

**DISCOVER THE ALTERNATIVE**





## RAISING OUR VOICE

The Times they are a changin', and so is Central New York's alternative newspaper, the Syracuse New Times. For 46 years, The Syracuse New Times has always been a community voice defecting a variety of lifestyles and views. As we launch a new and more robust New Times, you will find a further democratization of its pages by adding even more voices from all segments of the Central New York landscape. In addition, you will find more coverage giving context to news stories that effect our readers.

And there is more. More on fashion, technology, humor, investigative reporting, participatory sports, livable spaces, autos, arts and the most comprehensive calendar of events in Central New York.

Fiercely independent and decidedly alternative, the Syracuse New Times provides expanded insightful commentary and information on the issues average Central New Yorkers face everyday. We bring you stories and commentary that are evocative, provocative, humorous, and sometimes infuriating, opinionated and sarcastic, but always a credible informative and trusted source of information. Always adding the sanitizing light of sunshine in sometimes dark places at a time when it is needed most.

The Syracuse New Times is on your side with stories and information for you to help plan your life or your weekend. What we are not, is the "paper of record". No ribbon-cuttings and press releases here. We decide what is newsworthy and worthy of comment with stories that we know the community needs to be aware of.

And as always, the New Times will continue to be the "go to" source of coverage of the arts, entertainment, dining and community events throughout Central New York. Coverage done with passion and authority built on a calendar of things to do over the weekend.

## WHAT'S NEW

In addition to the Syracuse New Times' rich talent exposition for the arts, music film, food and culture, we are adding more such as:

**Sports and Fitness:** How to compete and stay healthy in the world of participatory sports.

**Living Spaces:** The City Central is busting at the seams with growth. The downtown market is hot. New digs require new things. We will help show readers how to spend their money and make their living space hot and cool at the same time.

**Gear:** Our readers need gear whether it is dressing for work, for the weekend or for play.

Each week we will bring what's hot in dressing up and dressing down.

**Wheels:** Whether it is a ZIPcar, a Harley or sports car, Central New Yorkers need something to get them from point A to B.

**Mixology:** Signature drinks served up from bistros throughout the region.

**Plates:** Signature dishes by top Central New York chefs. Maybe even a recipe or two.

**Fashion:** Dressing for all occasions. Work, play, weather and romance. Good or bad, it's all personal. We capture Central New Yorkers in the act.

# 2014 FACTS

33,156  
CIRCULATION

305,000  
PRINT READERS PER MONTH

2.3  
PASS ALONG COPIES

6,754+  
FACEBOOK FOLLOWERS

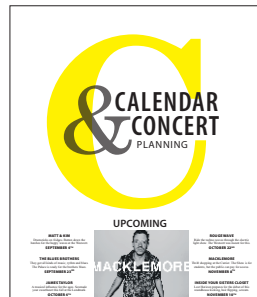
950  
DISTRIBUTION LOCATIONS



Numbers effective December 2013



Published in 2013, the Syracuse New Times 2014 calendar is a collection of the best of the city's arts and culture. It features a variety of events, from the annual Jazz Fest to the Winter Avenue Bazaar. The calendar is a must-have for anyone who loves the arts and culture of Central New York.





# MARKETING CAPABILITIES 360° OF BRANDING IMPACT

Let us help you customize and  
maximize your reach with  
a choice of products

## WEEKLY PRINT AND SPECIAL SECTIONS

Syracuse New Times

## WEBSITE

[syracusenewtimes.com](http://syracusenewtimes.com)

## SOCIAL MEDIA

Facebook/Syracusenewtimes

Twitter/@SyrNewTimes

Instagram/syracusenewtimes

## SPECIAL EVENTS

Youtube/Syracuse New Times

Vimeo/Syracusenewtimes

## EMAIL BLASTS

Opt-in email database

## SPONSORSHIP & PROMOTIONAL

Community and Charity events

## MEDIA

## PARTNERSHIPS

partnerships with local media outlets

## PROMOTIONAL PRODUCTS

Spinnaker Custom Products  
[www.spinnakercustom.com](http://www.spinnakercustom.com)





# REACH WHEN YOU NEED IT

(Cha-ching!)

