

media — guide —

Delivered weekly to
85,000 homes

140,000
print readers

75,000
digital readers

*Family Owned
& Operated*

*Ranked #1 in
New York State*



GENESEE VALLEY
PENNYSAVER

Reaching Your Customers For Over 70 Years

CALL 585-226-8111 • GVPENNYSAVER.COM



OUR mission statement

Reaching your customers

Creating innovative marketing solutions to enhance and support your business through advertising, design, digital media, direct mail, printing and promotional products.





YOUR media solution

*Print, digital, or mobile,
we've got you covered!*



PENNY SAVER

Ranked #1 in New York State for
Reach, Readership & Response



ONLINE

Readers can view articles, share content,
and browse the week's ads at
gvpennysaver.com



MOBILE



SOCIAL MEDIA



OUR statistics



About Our Readers:

82% are between the ages of **25 and 64**

78% earn over \$50k per year & **44%** earn over **\$100k**

81% have attended **college**

42% keep their paper for **3 or more days**

85,000+
homes each week

Reaching Monroe, Livingston, Genesee, Ontario, and Steuben Counties

140,000+
weekly readers

78% of customers who receive our paper read it, with an average of 1.65 readers per home

8 in 10
readers are influenced
by the ads they see in our paper

Weekly Delivery
via the US Postal Service, adult carriers, pickup at high traffic locations, and digital distribution
Friday delivery
52 weeks/year

Based on our most recent Circulation Verification Council audit report. Visit cvcaudit.com for more info.



brands

WE'VE HELPED *grow*

"I just wanted to say how much I appreciate your staff! It's so refreshing to deal with individuals who represent their employer so well by delivering excellent customer service! Kara Ivison is our new favorite person. Moving our website needs to her has allowed us to make changes and tweaks very quickly and she does a great job. Christine White has always been on top of our advertising needs by anticipating what we may want ahead of time. Gina Doran has been our Newsletter contact person and her hands-on approach has enabled us to make improvements by always being ready to assist us through the process. How grateful we are at Crossroads House to be partnered with outstanding local talent! Thank you!"

- Diane Sia, The Crossroads House

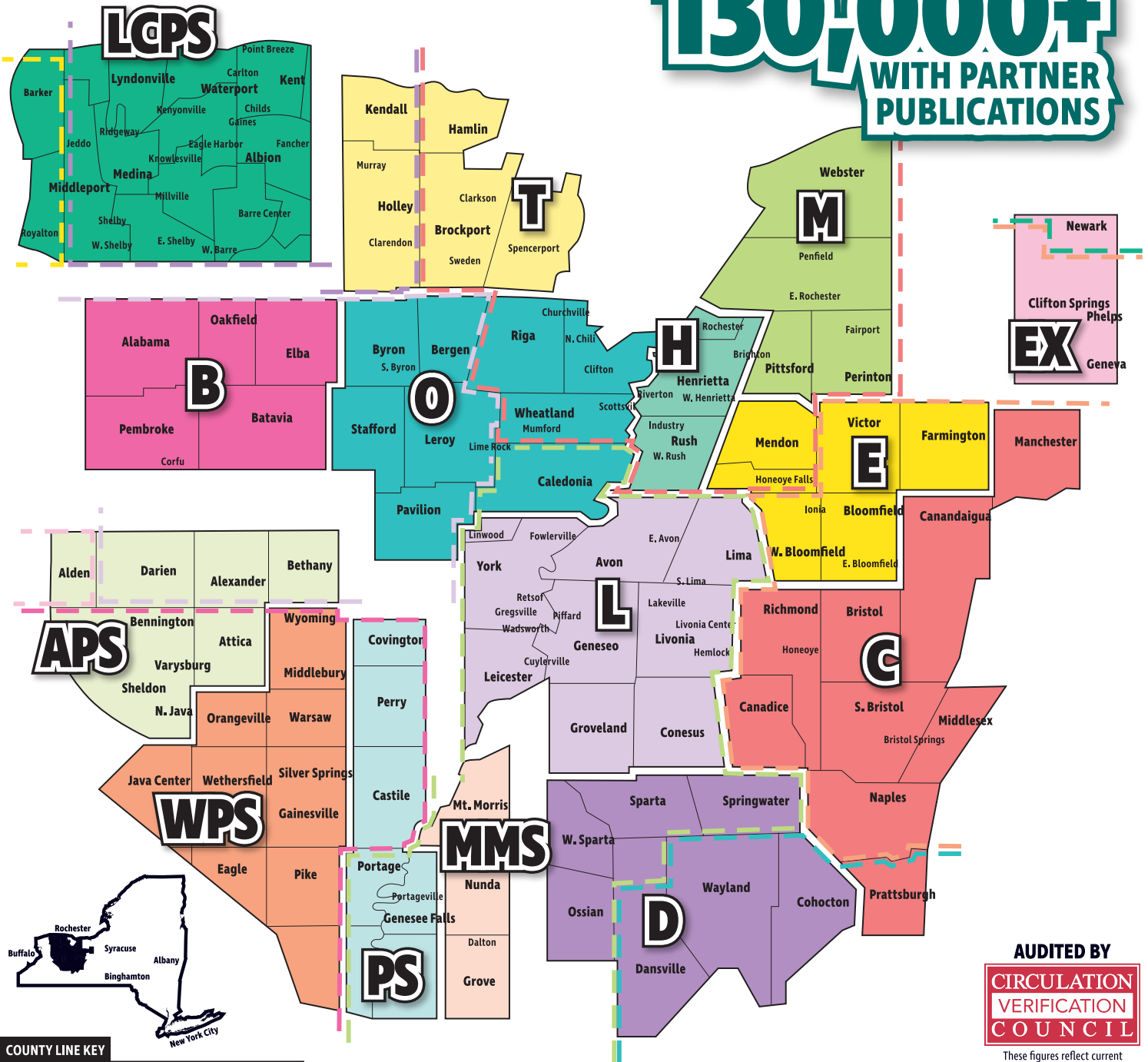




CIRCULATION MAP

85,000+
CIRCULATION

130,000+
WITH PARTNER
PUBLICATIONS



AUDITED BY

**CIRCULATION
VERIFICATION
COUNCIL**

These figures reflect current
residential and business deliveries.

