



GENESEE VALLEY PENNY SAVER

MEDIA GUIDE 2025



*Reaching
your customers
for 75+ years*

*Ranked #1 in
NYS for reach
and retention*

*Proudly family
owned and
operated*

A publication by **featured MEDIA**

 **585-226-8111**  **GVPENNYSAVER.COM**



YOUR media solution

Print, digital, or mobile, we've got you covered!



PENNY SAVER

Ranked #1 in New York State for Reach, Readership & Response



ONLINE

Readers can view articles, share content, and browse the week's ads at gvpennysaver.com



MOBILE



SOCIAL MEDIA

About Our Readers:

82% are between the ages of **25 and 64**

78% earn over \$50k per year & **44%** earn over \$100k

81% have attended **college**

42% keep their paper for **3 or more days**

79,200 Digital Audience

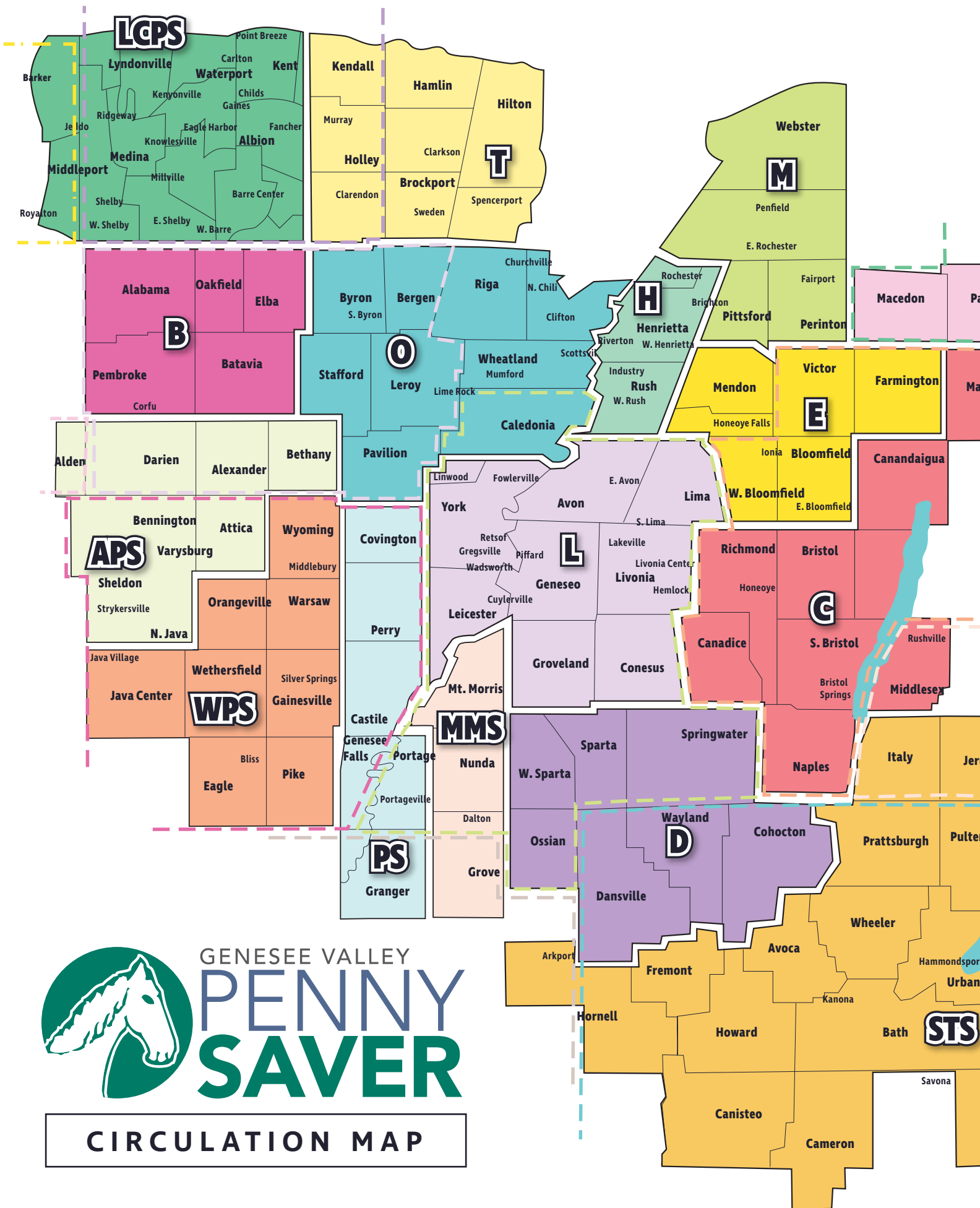


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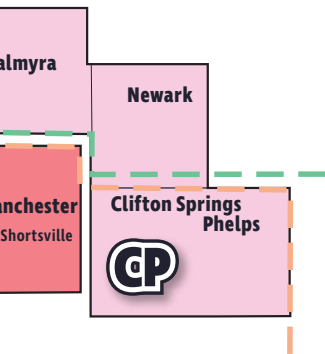
WE'VE HELPED

grow

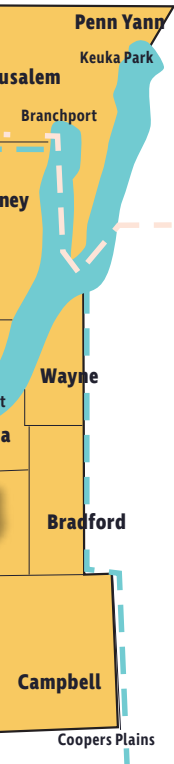
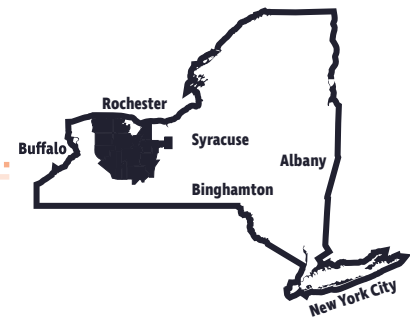




NEARLY GENESEE VALLEY PENNY SAVER
135,000
 CIRCULATION



NEARLY w/ PARTNER PUBLICATIONS
160,000
 CIRCULATION



AUDITED BY
CIRCULATION
VERIFICATION
COUNCIL

These figures reflect current residential and business deliveries.

EDITION KEY

LCPS	LAKE COUNTRY PS	APS	ATTICA PS
T	TRI-COUNTY	WPS	WARSAW PS
B	BATAVIA	PS	PERRY SHOPPER