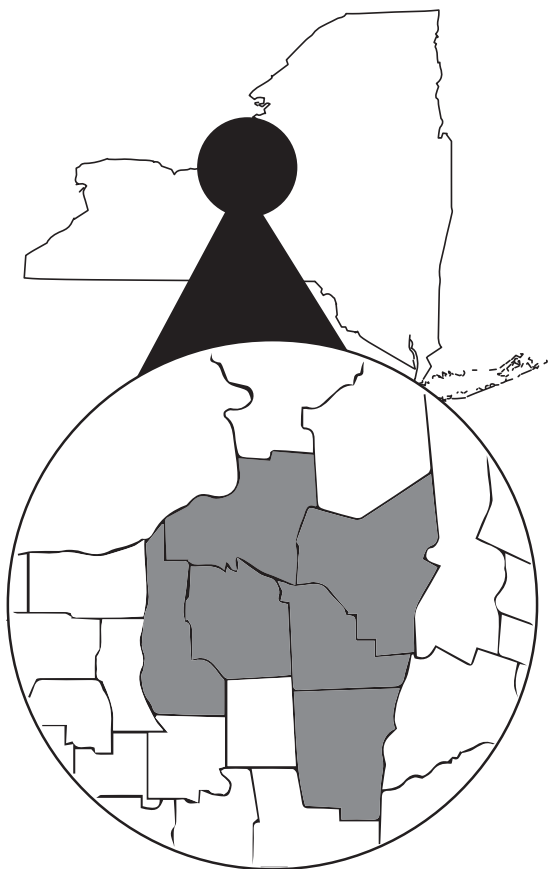


## DISCOVER THE ALTERNATIVE

Advertise with the Syracuse New Times, [syracusenewtimes.com](http://syracusenewtimes.com),  
Family Times or all three when value counts.



# SYRACUSE NEW TIMES FOOTPRINT IN CENTRAL NEW YORK



## THE SYRACUSE NEW TIMES REACH JUST GOT LONGER AND DEEPER.

Who are the Syracuse New Times readers?

Here's who they are. They live in the city, they live in the suburbs, they live throughout Central New York. Readers who are affluent sub and urbanites from all age groups. Upwardly mobile with impressive disposable incomes hungry for what CNY has to offer. They are on the go seeing live shows, eating out and shopping more, and spending more time with us than other news and information sources in town. Advertising in the Syracuse New Times targets the Syracuse area's most active consumers. And now, with a new and even more engaging Syracuse New Times and a hotter online presence, your ad will be seen by more people than ever.

Discover the "alternative".

## FEATURED ISSUES

### PET ISSUE

Most people treat their pets like the treasured family member they are. This issue focuses on the latest pet news, trends and even unusual pets you can't takehome.

**Themed Issue. Published 4/9/14. Ad Deadline 4/3/14.**



### SUMMERTIMES

There's nothing like a Central New York Summer, and The New Times gives readers regional roundups and stories about summertime activities to partake of and places to visit. A handy Finger Lakes winery listing is included for those lazy but gorgeous Sunday drives.

**Special section insert. Published 6/4/13. Ad Deadline 5/15/14.**



### STUDENT SURVIVAL

The only guide written by college students for college students. This handy publication also contains a directory that points students toward all services they will need during their years in college. This guide is distributed on all area campuses.

**Stand alone issue. Published 8/27/14. Ad Deadline 7/31/14.**



### ARTS ISSUE

Syracuse has an amazing wealth of cultural events, organizations and activities for a city its size. This issue previews the art season to come.

**Themed Issue. Published 8/27/14. Ad Deadline 8/24/14.**



### AUTUMN ISSUE

For most Central New York, fall is their favorite time of year and for good reason. As with our other seasonal previews, we let readers know where and how to enjoy the best of the season.

**Themed Issue. Published 9/17/14. Ad Deadline 9/4/14.**



### BEST OF SYRACUSE

One of our best-read issues, and there is no wondering why. Readers vote for their favorite Syracuse goods and services, and then eagerly anticipate the results. A bonus is The New Times editorial department's take on hidden treasures in Central New York.

