



NYupTravel.com
Travel Guide



Distribution to UPSTATE NY + NORTHERN NJ:

133,000 COPIES

OVER A QUARTER OF A MILLION POTENTIAL TRAVELERS

Source: Nielsen Scarborough Syracuse 2022 r2 plus additional circulated copies in region.

AUDIENCE

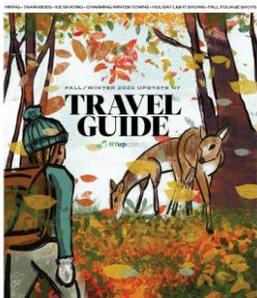
Travelers researching & planning drivable day-trips, long weekends & more!

YEAR-ROUND ADVENTURES AWAIT!

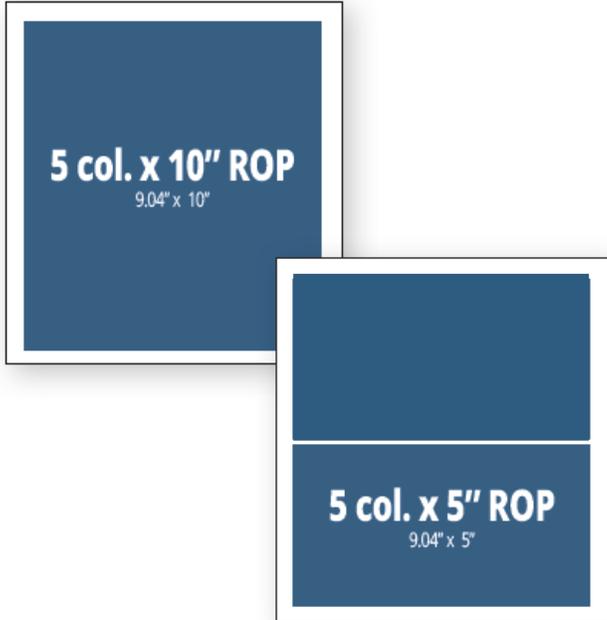
Take your next trip up a notch by visiting Upstate New York. In 2023, **NYup Travel**, the premier upstate travel and tourism website, will produce one annual travel guide. Explore the local treasures, beauty and wonder of Upstate NY in all four of its vibrant seasons.

Start making Upstate NY travel plans with the **NYup Travel Guide**. This special publication will feature the best Upstate NY travel and tourism content from **NYupTravel.com** and **Central New York Magazine**. The publications will highlight what to do, where to go and more across the categories of Food & Drink, Outdoor Fun, Historic Sites, Shopping & Entertainment and Museums & Art.

The **NYup Travel Guide** will be available in the **Sunday, May 14th** issue of **The Post-Standard** and as a digital download on the **NYupTravel.com** homepage. In addition to **The Post-Standard** distribution, printed copies will be made available at select partners, retailers and drop locations across New York State, as well as inserted in Sunday editions **The Star-Ledger** (NJ). A robust promotional campaign will make travelers across New York and New Jersey aware of this unique Upstate New York travel resource.



PRICING & PACKAGES



2023 RATES

Back cover.....	\$2,500
Inside Front Cover.....	\$2,500
Inside Back Cover.....	\$2,500
Double Truck.....	\$4,000
Half Page.....	\$1,050
Full Page.....	\$1,975

2023 DATES & DEADLINES

Publication Date.....	May 14
Space Deadline.....	April 10
Camera Ready Files Due.....	April 21
Correction Deadline.....	April 21



1 PRINT + DIGITAL PACKAGE \$2,800

Includes:

- One 5x5 Print Ad

AND

- 250,000 display impressions on **NYupTravel.com**

OR

- 100,000 video impressions on **NYupTravel.com** (geo targeting available)

2 PRINT + DIGITAL PACKAGE \$5,000

Includes:

- One 5x10 Print Ad

AND

- 438,405 display impressions on **NYupTravel.com**

OR

- 175,000 video impressions on **NYupTravel.com** (geo targeting available)

3 FULL PAGE PREMIUM PRINT + DIGITAL PACKAGE \$6,300

Includes:

- One PREMIUM Print Ad (inside cover, inside back cover, or back cover)

AND

- 550,725 display impressions on **NYupTravel.com**

OR

- 175,000 video impressions on **NYupTravel.com** (geo targeting available)