224.25	\$2,540.15	\$2,856.05	\$3,171.95
38		\$473.10	\$746.70	\$1,119.10	\$1,487.70	\$1,624.50	\$1,947.50	\$2,274.30	\$2,597.30	\$2,920.30	\$3,243.30
39		\$503.55	\$795.15	\$1,191.75	\$1,584.45	\$1,730.25	\$2,074.35	\$2,422.35	\$2,766.45	\$3,110.55	\$3,454.65
40		\$506.00	\$803.60	\$1,204.40	\$1,601.20	\$1,750.00	\$2,097.20	\$2,444.40	\$2,791.60	\$3,142.80	\$3,490.00
41		\$516.25	\$819.85	\$1,228.75	\$1,633.55	\$1,785.35	\$2,139.55	\$2,493.75	\$2,847.95	\$3,206.25	\$3,560.45
42		\$526.50	\$836.10	\$1,253.10	\$1,665.90	\$1,820.70	\$2,181.90	\$2,543.10	\$2,904.30	\$3,269.70	\$3,630.90
43		\$536.75	\$852.35	\$1,277.45	\$1,698.25	\$1,856.05	\$2,224.25	\$2,592.45	\$2,960.65	\$3,333.15	\$3,701.35
44	full page	\$547.00	\$868.60	\$1,301.80	\$1,730.60	\$1,891.40	\$2,266.60	\$2,641.80	\$3,017.00	\$3,396.60	\$3,771.80
Back Page (Includes 4 Color)		\$607.00	\$964.60	\$1,445.80	\$1,922.60	\$2,131.40	\$2,554.60	\$2,977.80	\$3,401.00	\$3,828.60	\$4,251.80
Front Page (Includes 4 Color)		\$637.00	\$1,012.60	\$1,517.80	\$2,018.60	\$2,251.40	\$2,698.60	\$3,145.80	\$3,593.00	\$4,044.60	\$4,491.80

Availability of covers is limited due to geographic location of advertiser.

** 15% Agency Discount.

Save 20% when you advertise in 2-4 areas.

Save 30% when you advertise in 5 or more areas

*Printed prices above reflect this discount.

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Delivery Circulation By Zip Code

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Zip Codes	Livingston Edition	
14414	Avon	3,020
14435	Conesus	812
14454	Geneseo	2,804
14462	Groveland	480
14466	Hemlock	896
14480	Lakeville	192
14481	Leicester	880
14485	Lima	1,331
14486	Linwood (included in York)	
14487	Livonia	2,224
14533	Piffard	86
14539	Retsof	148
14558	South Lima-(included in Livonia)	
14592	York	859
Total		13,732

Zip Codes	Rush-Henrietta Edition	
14467	Henrietta	2,617
14586	Riverton	795
14623	Rochester (mail)*	2,171
14623	Rochester (carrier)	5,037
14534	Pittsford (portion)	859
14543	Rush	1,325
14623	Rustic Village	1,355
14586	W. Henrietta	1,719
Total		15,878

Zip Codes	Fairport-Perinton Edition	
14450	Fairport*	18,593
14450	Perinton* (included in Fairport)	
Total		18,593

Zip Codes	Pittsford-East Rochester Edition	
14445	East Rochester*	3,986
14534	Pittsford (portion)*	11,569
Total		15,555

Zip Codes	Eastway Edition	
14443	East Bloomfield	200
14425	Farmington (carrier)	3,384
14425	Farmington (mailed PO Box)*	235
14453	Fishers (included in Victor)	
14469	Bloomfield	890
14472	Honeoye Falls	1,030
14475	Ionia	90
14504	Manchester*	840
14506	Mendon	1,785
14548	Shortsville*	1,747
14564	Victor (Mail)*	3,716
14564	Victor (Carrier)	1,996
14585	West Bloomfield	540
Total		16,453

Zip Codes	Webster Ontario Edition	
14519	Ontario*	4,258
14580	Webster*	16,178
Total		20,436

Zip Codes	Canandaigua-Naples Edition	
14424	Bristol	240
14424	Canandaigua* (Mail)	6,293
14424	Canandaigua (Carrier)	5,038
14466	Canadice	400
14471	Honeoye	960
14507	Middlesex*	581
14512	Naples*	2,039
14873	Prattsburgh* (RD 1 & RD 3)	820
14512	South Bristol (included in Naples)	
Total		16,371

Zip Codes	Batavia Edition	
14003	Alabama (included in Basom)	
14005	Alexander	600
14013	Basom	523
14020	Batavia*	10,647
14036	Corfu	1,741
14040	Darien Center	513
14054	East Bethany	460
14056	E. Pembroke (included in Corfu)	
14058	Elba	690
14125	Oakfield	1,341
Total		16,515

Zip Codes	Oatka Edition	
14416	Bergen	1,065
14422	Byron	475
14423	Caledonia	1,665
14428	Churchville	2,537
	Clifton (included in Scottsville)	
14482	LeRoy	2,957
14511	Mumford	305
14514	North Chili*	2,497
14525	Pavilion	1,205
14546	Scottsville	1,462
14143	Stafford	570
Total		14,738

