



New York's Newspapers and the New York Press Service

Providing a comprehensive menu of newspaper options
to target the audience you need to reach!



NEW YORK PRESS SERVICE
NYPS
THE NEWSPAPER EXPERTS

www.nynewspapers.com

How can NYPS help You?

- NYPS' newspapers reach specific target markets
- NYPS does all the research, planning and execution of your newspaper buy
- Clients of all sizes benefit from NYPS' services
- All our services are available at no charge to you

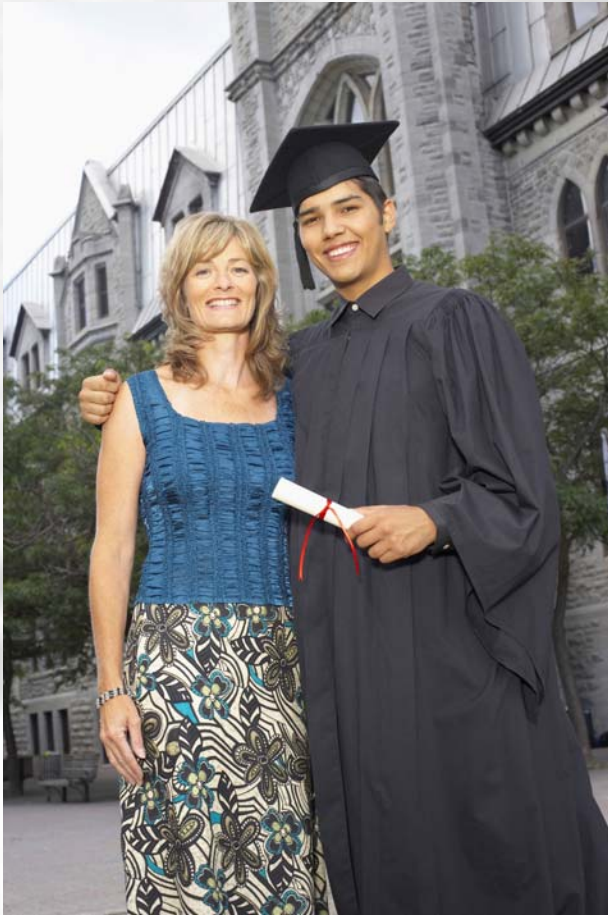
NYPS newspapers...

Niche marketing made easy



- **Target a specific market by geography
(Long Island, New York DMA)**
- **Target a specific market by demography
(families with children)**
- **Target a specific market by ethnicity
(Latino)**

Newspapers as diverse as the markets they serve



- Traditional community newspapers and their associated websites... more than 725 throughout New York State. (350 in the NY DMA).
- Daily newspapers...more than 50 throughout New York State
- More than 145 ethnic daily, weekly and monthly newspapers throughout New York State
- Specialty publications...more than 100 throughout New York State

New Yorkers read community newspapers



- 63% of New York State households receive a community newspaper
- Nearly 9 out of 10 people who received a community newspaper last week read it

Source: Weekly Community Newspapers, A New York Survey, Marist College, Poughkeepsie, NY



Why New Yorkers read community newspapers

- **Community newspapers are the primary source of local news and information**
- **Comprehensive school coverage including high school sports, town governments, all local information**

Source: Weekly Community Newspapers, A New York Survey, Marist College, Poughkeepsie, NY

New York Press... owned and operated by New York's community newspapers

- **NYPA founded in 1853; NYPS founded in 1945**
- **NYPA member benefits to newspapers include training, free legal counseling, group insurance programs and more**
- **More than 400 traditional community newspaper members... with more than 7.8 million readers weekly**
- **Clients benefit from this relationship**

Source: Weekly Community Newspapers, A New York Survey, Marist College, Poughkeepsie, NY

NYPS Ad Planning and Placement

Objectivity, Value and Results

- **Fast, accurate rate quotes – no charge**
- **Generate individual insertion orders for the newspapers – no charge**
- **Confirm orders with each newspaper – no charge**
- **Distribute ad copy to newspapers – no charge**
- **Electronic tearsheet service – no charge**
- **NYPS pays the newspapers – no charge**

NYPS Client List

- Fidelis Health Care
- Saint Francis Hospital
- BFCU
- Astoria Federal Savings
- New York Community Bank
- NYS Dept. of Health
- National Grid
- NYSERDA
- Touchstone Health
- Chase
- Verizon
- Cablevision
- Intrepid Museum
- MTA
- Vanguard
- CUNY
- Key Bank
- Quinnipiac University

Don't take our word for it..

“I had been buying media for 20 years and was unaware of NYPS’ services. When I began working at Fidelis Care New York and discovered what a valuable resource New York Press Service is – for no cost, I wished I found them earlier in my career.”

“Above all else, I have come to realize the value of advertising in community and ethnic newspapers as they have evolved to provide more and better quality editorial content to their readers. I maintain that it’s important for my company’s ads to appear in environments that enhance our message, and more and more I’m finding those opportunities in the newspapers represented by the New York Press Service.”

*Jill Brass, Upstate Advertising Manager
Fidelis Care New York*

How does NYPS help YOU?

- NYPS newspapers reach specific target markets
- Our relationship with the newspapers offers benefits to you and your client
- NYPS does all the research, planning and execution of your newspaper buy
- Clients of all sizes benefit from NYPS' services