



# TRAVEL GUIDE

**62,000 COPIES**

**162,500 POTENTIAL TRAVELERS**

**INCLUDES THE SUNDAY POST-STANDARD DISTRIBUTION, 13,000 COPIES DISTRIBUTED AT THE PREBLE REST STOP, KEY ATTRACTIONS AND TOURISM SITES, IN ADDITION TO A DIGITAL DISTRIBUTION.**

## AUDIENCE

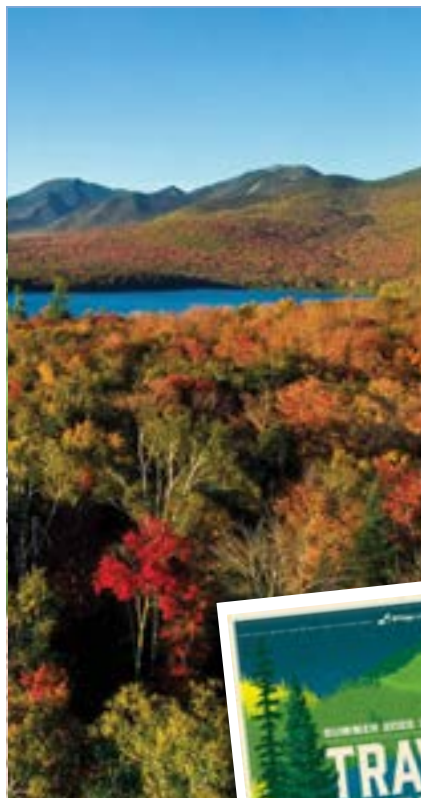
**Travelers researching and planning drivable day trips and ways to enjoy the seasons Upstate NY is known for.**

## YEAR-ROUND ADVENTURES AWAIT!

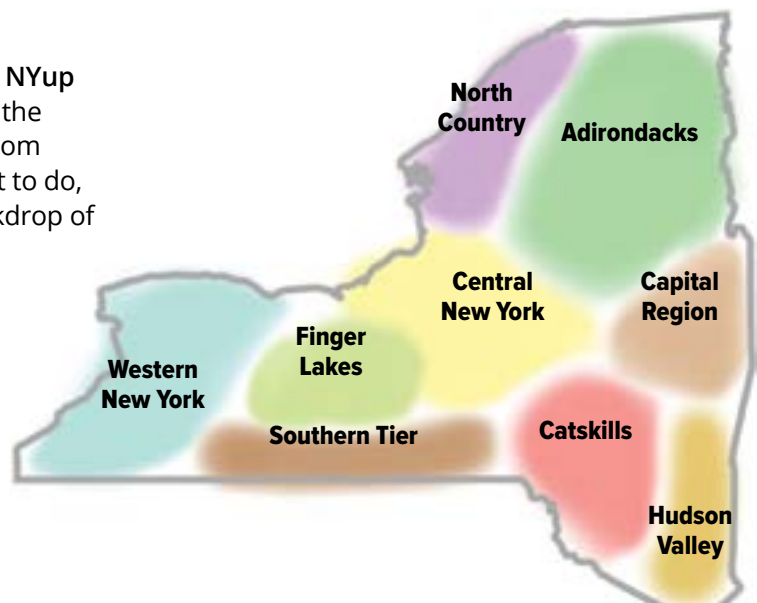
Take your fall or winter trip up a notch by visiting Upstate New York. In September, **NYup.com**, the premier upstate travel and tourism website, will produce its second 2022 seasonal print guide: fall/winter. Explore the local treasures, beauty and wonder of Upstate NY in some of its most vibrant seasons.

Start making Upstate NY travel plans with the **NYup Travel Guide**. This special section will feature the best Upstate NY travel and tourism content from **NYup.com**. The publication will highlight what to do, where to go, and what to see against the backdrop of colorful autumn and pristine winter scenery.

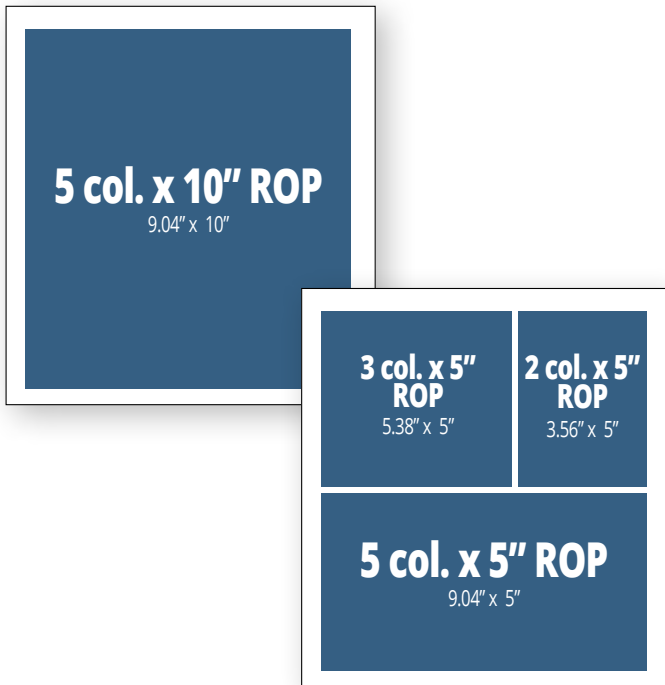
The Fall/Winter **NYup Travel Guide** will be available in the **Sunday, September 11th** issue of **The Post-Standard** and as a digital download on the **NYup.com** homepage. In addition to **The Post-Standard** distribution, printed copies will be made available at select partners, retailers and drop locations across New York State. A robust



promotional campaign will make travelers across New York aware of this unique Upstate New York travel resource.



# PRICING & PACKAGES



## 2022 RATES

### PREMIUM AD SPACE

|                            |                |
|----------------------------|----------------|
| Back cover: .....          | <b>\$2,250</b> |
| Inside Front Cover /       |                |
| Inside Back Cover .....    | <b>\$2,250</b> |
| Sponsorship .....          | <b>\$4,500</b> |
| 4-Page Center Spread ..... | <b>\$5,000</b> |
| Double Truck.....          | <b>\$3,500</b> |
| Half Page.....             | <b>\$950</b>   |
| Full Page.....             | <b>\$1,750</b> |

### MARKETPLACE

- 3x5 **\$750**
- 2x5 **\$495**

### RESTAURANT / RELIGIOUS

- 3x5 **\$425**
- 2x5 **\$295**

## FALL/WINTER

|                       |          |
|-----------------------|----------|
| <b>Space deadline</b> | Aug. 8   |
| <b>Files due</b>      | Aug. 26  |
| <b>Pub Date</b>       | Sept. 11 |

### 1 PRINT + DIGITAL PACKAGE **\$1,500**

*Includes:*

- One 5x5 Print Ad
- 100,000 impressions on **NYup.com** (geo targeting available)

### 2 PRINT + DIGITAL PACKAGE **\$2,750**

*Includes:*

- One 5x10 Print Ad
- 200,000 impressions on **NYup.com** (geo targeting available)

### 3 FULL PAGE PREMIUM PRINT + DIGITAL PACKAGE

|                                   |                |
|-----------------------------------|----------------|
| <b>Inside cover / inside back</b> | <b>\$3,500</b> |
| <b>Back cover</b>                 | <b>\$4,000</b> |

*Includes:*

- One PREMIUM (inside cover or back cover)
- 200,000 impressions on **NYup.com** (geo targeting available)