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2018/2019 CO-OP Digital Programs

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ADVANCE
MEDIA  NEW YORK

**IMAGINE
MORE**

Imagine a digital marketing partner with more

Target families, baby boomers, millennials or LGBT audiences with targeted display ads on very powerful premium publishers in New York State or throughout the Northeast!

Running advertising within premium publisher content provides brands with peace of mind that they won't appear next to questionable content while benefiting from a brand halo posturing their brand as a local, dependable option.





SPOTLIGHT ON NORTHEAST

Target not only New York State residences interested in travel and experiences throughout our great state, but go beyond our borders on the premium publishers owned & operated by Advance Media New York, to reach travelers from our neighboring states who LOVE NY!

We will work with you to allocate digital display impressions among the various websites based on your needs and goals. Mix & match any or all of these premium publisher websites when you buy NYup.com

	LEVEL 1	LEVEL 2	LEVEL 3
Monthly Impressions <small>(Digital Display + Remessaging)</small>	257,333	480,000	800,000
Total Impressions	771,999	1,440,000	2,400,000
NYSTIA Members Rate	\$3,000 <small>3-month minimum</small>	\$6,000 <small>3-month minimum</small>	\$10,000 <small>3-month minimum</small>

Can include video (:15 & :30). Impressions will vary slightly.





NEW YORK STATE REACH



1) Syracuse	1.6M Unique Users	6) Watertown	329K Unique Users
2) New York	3.3M Unique Users	7) Utica	282K Unique Users
3) Albany	1.5M Unique Users	8) Binghamton	346K Unique Users
4) Rochester	1.1M Unique Users	9) Plattsburgh	176K Unique Users
5) Buffalo	1.3M Unique Users	10) Elmira	126K Unique Users



1) Syracuse	8.2M Unique Users	6) Watertown	628K Unique Users
2) New York	4.65M Unique Users	7) Utica	570K Unique Users
3) Albany	2.1M Unique Users	8) Binghamton	489K Unique Users
4) Rochester	1.1M Unique Users	9) Plattsburgh	182K Unique Users
5) Buffalo	1M Unique Users	10) Elmira	111K Unique Users