**Themed Issue. Published 9/24/14. Ad Deadline 9/18/14.**



### BLACK FRIDAY

We get a jump on the traditional start of the holiday shopping season with a Tuesday publication date! The New Times encourages readers to make their gift purchases locally. The issue also features ideas on how to celebrate the season with a roundup of holiday events and activities.

**Themed Issue. Published 11/18/14. Ad Deadline 11/12/14.**



### WINTER TIMES

Sure, it's cold and snowy, but so what! The white stuff doesn't slow down Central New York. In this annual edition we give readers ideas on how to maximize their recreational options and how to stay warm and cozy inside.

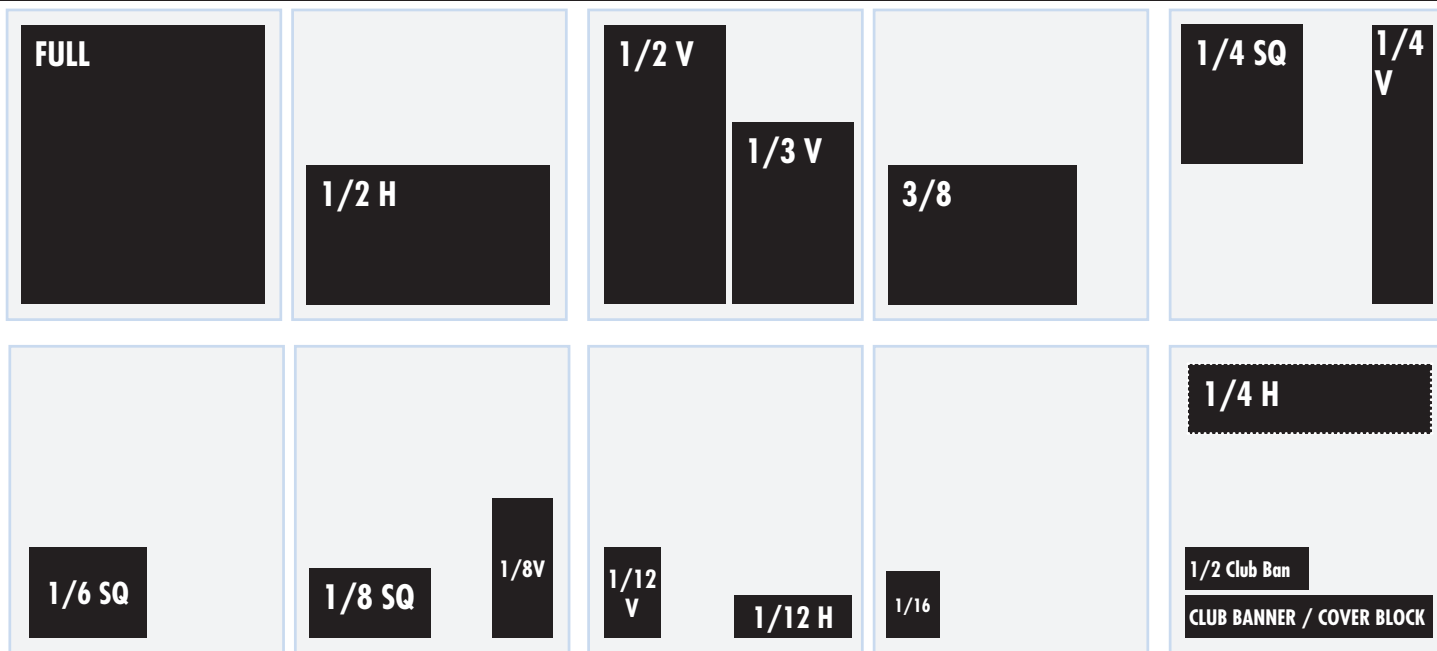
**Themed Issue. Published 12/3/14. Ad Deadline 11/27/14.**







# PRINT AD RATES & SIZES



## DEADLINE

Ad Copy and space reservation must be in the Thursday prior to publication by 5:00pm.

