

NYPS Silver Platter Super Buy

ONE CALL = 8 MILLION READERS IN 320+ NEWSPAPERS



Region	Readership	Circulation	2x2 Ad	2x4 Ad
Statewide-display (34 Daily, 297 Weekly)	8,155,170	3,275,169	\$3,050	\$5,900
Capital (10 Daily, 22 Weekly)	1,043,888	419,232	\$725	\$1,450
Central (12 Daily, 40 Weekly)	739,990	297,185	\$675	\$1,350
Hudson Valley (5 Daily, 16 Weekly)	941,496	378,111	\$725	\$1,450
Long Island (81 Weekly)	872,301	350,322	\$725	\$1,450
New York City (62 Weekly)	3,770,335	1,514,191	\$750	\$1,500
Western (7 Daily, 44 Weekly)	799,608	321,128	\$625	\$1,250
Statewide - line (41 Daily, 295 Weekly)	8,951,744	3,595,078	\$920	\$15 ea. add'l word

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