

All roads lead to you.

***2020 Co-op Program
Northeast Power Buy***

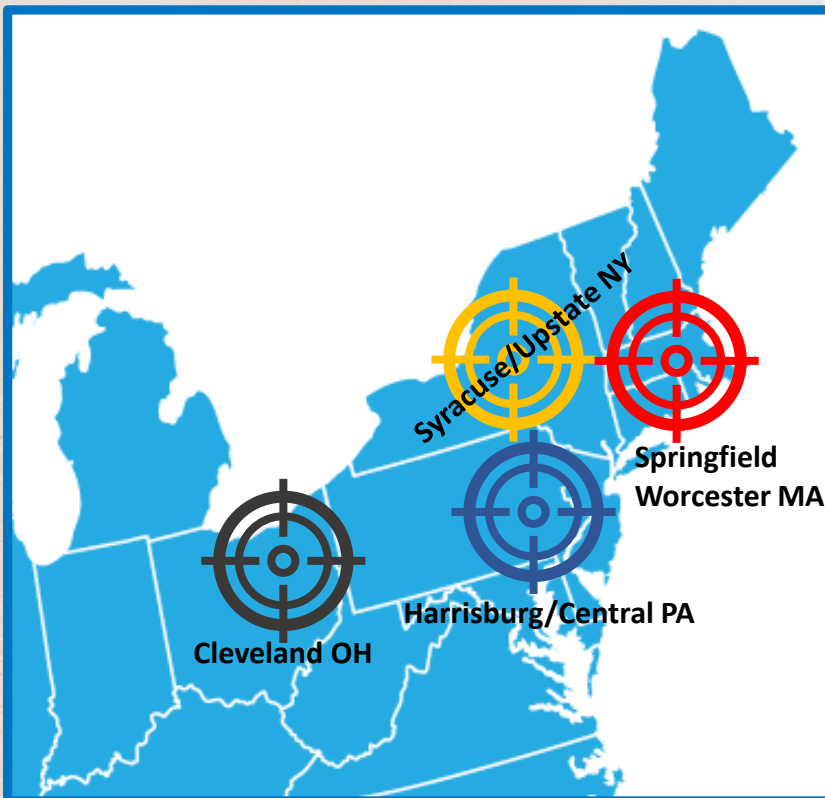
ADVANCE
MEDIA  NEW YORK

Welcome Your Guests.

Invite travel-focused readers from some of the best markets in the Northeast to your destination with a powerful digital and print co-op campaign.

- Compelling print ads
- Content marketing
- Digital Display

Advance Publications, a NYSTIA partner, has secured specially-priced co-op packages in four of the northeast's best-read newspapers and websites in



- Syracuse and the Upstate New York region
- Harrisburg and Central Pennsylvania region
- Springfield and Worcester Massachusetts region
- Cleveland, Ohio region

Tell Your Story.

Strategically placed content makes your site or destination a viable option when potential travelers are planning their next trip. Sponsor content articles highlight your destination on premium publisher news sites being read by travelers throughout the Northeast.

Your sponsor content articles – specifically about YOUR destination or site – will appear on these websites, each the #1 news and information site in their market.



Accelerate traffic.

Print co-op ads will run within the travel or main news sections on the *same day in each market* in March, June and September. A seasonal banner will signal readers to learn more about *your* destination to book their next weekend getaway or vacation.

Reach nearly 1 million readers for *each* Sunday insertion*

The Republican.

The Patriot-News

THE PLAIN DEALER

THE POST-STANDARD

*Nielsen 2018 release 1, 2; 2019 release 1 average issue readership

Roadmap to success.

Your annual advertising investment in the Advance Media Northeast Power Buy delivers a seasonal marketing plan that's customized for you.

- **3 newspaper ads** in your choice of 4 key markets
Ad is 2 col. X 4 (3.56" wide x 4" high)*
- Print ads will run in **March, June and September** (final dates TBD) reaching nearly 1 million readers each insertion.
- **8 to 12 content marketing articles** in your choice of same 4 markets. This content can be provided by you or we can write it for you.
- **Display ad impressions** for *each* content marketing article in each market
- Evergreen **digital display ads** will surround your content marketing article, plus photos and video can be included within each article

Print & Digital Ala Carte - choose 1, 2,3 or 4 Markets	Total Annual Digital Impressions	Content Provided by You	We Write Content for You
1 Print Market + 8 Sponsor Content Articles	400,000	\$8,240	\$10,240
2 Print Markets + 8 Sponsor Content Articles	800,000	\$15,360	\$17,630
3 Print Markets + 8 Sponsor Content Articles	1.2 million	\$23,120	\$25,120
4 Print Markets + 8 Sponsor Content Articles	1.6 million	\$30,560	\$32,560

Print & Digital Ala Carte - choose 1, 2, 3 or 4 Markets	Total Annual Digital Impressions	Content Provided by You	We Write Content for You
1 Print Market + 10 Sponsor Content Articles	500,000	\$9,940	\$12,440
2 Print Markets + 10 Sponsor Content Articles	1 million	\$18,830	\$21,330
3 Print Markets + 10 Sponsor Content Articles	1.5 million	\$27,820	\$30,320
4 Print Markets + 10 Sponsor Content Articles	2 million	\$36,760	\$39,260

Print & Digital Ala Carte - choose 1, 2, 3 or 4 Markets	Total Annual Digital Impressions	Content Provided by You	We Write Content for You
1 Print Market + 12 Sponsor Content Articles	600,000	\$11,240	\$14,640
2 Print Markets + 12 Sponsor Content Articles	1.2 million	\$21,630	\$25,030
3 Print Markets + 12 Sponsor Content Articles	1.8 million	\$32,120	\$35,520
4 Print Markets + 10 Sponsor Content Articles	2.4 million	\$42,560	\$45,960

*Double & triple ad sizes available

CONTACT Bridget Cerrone
315.470.6019
bcerrone@advancemediany.com

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