O	OATKA	MMS	MT. MORRIS SHOPPER
H	RUSH-HENRIETTA	L	LIVINGSTON
M	MONROE EAST	C	CANANDAIGUA-NAPLES
CP	CANAL PATH	D	DANSVILLE-WAYLAND
E	EASTWAY	STS	SOUTHERN TIER SHOPPER

COUNTY LINE KEY

NIAGARA	GENESEE	LIVINGSTON	WAYNE
ORLEANS	ERIE	ONTARIO	YATES
MONROE	WYOMING	STEUBEN	ALLEGANY

CIRCULATION NUMBERS INCLUDE DIGITAL SUBSCRIPTIONS

LCPS LAKE COUNTRY PENNSAVER Circulation 19,208

Deadline WEDNESDAY 4pm			
Albion	14411	Knowlesville	14479
Barker	14012	Lyndonville	14098
Barre Center	14411	Medina	14103
Carlton	14571	Middleport	14105
Childs	14411	Millville	14103
Eagle Harbor	14411	Point Breeze	14477
E. Shelby	14103	Ridgeway	14103
Fancher	14452/14470	Royalton	14105
Gaines	14411	Shelby	14105
Jeddo	14103	Waterport	14571
Kent	14477	W. Barre	14411
Kenyonville	14571	W. Shelby	14103

T TRI-COUNTY EDITION Circulation 6,885

Deadline WEDNESDAY 1pm			
Brockport	14420	Holley	14470
Clarendon	14429	Kendall	14476
Clarkson	14430	Murray	14470
Hamlin	14464	Spencerport	14559
Hilton	14468	Sweden	14420

M MONROE EAST EDITION Circulation 8,064

Deadline TUESDAY 4pm			
Brighton	14618	Perinton	14450
E. Rochester	14445	Pittsford	14534
Fairport	14450	Webster	14580
Penfield	14526		

B BATAVIA EDITION Circulation 15,462

Deadline WEDNESDAY 2pm			
Alabama	14013	Elba	14058
Batavia	14020	Oakfield	14125
Corfu	14036	Pembroke	14036

