

**RW Publications**  
Division of Waterhouse Publications, Inc.

**PENNY SAVER**



**ADVERTISING • PRINTING • DISTRIBUTION**

**East Aurora-Elma • Orchard Park • West Seneca  
Attica • Akron-Corfu • Hamburg**

*"Bringing Buyers & Sellers Together Since 1961"*

**Advertising Rates/Information**

*Rate Schedule Effective JULY 1, 2018*

**THE PENNYSAVER**

6091 Seneca St., Bldg. C, Elma, NY 14059-9028

**(716) 714-5620 • FAX (716) 714-5621**

[www.wnyps.com](http://www.wnyps.com)  
[sales@wnyps.com](mailto:sales@wnyps.com)



# GENERAL INFORMATION

- **Published Every Sunday** 52 weeks per year.
- **Deadline** Displays - 3:00 PM Thursday of the week preceding publication. Classifieds - 2:00 PM Thursday.
- **Cancellation Deadlines**  
Classifieds - Wednesday 4:00 PM  
Displays - Thursday Noon of the week preceding publication.
- **Political Advertising** *Must be prepaid.*  
Deadline 5:00 PM Wednesday of the week preceding publication.
- **Agencies are authorized agents and responsible for payment to RW Publications.** Nonpayment on the part of the client does not constitute release from financial responsibility on the part of the agency. Failure to remit will result in restriction of advertising placement for said agency.
- **Proofs are provided for advertisers to check for accuracy. They are not an opportunity to redesign an ad.** Redesigning of ads or work done on an ad or print work that is subsequently cancelled will be subject to a charge of up to 1/3 of the cost of the ad.
- **All Advertising** is subject to publisher's approval.
- **Co-op Advertising Programs** organized and coordinated. Call 714-5620.
- **Credit**  
**Until credit is approved all sales transactions must be done on a prepaid basis.**  
Credit applications processed upon receipt.  
Accounting Dept. 805-7023.



ACCEPTED

## MECHANICAL REQUIREMENTS:

- **TABLOID** - Page Size Printed Area: 10-1/4" wide x 16" deep - 6 columns - total 96 column inches.  
1 column ad ...1-9/16" wide    4 column ad.....6-3/4" wide  
2 column ad .....3-1/4" wide    5 column ad.....8-1/2" wide  
3 column ad .....5" wide    6 column ad....10-1/4" wide
- **MINIMUM DISPLAY AD SIZE** - Four column inches.
- **PRINTED ON NEWSPRINT (Offset).**
- **SCREEN** - 106 Line.
- **POSITION** - A 15% premium will be charged for guaranteed placement.

## DISCOUNTS and EXTRA CHARGES:

### FREQUENCY CONTRACTS

(Display Ads)

7 Consecutive Weeks.....	5% DISCOUNT
13 Consecutive Weeks.....	10% DISCOUNT
26 Consecutive Weeks.....	12% DISCOUNT
52 Consecutive Weeks.....	15% DISCOUNT

Weekly consecutive contracts earn 'Value Added Programs'

### COMBINATION DISCOUNT

Identical Display Ads On the Same Publication Date  
In 2 or More Papers - **10% DISCOUNT**

### AGENCY COMMISSION

Regular Rate **LESS 15%.**

Agency must provide camera ready copy to qualify for discount.  
*Frequency, combination or other discounted rates are not available with agency commission.*

### COLOR CHARGE

**PROCESS COLOR** - 3 - 47 inches - **\$35 PER EDITION**  
48 - 96 inches - **\$55 PER EDITION**

## DIGITAL ART REQUIREMENTS:

**Platform** We accept computer generated files formatted for the Macintosh Operating System.

**Web Site** Digital files may be sent via our e-mail address, **art@wnyps.com**. A hard copy should also be faxed to **716-805-7018**.

### PREFERRED FILE FORMAT

**PDF files to our size with fonts embedded. Color files MUST be CMYK. No RGB. Spot colors should use the magenta channel.**

**Formats**

- PDF ~ Acrobat.6 or lower
- Indesign - 2.0 or lower
- Photoshop
- High resolution image file - JPG or TIF 300 dpi

**Fonts** **Non-PDF Files:** Only the fonts which RW PennySaver currently has on its system are accepted. You can also convert type to paths, curves or outlines (This makes text an object, therefore, it can no longer be edited as text.) You can include fonts in Mac format. We reserve the right to substitute a Postscript font at our discretion.

