



**LeRoy Pennysaver & News**  
 PO Box 190 • 1 Church Street  
 Le Roy, NY 14482

**leroyny.com**  
 585-768-2201  
 fax: 585-768-6334

## Le Roy's Best Advertising Medium

Weekly Circulation over 6,800

Delivered to Areas in:  
 Le Roy, Stafford, Pavilion, Bergen, Byron, South Byron,  
 Caledonia, Mumford, Linwood & York

**AD SPACE:** 7 5/8" x 11" (MAGAZINE)  
**PAGE SIZE:** 8 1/2" x 12" • **COL. WIDTH:** 1.75"

**Plus Over  
 3,000  
 Visitors  
 Online  
 Per Week!**

### CLASSIFIEDS

\$8.00 for the first 20 words, \$0.10 for each additional word  
 no discounts apply • \$1.50 billing charge

### INSERTS AND EXTRAS

**Inserts:** (furnished by customer) \$55.00 per thousand.  
 Must be scheduled one week in advance. 2500 Minimum

**Scans:** 1 Free per ad, each additional - \$2.00

**Process Color:** \$1.50 per col. inch

**Tear Sheets:** \$2.50 per month

**Front Page:** (includes color) \$10.40/col. inch (no discounts apply)

**Back Page:** (includes color) \$7.90/col. inch

### DEADLINES

Ad Deadline: Wednesday at 12:00 NOON

News Deadline: Tuesday at 12:00 NOON

Classifieds: Wednesday at 12:00 NOON

Inserts: Scheduled one week in advance

**Proof  
 Required  
 Deadline  
 Tues.  
 NOON**

### TERMS NET 10 DAYS - INVOICE

#### \*Frequency Discounts

2 insertions per month: 5% earned discount

3 or more insertions per month: 10% earned discount

Insertions in all issues per month: 15% earned discount

Min. ad size 2 col. x 2" • Discounts only on payments received by  
 due date or prepaid.

**Agency Discount:** 15% Publication ready copy (except front page).  
 No other discounts apply.

**Send Electronically** - Photos can be sent in JPEG format.  
 Ads preferred in PDF, exact size; Illustrator EPS or InDesign.

**Ads:** office@leroyny.com • **News:** editor@leroyny.com

In the event of a typographical error, LeRoy Pennysaver will not be liable  
 to a greater extent than the cost of the space occupied by the error.

## Black & White Display Ads

Col. Inches	Ad Size	Ad Price	2 x per Month Price*	3+ x per Month Price*	Full Month Price*
1		\$11.00	\$10.45	\$9.90	\$9.35
2	1 x 2	\$15.00	\$14.25	\$13.50	\$12.75
3		\$22.50	\$21.38	\$20.25	\$19.13
4	2 x 2	\$28.00	\$26.60	\$25.20	\$23.80
5		\$35.00	\$33.25	\$31.50	\$29.75
6	1/8 Pg	\$42.00	\$39.90	\$37.80	\$35.70
7		\$49.00	\$46.55	\$44.10	\$41.65
8	2 x 4	\$56.00	\$53.20	\$50.40	\$47.60
9	3 x 3	\$63.00	\$59.85	\$56.70	\$53.55
10	2 x 5	\$70.00	\$66.50	\$63.00	\$59.50
11	1/4 pg	\$72.60	\$68.97	\$65.34	\$61.71
12	3 x 4	\$79.20	\$75.24	\$71.28	\$67.32
13		\$85.80	\$81.51	\$77.22	\$72.93
14		\$92.40	\$87.78	\$83.16	\$78.54
15		\$99.00	\$94.05	\$89.10	\$84.15
16		\$105.60	\$100.32	\$95.04	\$89.76
17		\$112.20	\$106.59	\$100.98	\$95.37
18		\$118.80	\$112.86	\$106.92	\$100.98
19		\$125.40	\$119.13	\$112.86	\$106.59
20		\$132.00	\$125.40	\$118.80	\$112.20
21		\$138.60	\$131.67	\$124.74	\$117.81
22	1/2 Pg	\$143.00	\$135.85	\$128.70	\$121.55
23		\$149.50	\$142.03	\$134.55	\$127.08
24		\$156.00	\$148.20	\$140.40	\$132.60
25		\$162.50	\$154.38	\$146.25	\$138.13
26		\$169.00	\$160.55	\$152.10	\$143.65
27		\$175.50	\$166.73	\$157.95	\$149.18
28		\$182.00	\$172.90	\$163.80	\$154.70
29		\$188.50	\$179.08	\$169.65	\$160.23
30		\$195.00	\$185.25	\$175.50	\$165.75
31		\$201.50	\$191.43	\$181.35	\$171.28
32		\$208.00	\$197.60	\$187.20	\$176.80
33	3/4 Pg	\$198.00	\$188.10	\$178.20	\$168.30
34		\$204.00	\$193.80	\$183.60	\$173.40
35		\$210.00	\$199.50	\$189.00	\$178.50
36		\$216.00	\$205.20	\$194.40	\$183.60
37		\$222.00	\$210.90	\$199.80	\$188.70
38		\$228.00	\$216.60	\$205.20	\$193.80
39		\$234.00	\$222.30	\$210.60	\$198.90
40		\$240.00	\$228.00	\$216.00	\$204.00
41		\$246.00	\$233.70	\$221.40	\$209.10
42		\$252.00	\$239.40	\$226.80	\$214.20
43		\$258.00	\$245.10	\$232.20	\$219.30
44	Full Pg	\$264.00	\$250.80	\$237.60	\$224.40

All prices are per week

Effective: March 1st, 2018