O OATKA EDITION Circulation 9,144

Deadline WEDNESDAY 3pm			
Bergen	14416	North Chili	14514
Byron	14422	Pavilion	14525
Caledonia	14423	Riga	14428
Churchville	14428	Scottsville	14546
Clifton	14428	S. Byron	14422
LeRoy	14482	Stafford	14143
Lime Rock	14482	Wheatland	14546
Mumford	14511		

H RUSH-HENRIETTA EDITION Circulation 6,636

Deadline TUESDAY 5pm			
Brighton	14618	Rochester	14623
Henrietta	14467	Rush	14543
Industry	14543	W. Henrietta	14586
Riverton	14586	W. Rush	14543

E EASTWAY EDITION Circulation 7,940

Deadline WEDNESDAY 9am			
Bloomfield	14469	Ionia	14475
E. Bloomfield	14443	Mendon	14506
Farmington	14425	Victor	14564
Honeoye Falls	14472	W. Bloomfield	14585

CP CANAL PATH Circulation 6,668

Deadline TUESDAY 2pm			
Clifton Springs	14432	Palmyra	14522
Macedon	14502	Phelps	14532
Newark	14513		

L LIVINGSTON EDITION Circulation 12,755

Deadline WEDNESDAY 4pm			
Avon	14414	Leicester	14481
Conesus	14435	Lima	14485
Cuylerville	14481	Linwood	14486
E. Avon	14414	Livonia	14487
Fowlerville	14423	Livonia Center	14488
Geneseo	14454	Piffard	14533
Greigsville	14533	Retsof	14539
Groveland	14462	S. Lima	14558
Hemlock	14466	Wadsworth	14533
Lakeville	14480	York	14592

C CANANDAIGUA-NAPLES EDITION Circulation 7,243

Deadline WEDNESDAY 10am			
Bristol	14469	Middlesex	14507
Bristol Springs	14512	Naples	14512
Canadice	14560	Richmond	14471
Canandaigua	14424	Shortsville	14548
Honeoye	14471	S. Bristol	14512
Manchester	14504		

D DANSVILLE-WAYLAND EDITION Circulation 9,495

Deadline WEDNESDAY 12pm			
Cohocton	14826	Springwater	14560
Dansville	14437	Wayland	14572
Ossian	14437	W. Sparta	14437
Sparta	14437		

STS SOUTHERN TIER SHOPPER Circulation 25,096

Deadline THURSDAY 12pm			
Arkport	14807	Dundee	14837
Avoca	14809	Hammondsport	14840
Bath	14810	Hornell	14843
Bradford	14815	Kanona	14856
Branchport	14418	Penn Yan	14527
Cameron Mills	14820	Pulteney	14874
Campbell	14821	Savona	14879
Canisteo	14823	Tyrone	14887
Cooper Plains	14827	Wayne	14893

PARTNER PUBLICATIONS

APS ATTICA PENNSAVER Circulation 7,068

Deadline WEDNESDAY 5pm			
Alden	14004	Darien Center	14040
Alexander	14005	N. Java	14113
Attica	14011	Sheldon	14145
Bennington	14011	Varysburg	14167
Bethany	14054		

WPS WARSAW PENNSAVER Circulation 7,022

Deadline WEDNESDAY 5pm			
Eagle	14009	Pike	14066
Gainesville	14066	Silver Springs	14550
Java Center	14082	Warsaw	14569
Middlebury	14591	Wethersfield	14569
Orangeville	14569	Wyoming	14591

PS PERRY SHOPPER Circulation 5,395

Deadline WEDNESDAY 5pm			
Castile	14427	Perry	14530
Covington	14525	Portage	14846
Genesee Falls	14536	Portageville	14536

MMS MT. MORRIS SHOPPER Circulation 4,155

Deadline WEDNESDAY 5pm			
Dalton	14836	Mt. Morris	14510
Grove	14822	Nunda	14517



OUR display ad rates

Ad Frequency Agreement:
Additional discount off your ad rate when you commit to a specific number of weeks
52 weeks: 20% • 26-51 weeks: 15%
13-26 weeks: 10%