**Files** Non-PDF Files must include all EPS and/or TIFF files linked to or used in the art being sent. These must accompany the file on the disk. We can accept compressed files using Stuffit Deluxe or Zip It.

**Hard Copy Of Ad** is required when material is submitted on disk or Zip.

**Camera Ready Copy** All files must be in digital form so camera ready copy will be scanned into our system. Any screens, half tones or small type may not reproduce well, therefore electronic submission is encouraged.



# DISPLAY AD RATES



COL. INCH RATES Effective 7/1/18	<b>EAST AURORA-ELMA PENNYSAVER</b> 6091 SENECA ST. BLDG. C ELMA, NY 14059 (716) 714-5620 Fax (716) 714-5621 <i>Delivered to every home &amp; business in Aurora, Elma, Holland, Marilla, Wales, Strykersville and portions of Cowlesville, Colden, Java, Sheldon and Bennington.</i>	<b>ORCHARD PARK PENNYSAVER</b> 6091 SENECA ST. BLDG. C ELMA, NY 14059 (716) 714-5620 Fax (716) 714-5621 <i>Delivered to every home &amp; business in Orchard Park and portions of Colden, Boston and Hamburg.</i>	<b>WEST SENECA PENNYSAVER</b> 6091 SENECA ST. BLDG. C ELMA, NY 14059 (716) 714-5620 Fax (716) 714-5621 <i>Delivered to every home &amp; business in West Seneca.</i>	<b>ATTICA PENNYSAVER</b> 8 MARKET ST. ATTICA, NY 14011 (585) 591-1166 Fax (585) 591-1775 <i>Delivered to every home &amp; business in Attica, Alexander, Bethany, Bennington, Cowlesville and portions of Darien, Orangeville, Sheldon, Middlebury and the Town of Batavia.</i>	<b>AKRON-CORFU PENNYSAVER</b> 71 MAIN ST. AKRON, NY 14001 (716) 542-2558 Fax (716) 542-2306 <i>Delivered to every home &amp; business in Akron, Newstead, Alabama, Corfu, Pembroke and bordering segments of Clarence, Alden, Darien and Royalton.</i>	<b>HAMBURG SHOPPER</b> 6091 SENECA ST. BLDG. C ELMA, NY 14059 (716) 714-5620 Fax (716) 714-5621 <i>Delivered to every home &amp; business in Hamburg, Blasdell, Boston and Lakeview.</i>
	CIRCULATION: 15,700	CIRCULATION: 11,600	CIRCULATION: 20,100	CIRCULATION: 6,800	CIRCULATION: 7,700	CIRCULATION: 20,100
Full Page	\$9.40	\$8.35	\$10.30	\$5.60	\$5.95	\$10.00
48 - 95	\$10.35	\$8.95	\$11.30	\$6.30	\$6.80	\$10.95
24 - 47	\$11.30	\$10.25	\$12.50	\$7.00	\$7.55	\$12.05
12 - 23	\$12.15	\$11.10	\$13.10	\$8.05	\$8.30	\$12.90
7 - 11	\$13.70	\$12.20	\$14.85	\$9.15	\$9.30	\$14.50
4 - 6	\$15.55	\$14.30	\$17.10	\$11.45	\$11.60	\$16.55

**TOTAL COMBINED CIRCULATION**  
(All 6 Publications)

**82,000**

## CLASSIFIED ADS - \$9.50

15 Words or Less

25¢ FOR EACH ADDITIONAL WORD (Rate Shown Is For Any One Publication)

**COMBINATION DISCOUNT AVAILABLE**

(Identical Classified Ads On Same Publication Date) **2 OR MORE PAPERS ... 10%**

**Phone-In Ad Service**

**TELEPHONE AD SALES Call (716) 714-5610**

Mon., Tues., Wed. 8 AM - 5 PM;  
Thurs. 8 AM - 4 PM; Fri. 8 AM - NOON



ACCEPTED

Now You Can Place Your RW PennySaver

# CLASSIFIEDS ONLINE!

[www.wnyps.com](http://www.wnyps.com)

GO TO ... "PLACE A CLASSIFIED AD" HAVE YOUR MAJOR CREDIT CARD READY  
(Online Classified Deadline: Thursday at NOON)



Real estate ads are grouped on our Real Estate Page.

