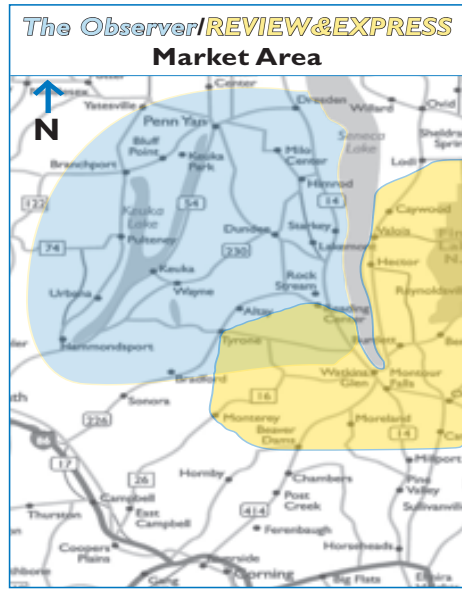


# The most cost-effective way to reach your target market

The *Observer* and the *REVIEW&EXPRESS* are the most effective way to reach your market in the beautiful Finger Lakes region of New York. Published every Wednesday, our papers offer you a quality, weekly newspaper environment for your advertising message.

The National Newspaper Association analyzes industry research for local media in communities across the country. The NNA has released important information about newspaper readership. About two-thirds (67%) of residents in small communities read local newspapers. Newspaper readers are mostly married and have either a high school or college degree. 84% own their own home.

Newspaper websites remained the leading provider of local news, followed distantly by other local online providers and then by national aggregators. The Census Bureau reports that smaller,



CREDIT: NYS DEPARTMENT OF ECONOMIC DEVELOPMENT

rural communities have represented many of the areas of slower internet growth.

## Deadlines

The *Observer* and the *REVIEW&EXPRESS* are published weekly on Wednesdays. Deadlines are on the **preceding** weekdays as follows:

Display advertising:

**Friday at 10:00 am**

Classified advertising, legal advertising:

**Fridays at 4:00 pm**

**observer-review.com**

Our popular online edition offers an advertiser a young, educated and affluent audience. Our innovative site has a number of exciting advertising opportunities that can be customized for your business needs.

# Our multimedia advertising can help your business grow!

## Display Advertising

(The *Observer*)  
(The *Watkins REVIEW&EXPRESS*)  
(Both *The Observer* and  
*The Watkins REVIEW&EXPRESS*)

### Production data:

- Five-column format tabloid, 85 lpi screen
- 1 Column width: 1 7/8"
- 2 Column width: 4"
- 3 Column width: 6 1/16"
- 4 Column width: 8 1/8"
- 5 Column width: 10 1/4"
- Page size: 10 1/4" wide by 16" deep
- 80 inches billed to a page for a full-page ad

### Inserts

Flat charge per thousand

### Color

- Custom one color
- Full color  
(page availability is limited; call for details)

### Advertising deadline Friday at 10:00 am

All rates are non-commissionable

**observer-review.com**

Several options are available for online advertising. We offer traditional leaderboard and skyscraper ads along with pick-up of your ROP display ad on our website. The online specs include:

Leaderboard.....728 x 90 pixels  
Skyscraper.....600 x 120 pixels  
Medium Rectangle.....330 x 216 pixels

**Over 20,000 page views per month.**

## Additional Advertising Opportunities

Throughout the year, we produce a number of targeted special sections and pages. Here is a quick line-up of section topics:

### First quarter:

- winterbuzz
- Spring Home & Garden

### Second quarter:

- Restaurant & Winery Guide
- Visitor's Guide (Summer Edition)

### Third quarter:

- Visitor's Guide (Fall Edition)

### Fourth quarter:

- Home for the Holidays
- Holiday Greetings

## Classified Advertising

**\$9.95 for 20 words.** 35¢ for each additional word per week. Classified deadline: Friday at 4 p.m. prior to publication. Your ad then publishes in both papers and includes our classified web page for 7 days.

## Recruitment Rates

Recruitment advertising is published weekly in both newspapers with the classified advertising and is sold as a one-inch minimum for text ads. One-inch includes about 20 words.

The first three or four key words are centered above the text for each recruitment ad.

For a display help wanted ad, the minimum size is a 2 column by 2 inch ad. The classified column sizes include the following:

## Recruitment Ad Column Sizes

Two columns	3 3/16"
Three columns	4 15/16"
Four columns	6 5/8"
Five columns	8 5/16"
Six columns	10 1/16"

Recruitment advertising is also published on our internet site, [www.observer-review.com](http://www.observer-review.com).

## Directory Advertising & Group Advertising Opportunities

The *Observer* and the *REVIEW&EXPRESS* have a number of group advertising opportunities to target your ad message:

- **Business Directory:** Includes a business card-size ad, and a classified ad (20 words or less). Pay for 12 consecutive weeks and the 13th week is FREE. (Same copy.) Both papers are also available.
- **Church Directory:** Weekly sponsor.

## How to contact us:

### The *Observer* and *REVIEW&EXPRESS*

7 Main Street, P.O. Box 127  
Dundee NY 14837  
Phone: 607-243-7600 • Fax: 607-243-5833  
E-mail: [theobserver@citlink.net](mailto:theobserver@citlink.net)  
Web site: [observer-review.com](http://observer-review.com)

### Penn Yan, NY office

270 Lake Street, Penn Yan, NY 14527  
Phone: 315-694-7156

### Watkins Glen, NY office

607 N. Franklin Street, Watkins Glen, NY 14891  
Phone: 607-535-1500