February 2025

Save 20%

Full Color	Column Inches	GVPS Sizes	One Area	Two Areas	Three Areas	Four Areas	Five Areas	Six Areas	Seven Areas	Eight Areas	Nine Areas	Ten Areas
	2	1x2	69.30	110.88	166.32	221.76	277.20	332.64	388.08	443.52	498.96	554.40
	3		82.95	132.72	199.08	265.44	331.80	398.16	464.52	530.88	597.24	663.60
	4	2x2	96.60	154.56	231.84	309.12	386.40	463.68	540.96	618.24	695.52	772.80
	5	1/8 pg	110.25	176.40	264.60	352.80	441.00	529.20	617.40	705.60	793.80	882.00
	6	2x3	123.90	198.24	297.36	396.48	495.60	594.72	693.84	792.96	892.08	991.20
	8	2x4	150.36	240.58	360.86	481.15	601.44	721.73	842.02	962.30	1082.59	1202.88
	10	1/4	191.00	305.60	458.40	611.20	764.00	916.80	1069.60	1222.40	1375.20	1528.00
	15	3x5	265.13	424.21	636.31	848.42	1060.52	1272.62	1484.73	1696.83	1908.94	2121.04
	20	1/2	356.16	569.86	854.78	1139.71	1424.64	1709.57	1994.50	2279.42	2564.35	2849.28
	30	3/4	513.35	821.36	1232.04	1642.72	2053.40	2464.08	2874.76	3285.44	3696.12	4106.80
	40	Full	650.79	1041.26	1561.90	2082.53	2603.16	3123.79	3644.42	4165.06	4685.69	5206.32

Covers	Back	680	1088	1632	2176	2720	3264	3808	4352	4896	5440
	Front	700	1120	1680	2240	2800	3360	3920	4480	5040	5600
	Full Front	810.00	1296.00	1944.00	2592.00	3240.00	3888.00	4536.00	5184.00	5832.00	6480.00

Add 5% for employment ads. Other sizes available. Check with your ad consultant.

Save 20%

Black & White	Column Inches	GVPS Sizes	One Area	Two Areas	Three Areas	Four Areas	Five Areas	Six Areas	Seven Areas	Eight Areas	Nine Areas	Ten Areas
	2	1x2	32.55	52.08	78.12	104.16	130.20	156.24	182.28	208.32	234.36	260.40
	3		46.20	73.92	110.88	147.84	184.80	221.76	258.72	295.68	332.64	369.60
	4	2x2	59.85	95.76	143.64	191.52	239.40	287.28	335.16	383.04	430.92	478.80
	5	1/8 pg	73.50	117.60	176.40	235.20	294.00	352.80	411.60	470.40	529.20	588.00
	6	2x3	87.15	139.44	209.16	278.88	348.60	418.32	488.04	557.76	627.48	697.20
	8	2x4	113.61	181.78	272.66	363.55	454.44	545.33	636.22	727.10	817.99	908.88
	10	1/4	154.25	246.80	370.20	493.60	617.00	740.40	863.80	987.20	1110.60	1234.00
	15	3x5	205.28	328.45	492.67	656.90	821.12	985.34	1149.57	1313.79	1478.02	1642.24
	20	1/2 pg	296.31	474.10	711.14	948.19	1185.24	1422.29	1659.34	1896.38	2133.43	2370.48
	30	3/4 pg	431.45	690.32	1035.48	1380.64	1725.80	2070.96	2416.12	2761.28	3106.44	3451.60
	40	Full	545.79	873.26	1309.90	1746.53	2183.16	2619.79	3056.42	3493.06	3929.69	4366.32

Mechanical Guidelines

Basic Sizes	Width (Inches)	Depth (Inches)
1/8 page (2 col.)	3.750	2.375
1/4 page (2 col.)	3.750	4.790
1/4 page (3 col.)	5.708	3.250
1/2 page (2 col.)	3.750	10.000
1/2 page (3 col.)	5.708	6.500
1/2 page (4 col.)	7.667	4.790
3/4 page (4 col.)	7.667	7.500
Center Spread	16.000	10.000
Front Cover	7.667	7.500
Back Cover	7.667	10.000
Full Page	7.667	10.000

COLUMN WIDTHS

4-Column Format

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

Bleed available for front cover & front page strip -
ask for template if providing a camera-ready ad for the front

Special Page Pricing

Sponsorships

Brighter/Vent Page

7.667" W x 2" H
Full Color Only

Family Fun Page

3.75" W x 4.0" H • Full Color Only

Pet of the Week

3.75" W x 4.0" H • Full Color Only

Single Week..... **\$110**

13 Week Package

(55% off)..... Each **\$60**

26 Week Package

(57% off)..... Each **\$57⁵⁰**

52 Week Package

(60% off)..... Each **\$55**

Front Page Strip

7.667" W x 1" H (Bottom of Front)

Full Color Only..... **\$110**

Full Front Cover Also Available

Requester Editions Only: Front Page Strip is 2.75" W x 1" H. Advertiser also receives placement at top of Brighter/Vent page. QR a 2x4 ad inside of the paper for no additional charge. Total cost \$110.

