

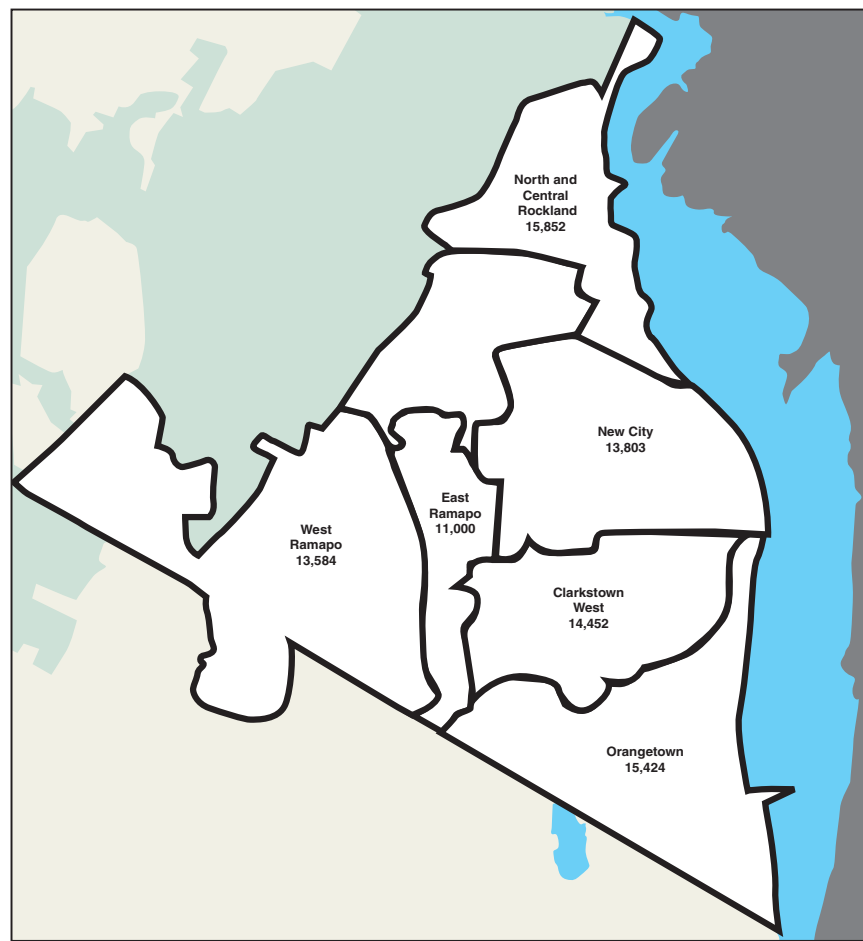
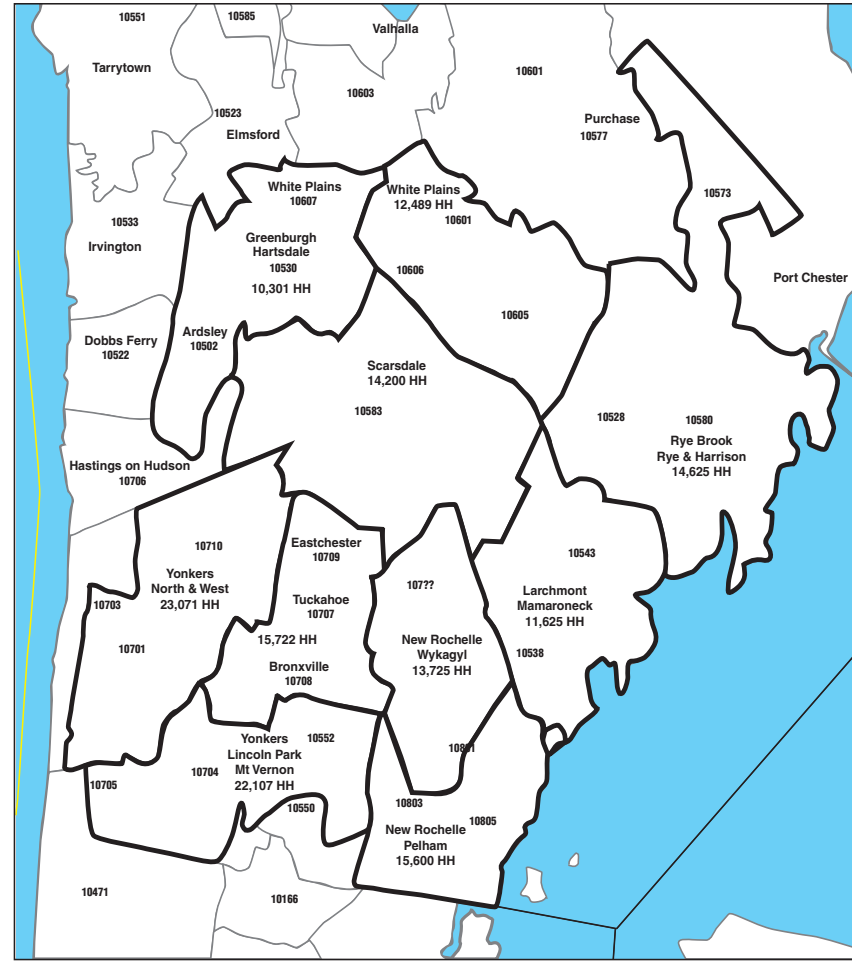
Pennysaver is the most widely recognized publication in Westchester and Rockland Counties for over 40 years

