

# CANNY

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**Classified Advertising Network of New York**



## Media Kit



***An Advertising Network of the  
New York Newspaper Advertising  
Services, Inc. (NYNAS)***

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[www.ny-classifieds.com](http://www.ny-classifieds.com)



# CLASSIFIED ADVERTISING NETWORK OF NEW YORK (CANNY)

## OVERVIEW

- Statewide affiliation of daily newspapers formed to make buying classified ads easier.
- The network offers “one-stop shopping” at a discounted fee.
- The network consists of 39 newspapers with a total circulation of over three quarter million
- CANNY ads not only appear in print editions; more than 25 participating newspapers post CANNY ads to their web sites as well.
- The customer’s ad will appear in each newspaper once within a seven day window (Sunday through Saturday). Placement on a specific day can be requested (but is not guaranteed).

### Rate Information:

\$425 for 25 words

Each additional word is \$15

Ad title bolding is \$40

Agencies receive a 15% commission.

If you order four weeks or more in advance, with no changes to the ad copy, there is a 10% discount on your total order. Or, if you place four separate orders in four consecutive weeks, with no changes to the ad copy you will receive a 10% discount on the fourth ad only.

- All ads should be prepaid.
- NYNAS accepts Master Card and Visa.
- The deadline for ad submission is 3:00 pm Thursday.
- NYNAS guarantees 90% placement (on most types of ads).
- Clients receive a signed affidavit and one sample tear sheet after publication.

## 3 - Participating Newspapers



### Put Them to Work for You!

<u>Participating Newspaper</u>	<u>Circulation</u>
<i>Times Union, Albany</i>	95,329
<i>The Recorder, Amsterdam</i>	10,572
<i>The Citizen, Auburn</i>	11,141
<i>The Daily News, Batavia</i>	12,527
<i>The Daily Messenger, Canandaigua*</i>	11,537
<i>The Daily Mail, Catskill</i>	3,374
<i>The Leader, Corning</i>	12,071
<i>Cortland Standard*</i>	10,116
<i>Finger Lakes Times, Geneva*</i>	15,753
<i>The Post-Star, Glens Falls</i>	32,029
<i>The Leader-Herald, Gloversville</i>	10,121
<i>The Evening Telegram, Herkimer*</i>	5,768
<i>The Evening Tribune, Hornell</i>	7,070
<i>The Register-Star, Hudson</i>	5,190
<i>Daily Freeman, Kingston</i>	18,999
<i>The Evening Times, Little Falls*</i>	3,650
<i>The Union-Sun &amp; Journal, Lockport</i>	11,460
<i>Malone Telegram</i>	6,873
<i>The Courier Observer, Massena</i>	See Ogdensburg
<i>The Journal-Register, Medina*</i>	2,787
<i>Times Herald-Record, Middletown</i>	77,265
<i>Niagara Gazette, Niagara Falls</i>	18,003
<i>The Evening Sun, Norwich</i>	5,002
<i>Ogdensburg Journal &amp; Advance News*</i>	19,507
<i>The Times Herald, Olean*</i>	13,694
<i>Oneida Daily Dispatch</i>	5,519
<i>The Daily Star, Oneonta*</i>	15,252
<i>The Palladium-Times, Oswego*</i>	6,900
<i>Press-Republican, Plattsburgh</i>	19,840
<i>Poughkeepsie Journal</i>	37,499
<i>The Daily Sentinel, Rome*</i>	13,414
<i>Adirondack Daily Enterprise, Saranac Lake</i>	4,645
<i>The Saratogian, Saratoga Springs*</i>	9,694
<i>Daily Gazette, Schenectady</i>	48,456
<i>Tonawanda News</i>	7,029
<i>Tonawanda/Niagara/Lockport Combined Sunday</i>	31,487
<i>The Record, Troy</i>	14,893
<i>The Daily Times, Watertown</i>	29,107
<i>The Daily Reporter, Wellsville*</i>	4,383
<i>Wellsville/Hornell Combined Sunday</i>	11,400
<i>Journal News, White Plains</i>	114,584

**Total Network Circulation: 828,890**

\*Includes free shopping papers as well.

## 4 – CANNY Ads on the Web



### **CANNY ads go beyond the news-printed page!**

These participating newspapers automatically post CANNY ads to their web site at no additional charge!

#### **Newspaper**

*Times Union, Albany*  
*The Recorder, Amsterdam*  
*The Daily Mail, Catskill*  
*Finger Lakes Times, Geneva*  
*The Post-Star, Glens Falls\**  
*The Evening Tribune, Hornell*  
*The Register-Star, Hudson*  
*The Evening Times, Little Falls*  
*The Union-Sun & Journal, Lockport*  
*The Courier-Observer, Massena*  
*The Journal-Register, Medina*  
*Times Herald-Record, Middletown*  
*Niagara Gazette, Niagara Falls*  
*The Evening Sun, Norwich*  
*Ogdensburg Journal*  
*The Times Herald, Olean*  
*Oneida Daily Dispatch*  
*Press-Republican, Plattsburgh*  
*The Daily Sentinel, Rome*  
*Daily Gazette, Schenectady\**  
*The Post-Standard, Syracuse*  
*Tonawanda News*  
*The Daily Times, Watertown*  
*The Daily Reporter, Wellsville*