## COLUMN WIDTHS

- 1 Column: 2.16"
- 2 Column: 4.44"
- 3 Column: 6.73"
- 4 Column: 9.04"

## PRE PRINTED INSERT RATES

- 4 Pages (or Less): \$54\*
- 8 Pages: \$56\*
- 12-20 Pages: \$60\*
- 24-32 Pages: \$66\*
- \*Cost per thousand.
- 10,000 minimum.

## 5-CITY PLACEMENT

Your Syracuse New Times ad representative can place your ad in: Rochester City, Buffalo Artvoice, Ithaca Times or Albany Metroland

## DIRECT MAIL

Your Syracuse New Times representative can package a print ad with a direct mail piece to target a specific geographic area.

| Ad Size            | Dimensions   | Open Rate | 6x    | 12x   | 26x     | 52x     |
|--------------------|--------------|-----------|-------|---|---------|---------|
| Full               | 9.04 x 10.62 | \$2,475   | 2,230 | 2,100   | 1,860   | 1,620   |
| 1/2 Horizontal     | 9.04 x 5.25  | \$1,360   | 1,225 | 1,155   | 1,020   | 963     |
| 1/2 Vertical       | 4.44 x 10.62 | \$1,360   | 1,225 | 1,155   | 1,020   | 963     |
| 3/8                | 6.73 x 5.25  | \$1,020   | 920   | 865   | 765     | 665     |
| 1/3                | 4.44 x 7     | \$910     | 820   | 785   | 690     | 600     |
| 1/4 Square         | 4.44 x 5.25  | \$745     | 670   | 635   | 560     | 485     |
| 1/4 Vertical       | 2.16 x 10.62 | \$745     | 670   | 635   | 560     | 485     |
| 1/4 Horizontal     | 9.04 x 2.55  | \$745     | 670   | 635   | 560     | 485     |
| 1/6 Square         | 4.44 x 3.4   | \$515     | 465   | 440   | 385     | 335     |
| 1/8 Square         | 4.44 x 2.55  | \$385     | 345   | 325   | 290     | 250     |
| 1/8 Vertical       | 2.16 x 5.25  | \$385     | 345   | 325   | 290     | 250     |
| 1/12 Vertical      | 2.16 x 3.4   | \$260     | 235   | 220   | 195     | 170     |
| 1/12 Horizontal    | 4.44 x 1.6   | \$260     | 235   | 220   | 195     | 170     |
| 1/16 Square        | 2.16 x 2.55  | \$125     | 105   | <b>PAYMENT POLICY</b><br>All advertising must be paid in advance unless a credit application is submitted and approved. Terms are net 30 days.<br>*RATES EFFECTIVE JAN. 1, 2014 |         |         |
| Club Banner        | 9.04 x 1.2   | \$200     | 125   |   |         |         |
| 1/2 Club Banner    | 4.44 x 1.2   | \$125     | 100   |   |         |         |
| Cover Block        | 9.04 x 1.2   | \$750     |       |   |         |         |
| Back Page          | 9.04 x 10.62 | \$3,000   | 2,700 | 2,550   | 2,250   | 1,950   |
| Inside Front/ Back | 9.04 x 10.62 | \$2,750   | 2,475 | 2,337.50  | 2062.50 | 1787.50 |

# DIGITAL AD RATES & SIZES

WWW.SYRACUSENEWTIMES.COM

## LESS IS MORE.

The market's approach to on-line advertising.

Limited, and even exclusive, ad presence on a popular site means more attention to your brand.

Your Syracuse New Times representative will work closely with you and our Digital Media and Creative Services departments to develop digital assets appropriate for our web site and social media accounts given the package you purchase.

## HOMEPAGE SPONSORSHIP

Includes sidebar wrap, ads within content & navigation icon.

\$2,000 / month.