Our Requester Editions Are: Canandaigua, Canal Path, Eastway, Monroe East, Rush, and Tri-County.

Placement Requests

Minimum of 1/4 Page Ad
Add 10% to Regular Ad Prices

Employment Ads

Minimum Size 3 Col. Inches
Add 5% to Regular Ad Prices



ad details

Frequency of Publication:
Every Friday, 52 weeks per year.

Proofs due Monday @ 5:00 pm
Subject to change for holidays

SPECIAL SECTIONS

- Active Living 50+
- Arts & Entertainment
- Auctions & Antiques
- Automotive
- Body & Mind
- Classifieds
- Employment
- Garage Sales
- Home Services
- Hometown Events
- Kidz Korner
- Passages
- Pet Place
- Real Estate
- Sip & Dine
- Worship (Monthly)

Sample Ad Sizes

FULL PAGE
or Back Cover
7.667" x 10"

4 COL. HALF
7.667" x 4.79"

3 COL. HALF
5.708" x 6.5"

1/8 PAGE
3.75" x 2.375"

1/4 PAGE
3.75" x 4.79"

FRONT COVER OPTIONS

FRONT COVER
7.667" x 7.5"

FRONT PAGE STRIP 7.667" x 1"
or **REQUESTER STRIP** 2.75" x 1"

FULL FRONT COVER
7.667" x 8.625" Includes cover & strip

Bleed available - ask for template
if providing a camera-ready ad for the front

FRONT COVER

REQUESTER STRIP



Run an ad in all 16 zones

AD RATES

	Black & White	Full Color
1/8 pg	\$940.80	\$1,411.20
1/4 pg	\$1,974.40	\$2,444.80
3 col. x 5"	\$2,627.58	\$3,393.66
Half Page	\$3,792.77	\$4,558.85
Full Page	\$6,986.11	\$8,330.11

*at magazine format sizes.

OR place your ad state and nationwide through our ad network- ask your sales rep for details.

Employment - add 5% to Regular Ad Prices

GENESEE VALLEY
PENNY Saver
A publication of *featured*
February 21, 2025 | CANANDAIGUA-NAPLES | 585.226.8111 | GVPENNYSA

Hear the sounds th shouldn't be misse
Introducing Phonak Inf
Hearing never looked
Schedule an appointment today to rece demonstration and experience Phona

contents

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- Auctions & Antiques 13
- Automotive 17
- Body & Mind 4
- Brighter/Vent 20
- Classifieds 30
- Employment 25
- Give & Take 24
- Home Services 10
- Hometown Events 14
- Kidz Korner 16
- Pet Place

INTERIOR PAINTING
Artistic Interiors
"Look at your walls... Then give us a call!"
• Basic Painting
• Cabinet Painting/Refinishing
• YES We Remove "Popcorn" Ceilings
585.409.8246
OR
585.536.9062
www.artisticinteriorswny.com

Osteoarthritis and Plantar Fasciitis
If you have tried other medical treatment options and are still dealing with pain or discomfort, noninvasive low dose radiation therapy may be the answer!
Call Dr. Kevin Mudd between hours of 8:30am and 4:30pm to schedule a consultation.
585-344-3050
UR MEDICINE | WILMOT CANCER INSTITUTE

FREE DELIVERY!
Our business has gone to the dogs!
This weather has frozen our prices!
Save up to 50% OFF!

Advertising Policy

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 **30 DAYS** of monthly billing statement.

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

Distribution: Mix of postal delivery, adult carrier, demand, and digital distribution.

Editorial & Publicity Articles: Advertisers or agencies requiring news releases are welcome to purchase space in the form of advertising, however the content must be print-ready.

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 **30 DAYS** of publication date to be considered for adjustment.

Political Ads: **ALL** political ads must be paid for in advance of ad placement with advertiser acknowledgement. No covers, but special position requests are accepted for an additional charge.

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. 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



digital media

Your full service digital agency

Ask us about adding digital to your print ad purchase!