- REACHING OVER 350,000 HOMES
- AWARD WINNING GRAPHIC ARTS DEPARTMENT
- DISPLAY • CLASSIFIED • INSERTS • POSTCARDS

WESTCHESTER ZONES

Total Circulation: 153,400 • 10 Editions Weekly

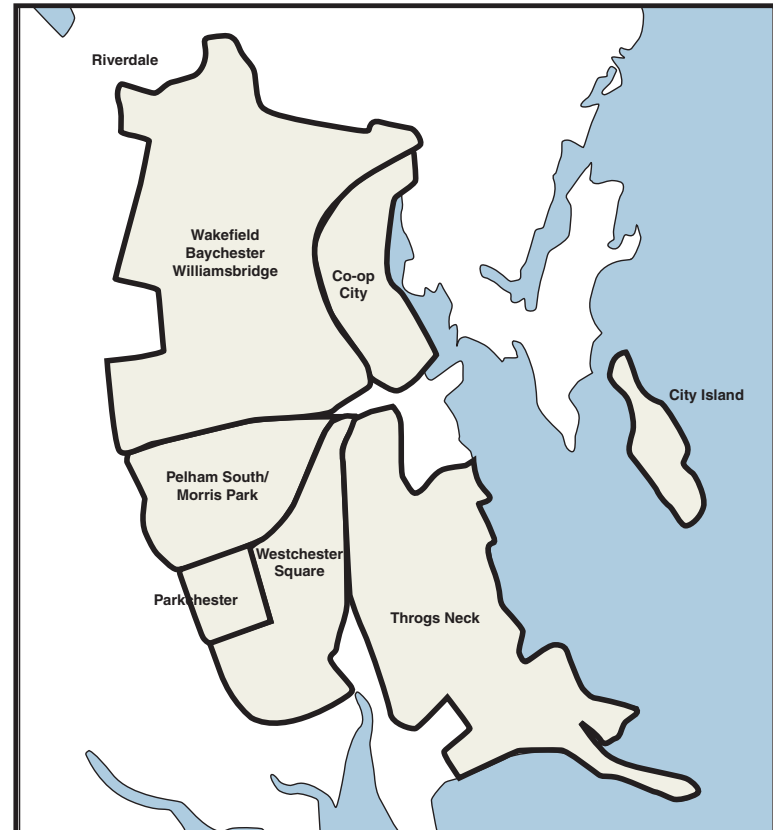
Zone	Zip	Area	Circulation	Zone	Zip	Area	Circulation
Greenburgh	10607	White Plains	2,362	Rye	10580	Rye	6,363
Hartsdale	10530	Hartsdale	5,940	Harrison	10528	Harrison	4,262
Ardsley	10502	Ardsley	1,999	Rye Brook	10573	Rye Brook	4,000
		Total Circulation	10,301			Total Circulation	14,625
				Scarsdale	10583	Scarsdale	14,200
Bronxville	10708	Bronxville	7,815			Total Circulation	14,200
Eastchester	10709	Eastchester	3,763	White Plains	10601	White Plains	1,094
Tuckahoe	10707	Tuckahoe	4,144	10603	White Plains	646	
		Total Circulation	15,722	10605	White Plains	6,116	
Larchmont	10538	Larchmont	5,124	10606	White Plains	4,633	
Mamaroneck	10543	Mamaroneck	6,501			Total Circulation	12,489
		Total Circulation	11,625	Yonkers	10704	Yonkers	9,745
New Rochelle	10801	New Rochelle	3,599	Lincoln Park	10705	Yonkers	3,630
Pelham	10803	Pelham	4,348	Mt. Vernon	10552	Mt Vernon/Fleetwood	8,732
	10805	New Rochelle	7,653			Total Circulation	22,107
		Total Circulation	15,600	Yonkers	10701	Yonkers	7,997
New Rochelle	10801	New Rochelle	8,664	North & West	10703	Yonkers	4,771
Wykagyl	10804	Wykagyl	5,061	10710	Yonkers	10,303	
		Total Circulation	13,725			Total Circulation	23,071