## SECTION & ARTICLE SPONSORSHIP

\$50/week | 50-100 views

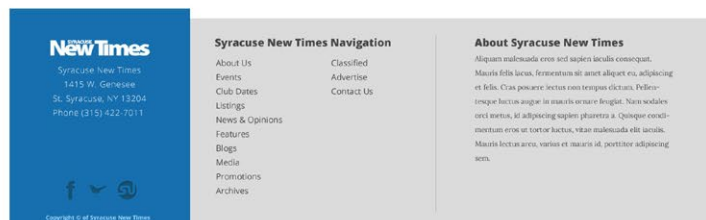
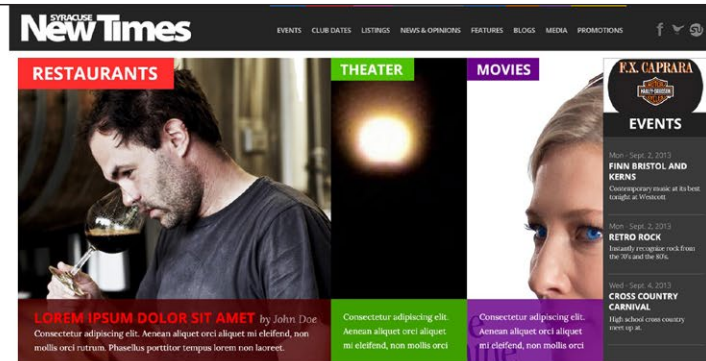
\$75/week | 151-250 views

\$100/week | 250-500 views

\$125/week | 500+ views

\$150/week | 1,000+ views

The *Syracuse New Times* isn't just available at over 1,100 locations in 6 counties, it's at the fingertips of hundreds of thousands of Central New Yorkers however they access the internet. From desktop computers, laptops, smartphones, and iPads®, [syracusenewtimes.com](http://syracusenewtimes.com) is optimized for quick and efficient use making it Central New York's "go to" site for arts, dining, and entertainment information.





**SYRACUSE**  
**New Times**  
**classified**

To place your ad call (315) 422-7011 or fax (315) 422-1721 or e-mail [classified@syracusenewtimes.com](mailto:classified@syracusenewtimes.com)

**employment**   **ADOPTION**   **Pregnant?**  
Contraception • Abortion • Infertility

**AUTOS WANTED**   **HOODS-HOODS-HOODS-HOODS**  
**NOLL CUSTOM METAL, INC.**

**PAYMENT POLICY:** Pre-Payment Required

|                    |               |
|--------------------|---------------|
| 4 Line Ad          | \$10 / week   |
| + Additional Lines | \$2.50 / each |
| + Popper           | \$8           |
| + Border           | \$6           |
| + Highlight        | \$10          |

|  |             |
|--|-------------|
| Business Card (3.28 x 1.9)                         | \$75 /week  |
| Business Card (3.28 x 1.9)<br>(52 Week Commitment) | \$55 / week |

|                             |              |
|-----------------------------|--------------|
| 1/4 Banner (2.16 x 1.2)     | \$27 / week  |
| 1/2 Banner (4.44 x 1.2)     | \$54 / week  |
| 1/8 Square (4.44 x 2.55)    | \$225 / week |
| 1/4 Square (4.44 x 5.25)    | \$335 / week |
| 1/2 Vertical (4.44 x 10.62) | \$670 / week |

|                       |                   |
|-----------------------|-------------------|
| Subsequent Insertions | \$0.51 / per line |
|-----------------------|-------------------|

[illegible][illegible]

30 2.19.14 - 2.26.14 | Syracuse New Times | [www.syracusenewtimes.com](http://www.syracusenewtimes.com)

**Special Classified Feature Pages:**  
Pet Page & Community Faith and Family

The *Syracuse New Times* circulation is audited and verified by the Circulation Verification Council, a national, independent auditing company.

1415 W. GENESEE ST., SYRACUSE, NY 13204 • 315.422.7011 • FAX: 315.422.1721 • [WWW.SYRACUSENEWTIMES.COM](http://WWW.SYRACUSENEWTIMES.COM)



Spinnaker custom products is a quality custom apparel and promotional products company ready to meet your needs with **incomparable personal service** and speed. Whether you know what you want, or need help deciding, our team can help. Through resources online or in person we have the tools to find you the right item.

