



The goal of Small Business Saturday is to remind consumers that they play a key role in helping the small businesses in their community thrive, and encourage our community to get out and shop and dine at local businesses.

We will be publishing a Small Business Saturday Banner Page again this year on Thanksgiving, Thursday, November 25th!

Thanksgiving has our highest circulation with over 95,000 papers distributed to homes and stores! The Post Standard reaches more residents than any other publication in Central New York* to bring more awareness and buyers into your local store.

Deadline: November 19

**2 col. x 2.5"
(3.56" w x 2.5" d)
\$100 Special Rate**

Small Business Saturday | #AMNYcares

**2 col. x 5"
(3.56" w x 5" d)
\$200 Special Rate**

A Digital package can be added to your print ads (either size) and served on Syracuse.com and/or NYup.com.

Receive \$1 off regular cost/CPM.

Small Business Saturday | #AMNYcares

We've been privileged to serve Central New York for over 190 years. When we're at our best, we help make our community a better place and right now, CNY needs deep support more than ever. Our goal with this effort is to help small local businesses get their message out at an affordable rate. That's why we are offering this ONLY to Small Business Saturday Businesses!

ADVANCE
MEDIA NEW YORK

syracuse.com | THE POST-STANDARD

NYup.com

*Nielsen 2018 Sunday Post-Standard print edition four-week cumulative

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