#### **Web site**

[www.timesunion.com](http://www.timesunion.com)  
[www.recordernews.com](http://www.recordernews.com)  
[www.thedailymail.net](http://www.thedailymail.net)  
[www.fltimes.com](http://www.fltimes.com)  
[www.poststar.com](http://www.poststar.com)  
[www.eveningtribune.com](http://www.eveningtribune.com)  
[www.registerstar.com](http://www.registerstar.com)  
[www.littlefallstimes.com](http://www.littlefallstimes.com)  
[www.lockportjournal.com](http://www.lockportjournal.com)  
[www.mpcourier.com](http://www.mpcourier.com)  
[www.journal-register.com](http://www.journal-register.com)  
[www.recordonline.com](http://www.recordonline.com)  
[www.niagara-gazette.com](http://www.niagara-gazette.com)  
[www.evesun.com](http://www.evesun.com)  
[www.ogd.com](http://www.ogd.com)  
[www.oleantimesherald.com](http://www.oleantimesherald.com)  
[www.oneidadispatch.com](http://www.oneidadispatch.com)  
[www.pressrepublican.com](http://www.pressrepublican.com)  
[www.rny.com](http://www.rny.com)  
[www.dailygazette.com](http://www.dailygazette.com)  
[www.syracuse.com](http://www.syracuse.com)  
[www.tonawanda-news.com](http://www.tonawanda-news.com)  
[www.wdt.net](http://www.wdt.net)  
[www.wellsvilledaily.com](http://www.wellsvilledaily.com)

\*Both *The Post-Star* ([www.poststar.net](http://www.poststar.net)) and the *Daily Gazette* ([www.dailygazette.net](http://www.dailygazette.net)) post CANNY ads to their paid subscription site as well.

# 5 - Order Form



**CANNY**  
**CLASSIFIED ADVERTISING NETWORK OF NEW YORK**  
**ORDER FORM**  
**(Please Use This Form For Classified Line Ads Only)**

**Rate (Per Insertion):** \$425 for 25 words (Additional words are \$15 each)  
frequency discounts available. Ad title bolding is \$40 net

Start Date: Week of \_\_\_\_\_ # of Insertions: \_\_\_\_\_ Amount Enclosed: \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Salesperson (if applicable): \_\_\_\_\_

Other States This Ad Should Appear In: \_\_\_\_\_ (please consult rate card)

**Please type or print your ad in the space provided.**  
**If additional space is needed please attach another sheet**

Requested Ad Category: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

**Advertising Guidelines**

**Deadline:** Copy must be received by the New York Newspaper Advertising Services (NYNAS) by Thursday at 3:00 pm preceding the week of publication. Late copy will automatically be used the following week.

**Payment:** Each ad submitted to the NYNAS must be accompanied with a check for the full amount. Make checks payable to the New York Newspaper Advertising Services (NYNAS). NYNAS also accepts MasterCard and Visa.

**Restriction:** For a complete description of this network and its guidelines please consult the accompanying brochure or contact NYNAS

*CANNY is operated by the  
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## 6 - Standards of Acceptance



### CLASSIFIED ADVERTISING NETWORK OF NEW YORK (CANNY)

The following guidelines govern this network. These guidelines do not, and are not intended to, reflect all of the individual participating newspapers' policies. The policies of the individual newspapers supersede these guidelines.

Individual newspapers and NYNAS reserve the right to properly classify, edit, or reject advertising not in compliance with local regulations or policies.

Advertising will be rejected if it appears to be false, misleading, fraudulent, libelous, defamatory, illegal, in poor taste, in objectionable format, not adhering to New York State law, or for other cause.

Advertising will be rejected if it is known or determined to discriminate on the basis of disability, family status, marital status, race, color, national origin, sex or age except where expressly permitted by law.

Adoption advertisements are acceptable but are not guaranteed 90% placement. Individuals placing adoption ads must sign the placement guarantee waiver form before the ad will be published.

Employment advertising must be for a bona fide job offering and must state the nature of the work offered. Earnings claims must be based on fact and a statement of such claims must be available upon request.

Advertisements for "trucking" and other private/public vocational schools must list the name and location of the school or company. Unless these advertisements are for a bona fide job offering, they must be placed under the "Training/Instruction" or similar category. Financing, tuition reimbursement and job placement claims must be substantiated, quantified and all disclaimers clearly stated.

Sales help wanted advertising must not offer, or appear to offer, work on a salary basis when compensation is in the form of commission or bonuses.

Work-at-home advertisements are acceptable but are not guaranteed 90% placement. Advertising that offers employment through "listing publications" must specify such is the case.

The name of the company must appear in any ad offering loans or mortgages. The company must be registered with the New York State Banking Department.

Business opportunity advertising must clearly state the type of business being offered and the minimum amount of investment required. All franchise offerings must comply with the regulations of New York State.

Advertising for any products must clearly state the type of merchandise being sold and the price of the item(s).

Any telephone number that appears in an ad must not refer the reader to another phone number, person, or company. "Call for more information" is not acceptable.

Advertising for weight control, health and diet products must have federal Food and Drug Administration approval.

Illustrations, logos, headlines and other types of display devices will not be accepted in CANNY ads, but may in our Ad Net NY network. Type size, bold face, capitalization and specific run dates will be determined by the individual newspapers.

Advertisers must provide the company name, address and phone number.

For more information please contact the New York Newspaper Advertising Services, Inc. at (518) 449-1667 or visit our website at [www.ny-classifieds.com](http://www.ny-classifieds.com).