With a large selection of products, including some of your **favorite brands**, you can be sure to find exactly what you need. And with our embroidery, screen printing, and heat transfer capabilities you're assured quality **customization quickly**.

Spinnaker is proud to feature an **in-house design studio**. Our graphic artists are available to create or work with your ideal logo and/or design with unparalleled quality and incredible speed.

We can also create a **custom merchandise site for you** that links from your own homepage allowing your employees, customers, friends and family to shop for your branded items when and where it's convenient for them.

Whether your custom product need is for your corporation, sales team, fundraiser, event, family reunion or a sports team, Spinnaker has the **perfect product at any quantity** with the technology and service to produce your order quickly and efficiently.

**(315) 431-2787**

**[www.spinnakercustom.com](http://www.spinnakercustom.com)**

1415 W. Genesee St., Syracuse, NY 13204



# AD DESIGN GUIDELINES

## 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

## E-MAILED AD SPECIFICATIONS

Please discuss with your advertising representative how you will be creating your ad. This way you can decide if you or the Creative Services Department should create the ad

- Color artwork should be supplied in CMYK mode.
- All artwork used in the creation of .pdf files should be a minimum 200 dpi
- Other accepted file formats: .tif; .eps; .jpg files
- **The Syracuse New Times prefers ads to be supplied in a press-optimized Adobe Acrobat .pdf with fonts embedded**
- Be aware of font size when placing copy over an image or background. We recommend using a font size no smaller than 9 pt. type over an image or background

## E-MAIL & QUESTIONS

Ads may be e-mailed to [creativeservices@syracusenewtimes.com](mailto:creativeservices@syracusenewtimes.com) Please notify your sales representative of any questions. Please call *Syracuse New Times* Creative Services team at (315) 422-7011, Ext. 129 with any questions concerning these guidelines.

**The New Times Creative Services Department uses Adobe Creative Suite 6 in a Macintosh environment.**

## ELECTRONIC FILES SPECIFICATIONS (NOT COMPLETE ADS)

If you decide the Creative Services Department should create your ad, but you still 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 ppi (pixels per inch) Artwork pulled from the web is a standard 72dpi.
- Black and white artwork should be in grayscale mode
- 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

Syracuse New Times

www.syracusenewtimes.com

## Nutrition Facts

Serving Size 1 Paper (52 pages)  
Servings Per Container 127,000  
Calories 0

Calories from Fat 0

\*Percent Daily Values are based on  
the average reader's weekly needs

| Amount/Serving       | % Daily Value* |
|----------------------|----------------|
| <b>News</b>          |                |
| Rant and Rave        | 5%             |
| News and Blues       | 5%             |
| Sanity Fair          | 5%             |
| Straight Dope        | 5%             |
| Kramer               | 5%             |
| <b>Entertainment</b> |                |
| Music                | 5%             |
| Stage                | 5%             |
| TV                   | 5%             |
| Tech                 | 5%             |
| Film                 | 5%             |
| Food                 | 5%             |
| Art                  | 5%             |

**Ingredients:** Calendar (Events, Club Dates), News (What's News, Sanity Fair, Voices, Letters, News & Blues, Straight Dope, Kramer), Arts & Entertainment (Music, TV, Film, Stage, Art, Books), Technology (Apps, Gadgets, Social Media), Lifestyle (Food, Local Flavor, Wellness, Fashion, Sports, Running & Fitness) Sudoku, Classified (Astrology, Classified Listings)

No trans fats!

No artificial flavors!

All natural 100% fresh

Made with all local ingredients

Questions or comments?  
Call 422-7011. Satisfaction  
guaranteed or your money back!

| Amount/Serving    | % Daily Value* |
|-------------------|----------------|
| <b>Features</b>   |                |
| Feature Story     | 10%            |
| Special Sections  | 5%             |
| <b>Events</b>     |                |
| Listings          | 15%            |
| Club Dates        | 5%             |
| Sudoku            |                |
| <b>Classified</b> |                |
| Astrology         | 5%             |

Grade A certified.  
Not a significant source of Calcium.