Zip Codes	Tri-County Edition	
14411	Albion drops	160
14420	Brockport (Carrier)	4521
14420	Brockport (Drop)	960
14420	Brockport (Mail)*	1287
14429	Clarendon (included in Holley)	
14430	Clarkson (included in Brockport)	
14464	Hamlin	2985
14468	Hilton	135
14470	Holley	3162
14476	Kendall	1030
14470	Murray (included in Holley)	
14559	Spencerport*	7478
14559	Spencerport drops	330
14420	Sweden (included in Brockport)	
Total		22,048

*mailed areas

Grand Total 170,319

Online Advertising Options

Simple, Fast, Effective

Banner Ads

Choose a Top Banner, Side Banner, Bottom Banner, or Sponsored Link. Choose to pay per month or per impressions.

- **Top Banner** (468x60 pixels): \$50 per month or 1000 impressions
- **Side Banner** (180x150 pixels): \$40 per month or 1000 impressions
- **Bottom Banner** (728x90 pixels): \$30 per month or 1000 impressions
- **Sponsored Link**: \$10 per month or 1000 impressions

Hometown Events

Promote your Event online for FREE!

- **Basic**: FREE!

Obituaries

Submitting Obituaries online allows friends and family to post their memories of loved ones who have passed.

- **Online Obits**: \$20 per year

Online Ads

All print ads show up in the section free of charge. Create an Online-Only Ad at the prices displayed below. Upgrade from Basic to Showcase for increased visibility.

- **Basic**: \$10 per week
- **Showcase**: \$20 per week

Hometown Listings (formerly "Your Marketplace")

Find and claim your FREE business Listing, and upgrade to a Showcase level to make your Listing more visible... and to allow for FREE online Coupon Club Deals!

- **Basic**: FREE!
- **Showcase**: \$499 per year



by the Genesee Valley Penny Saver

**Don't have a website?
Not satisfied with
the one you have?**

**Let us create a gvSite for you
today for only \$12/week!**

(\$15/week for gvSites with an online store.)

**Running out of print ad ideas? Just pick an ad. Visit
www.gvpennysaver.com/adgallery to get started!**

Penny E-mails - E-mailing for a penny!

With our service you'll be able to reach your customers through trackable e-mailing for pennies.

- Access your e-mailing results online 24/7.
- No monthly fees... only pay for what you send.
- Use your existing database, or we'll help you get one started.
- Survey capabilities also available.

Pricing: \$100 Setup Fee

The only cost to you is 1¢ per e-mail sent.

Note: Setup includes initial input of your e-mail database, creation of your first e-mail design, and a link to your e-mail signup form on both your Hometown Listing page and in one of our weekly Coupon Club e-mails.

Ask about other great e-mail promotion ideas!

Need help designing your e-mails?

Take advantage of the award-winning design skills of the Genesee Valley Penny Saver! For a \$50 design fee, we will create a custom designed, eye-catching email just for you!

OR use a predesigned stationery for ONLY \$10.

Contact us at 1-866-812-8111 or e-mail us at sales@gvpennysaver.com

*Each Display Ad is posted on gvpennysaver.com at \$.20/column inch.

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- Newsletters
- School Calendars
- Continuing Education Programs
- Business & School Directories
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- Programs
- Invitations
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- Postcards
- Posters
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- Business Card Magnets to leave with customers
- Magnetic Signs for your truck or car
- Calendars for the desk or wall
- Mugs, sports bottles, travel mugs
- Golf balls, towels, divot fixers
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- Inserting
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Affordable Flyers Genesee Valley Penny Saver Print & Deliver Program

We've partnered with Penny Lane Printing to offer you a terrific rate on your own pdf or a completely designed and printed flyer delivered to thousands of homes in our Genesee Valley Penny Saver Circulation.

Insert by zip code into any of our 10 editions of the Genesee Valley Penny Saver.

For as little as **10¢*** each

- you can have a full color, single sheet, one-sided flyer, designed, printed and inserted into the Genesee Valley Penny Saver. Price includes 3 proofs.

Additional graphic changes will be billed at \$50/hour.

13¢ each for two-sided flyer.

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www.gvpennysaver.com

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Main Office	Sales Office	Sales Office	Sales Office	Sales Office
1471 Route 15	222 East Main St.	15 Main St.	202 S. Main St.	32 E. Main St.
Avon, NY 14414	Batavia, NY 14020	Brockport, NY 14420	Canandaigua, NY 14424	Webster, NY 14580
Phone (585) 226-8111	Phone (585) 343-3111	Phone (585) 637-5100	Phone (585) 393-1111	Phone (585) 265-3620
Fax (585) 226-3395	Fax (585) 343-3353	Phone (585) 637-5130	Fax (585) 393-1823	Fax (585) 265-3882
		Fax (585) 637-0111		

Advertising Guide Rates Effective January 1, 2012