- Website Design & Hosting
- SEO
- Spotify Advertising
- Social Media Management
- Google AdWords
- Email List Management
- OTT/OTC
- QR Codes
- Programmatic Digital Display
- Social Media Shout Outs
- Google My Business Listings & Management
- Custom Blogs
- Video Content Production



Find out more at featuredmedia.com



inserts & flyers

Reach your customers directly by inserting your flyer into the Genesee Valley Penny Saver!

Custom design included!

Flyers are printed & then inserted into the Penny Saver zip code(s) of your choice.

8.5x11 flyers or inserts printed in full color on the paper described below and delivered

Paper Type	1-Sided	2-Sided
80# White Gloss	18¢ each	21¢ each
60# White Matte	15¢ each	17¢ each

Large Orders	8.5x10.875 inserts printed in full color		
	Quantity	80# Gloss	60# Offset
	10,000-19,999	15¢ each	15¢ each
	20,000-29,999	15¢ each	15¢ each
	30,000-49,999	13¢ each	12¢ each
	50,000-74,999	12¢ each	12¢ each
	75,000-149,999	12¢ each	12¢ each
	150,000-749,999	11¢ each	11¢ each
	750,000+	11¢ each	11¢ each

Same price 1 or 2 sided!

Set-up \$45 up to 3 proofs, \$60/hr after. **MINIMUM PURCHASE OF \$25.**

Pre-Printed Inserts

Pricing begins at \$80/M (Net) for standard inserts.

Please call 585-226-8111 with mechanical specifications to determine final pricing.

Inserts must be delivered to our production facility at 1471 Route 15, Avon, NY 14414 at least one full week before insertion date. Insertion is available weekly. Delivery hours are Monday through Thursday, 9:00 am to 4:00 pm and Friday 9:00 am to 3:00 pm. Maximum size of 8.5x11" will be accepted. Anything larger will require prefolding or a folding surcharge will be added.

Insert your flyer directly into the Penny Saver!

GENESEE VALLEY
PENNYSAVER
your *Hometown* connection
July 8, 2022 | EASTWAY | 866.812.8111 | GVPENNYSAVER.COM

SUMMER OF LOVE-YOUR-WATER SALES EVENT

\$350*
OFF ANY AQUASENTIAL®
High Efficiency Water Softener™
+ Reverse Osmosis Drinking Water System



The season of Summer Lovin' starts inside of your home.

WE'LL GET YOU BACK TO AS GOOD AS NEW

Collision & Insurance
Professional Detailing Service
Ceramic Coatings "Never Wax Again"
PICKUP AND DELIVERY AVAILABLE



\$250 OFF INSURANCE DEDUCTIBLE
Must be used by February 1st, 2020.
Must present coupon at time of payment.

\$75 OFF 5 YEAR CERAMIC COATING
Must be used by February 1st, 2020.
Must present coupon at time of payment.

Look what we can do for you!

LOCAL SERVICE. ENDLESS OPTIONS.

PUBLISHING

- Genesee Valley Penny Saver
- HOME Magazine
- Directories & Community Guides
- The Southern Tier Shopper
- Lake Country Pennysaver
- Custom Ad Creation
- State & National Advertising

PRINTING + MAILING

- Flyers, Banners, Roll Up Displays
- Cards, Invites
- Newsletters, Brochures & Programs
- Direct Mail
- Printing Newspapers

PROMO PRODUCTS

- Seasonal Items
- Custom Gifts
- Trade Show Items
- Apparel & Bags
- Drinkware

WEBSITE DESIGN

- Mobile Responsive Websites
- Ecommerce Platforms
- Analytics, Data & SEO
- Content Development
- Landing Pages

DIGITAL MARKETING

- Search Campaigns
- Digital Display Advertising
- Video Advertising
- Retargeting & Geofencing
- Targeted Email Blasts

SOCIAL MEDIA

- Awareness Campaigns
- Lead Generation
- Contests & Giveaways
- Facebook Page Management
- Build a Facebook Page

PHOTO + VIDEO

- Signature Headshots
- Product Photography
- Business Brand Story Photos
- Video Recording
- OTC/OTT

GRAPHIC DESIGN

- Logo Design
- Business Collateral
- Invites & Flyers
- Cards, Invites

SEO + SEM

- Google Listings
- Keyword Optimization
- Image Optimization
- Listings Management
- Review Management



featured
MEDIA™
FEATUREDMEDIA.COM

GENESEE VALLEY
PENNYSAVER
585-226-8111 • GVPENNYSAVER.COM

Family Owned & Operated