ROCKLAND ZONES

Total Circulation: 84,115 • 6 Editions Weekly

Zone	Zip	Area	Circulation	Zone	Zip	Area	Circulation
New City	10956	New City	10,907	Rockland (Cont.)	10993	W. Haverstraw	1,876
	10920	Congers	2,896		10927	Haverstraw	1,500
		Total Circulation	13,803		10986	Tomkins Cove	625
East Ramapo	10977	Spring Valley	5,000			Total Circulation	15,852
	10977	Chestnut Ridge	3,500	Clarkstown	10954	Nanuet/Bardonia	8,434
	10977	New Hempstead	2,500	West	10994	West Nyack	2,566
		Total Circulation	11,000		10989	Valley Cottage	3,452
West Ramapo	07430	Mahwah	6,000			Total Circulation	14,452
	10901	Suffern & Montebello	6,090	Orangetown	10965	Pearl River	5,467
	10952	Airmont	1,094		10962	Orangeburg	1,701
	10931	Hillburn	200		10913	Blauvelt	1,656
	10974	Sloatsburg	200		10960	Nyack/Grandview	5,400
		Total Circulation	13,584		10964	Palisades	200
North / Central	10923	Garnerville	2,576		10968	Piermont	500
Rockland	10970	Pomona	3,750		10983	Tappan	500
	10984	Thiells	886			Total Circulation	15,424



BRONX ZONES

Total Circulation: 117,400 • 8 Editions Weekly

Zone	Zip	Area	Circulation
Pennysaver-WB	10466	Wakefield	8,000
	10469	Baychester	10,000
	10467	Williamsbridge	5,000
		Total Circulation	23,000
Pennysaver-CI	10464	City Island	1,050
Coop City News	10475	Co-op City	16,000
Parkchester News	10462	Parkchester	13,500
Penny Pincher-MP	10461	Morris Park	16,200
Penny Pincher-WS	10462	Westchester Square	16,025
Penny Pincher-TN	10465	Throgs Neck	23,100
*Riverdale Press	10471 / 10463	Riverdale	8,500

PENNYSAVER where smart shoppers look first

file requirements

If you choose to have your advertising prepared and delivered from an outside source, please follow these specifications:

preferred format: **PDF**

with all fonts embedded

- Photos at 300 dpi
- Color as CMYK
- Ad correctly sized

(If buying multiple sizes, each version should be sent.)

also accepted:

Photoshop File - eps, tiff or jpeg

- file must be at 300 dpi
- color as cmyk
- ad correctly sized
- fonts rasterized
- file flattened (no layers)

file delivery options

- email to your sales representative
- provide link for file transfer
- saved to CD or flash drive

pennysaver display ad sizes

AD SIZES	WIDTH	HEIGHT
Front Cover	6.00"	7.825"
FC Billboard	2.75"	2.00"
Back Cover	6.00"	9.75"
Full Page	6.00"	9.75"
1/2 Page Horizontal	6.00"	4.75"
1/2 Page Vertical	2.875"	9.75"
1/4 Page Vertical	2.875"	4.75"
1/8 Page	2.875"	2.30"
Extended Tab	10"	1.25"

TSM
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WESTCHESTER 914-592-5222
ROCKLAND 845-627-3600