A Garage Sale Page is available during garage sale season.



# PRE-PRINT INSERT DELIVERY RATES

QUANTITY (Per Delivery)	FREQUENCY (Per Year)			
	1-5	6-11	12-24	25 & OVER
1,000/5,000 pcs.	\$48.00 M	\$46.30 M	\$44.55 M	\$42.80 M
5,001/15,000	\$46.70 M	\$44.90 M	\$43.25 M	\$41.55 M
15,001/25,000	\$45.50 M	\$43.80 M	\$42.15 M	\$40.50 M
OVER/25,000	\$44.00 M	\$42.35 M	\$40.75 M	\$39.15 M

Extra For Each 1/2 oz. over Maximum Weight.....\$5 per 1000

Rates Quoted Above Are Net Per 1000 (M)

**DELIVER INSERTS TO 6091 SENECA ST., BLDG. C, ELMA, NY 14059-9028**

RW CIRCULATION DEPARTMENT 805-7020

## MECHANICAL REQUIREMENTS

- Maximum Folded Size 8-1/2 x 11-1/2
- Maximum Weight 2 Ounces
- Minimum Quantity 1,000
- Routes are not split. Average route count 400
- Deliver inserts at least one week prior to insertion date

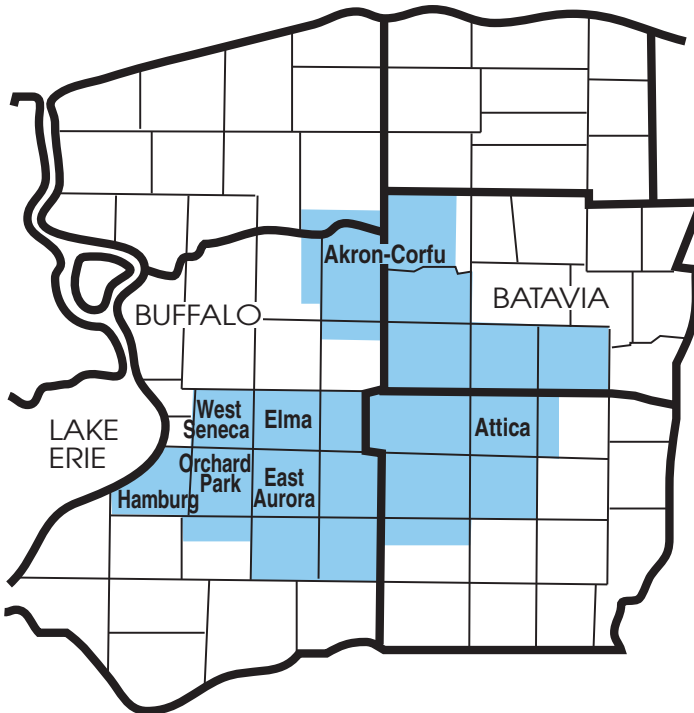
RW Publications has its circulation audited annually by CVC an independent auditor. This audit measures readership and delivery statistics for RW Publications in our distribution area.

**94%** of all respondents stated they regularly receive their RW PennySaver.\*

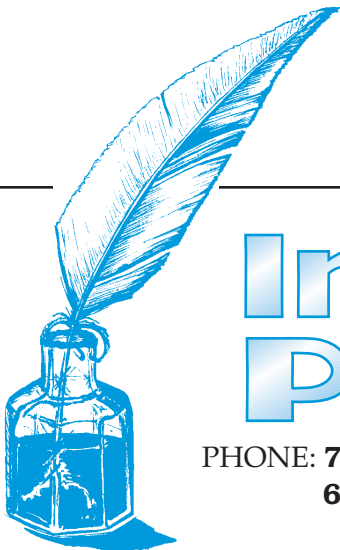
**75%** of all respondents stated they regularly read through their RW PennySavers.\*

**78%** of all respondents stated they regularly purchase products or services from ads seen in their RW PennySaver.\*

Total Circulation  
**82,000** pcs.  
(Readership more than 148,500)



\*Source: CVC Audit ending Sept. 30, 2016



## QUALITY PRINTING

# InkWell PRESS

PHONE: 716-805-7020 FAX: 716-805-7022

6091 Seneca St., Bldg. C.

Elma, NY 14059-9028

*A division of RW Publications, Inkwell Press offers award winning graphic design, quality printing, competitive prices and outstanding service.*