COUNTY LINE KEY

NIAGARA	WYOMING
ORLEANS	LIVINGSTON
MONROE	ONTARIO
GENESEE	STEBEN
ERIE	WAYNE

EDITION KEY

LCPS LAKE COUNTRY PS	WPS WARSAW PS	PS PERRY SHOPPER	MMS MT. MORRIS SHOPPER	C CANANDAIGUA-NAPLES
B BATAVIA	T TRI-COUNTY	H RUSH-HENRIETTA	M MONROE EAST	EX PS EXTRA
APS ATTICA PS	O OATKA	L LIVINGSTON	E EASTWAY	D DANSVILLE-WAYLAND

M	MONROE EAST EDITION Circulation 7,134
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Deadline	TUESDAY 5pm
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Brighton	14618	Perinton	14450
E. Rochester	14445	Pittsford	14534
Fairport	14450	Webster	14580
Penfield	14526		

E	EASTWAY EDITION Circulation 10,975
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Deadline	WEDNESDAY 10am
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Bloomfield	14469	Ionia	14475
E. Bloomfield	14469	Mendon	14506
Farmington	14425	Victor	14564
Honeoye Falls	14472	W. Bloomfield	14585

C	CANANDAIGUA-NAPLES EDITION Circulation 9,509
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Deadline	WEDNESDAY 12pm
----------	-----------------------

Bristol	14469	Middlesex	14507
Bristol Springs	14512	Naples	14512
Canadice	14560	Prattsburgh	14873
Canandaigua	14424	Richmond	14471
Honeoye	14471	S. Bristol	14512
Manchester	14504		

H	RUSH-HENRIETTA EDITION Circulation 7,510
----------	--

Deadline	WEDNESDAY 12pm
----------	-----------------------

Brighton	14618	Rochester	14604
Henrietta	14467	Rush	14543
Industry	14543	W. Henrietta	14586
Riverton	14586	W. Rush	14543

B	BATAVIA EDITION Circulation 14,942
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Deadline	WEDNESDAY 2pm
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Alabama	14013	Elba	14058
Batavia	14020	Oakfield	14125
Corfu	14036	Pembroke	14036

D	DANSVILLE-WAYLAND EDITION Circulation 9,284
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Deadline	WEDNESDAY 2pm
----------	----------------------

Cohocton	14826	Springwater	14560
Dansville	14437	Wayland	14572
Ossian	14437	W. Sparta	14437
Sparta	14437		

O	OATKA EDITION Circulation 8,680
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Deadline	WEDNESDAY 2pm
----------	----------------------

Bergen	14416	North Chili	14514
Byron	14422	Pavilion	14525
Caledonia	14423	Riga	14428
Churchville	14428	Scottsville	14546
Clifton	14428	S. Byron	14422
LeRoy	14482	Stafford	14143
Lime Rock	14482	Wheatfield	14120
Mumford	14511		

T	TRI-COUNTY EDITION Circulation 7,945
----------	--

Deadline	WEDNESDAY 4pm
----------	----------------------

Brockport	14420	Kendall	14476
Clarendon	14429	Spencerport	14559
Clarkson	14430	Sweden	14420
Hamlin	14464	Murray	14470
Holley	14470		

L	LIVINGSTON EDITION Circulation 12,099
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Deadline	WEDNESDAY 5pm
----------	----------------------

Avon	14414	Leicester	14481
Conesus	14435	Lima	14485
Cuylerville	14481	Linwood	14486
E. Avon	14414	Livonia	14487
Fowlerville	14423	Livonia Center	14488
Geneseo	14454	Piffard	14533
Greigsville	14533	Retsof	14539
Groveland	14462	S. Lima	14558
Hemlock	14466	Wadsworth	14533
Lakeville	14480	York	14592

EX	PENNSAVER EXTRA Circulation 5,500
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Deadline	TUESDAY 2pm
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Clifton Springs	14432	Phelps	14532
Geneva	14456	Newark	14513

Ask your ad consult for publication dates

PARTNER PUBLICATIONS

LCPS	LAKE COUNTRY PENNSAVER Circulation 20,385
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Deadline	WEDNESDAY 5pm
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Albion	14411	Knowlesville	14479
Barker	14012	Lyndonville	14098
Barre Center	14411	Medina	14103
Carlton	14571	Middleport	14105
Childs	14411	Millville	14103
Eagle Harbor	14411	Point Breeze	14477
E. Shelby	14103	Ridgeway	14103
Fancher	14452/14470	Royalton	14105
Gaines	14411	Shelby	14105
Jeddo	14103	Waterport	14571
Kent	14477	W. Barre	14411
Kenyonville	14571	W. Shelby	14103

APS	ATTICA PENNSAVER Circulation 7,068
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Deadline	THURSDAY 11am
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Alden	14004	Darien Center	14040
Alexander	14005	N. Java	14113
Attica	14011	Sheldon	14145
Bennington	14011	Varysburg	14167
Bethany	14054		

WPS	WARSAW PENNSAVER Circulation 7,022
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Deadline	THURSDAY 11am
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Eagle	14009	Pike	14066
Gainesville	14066	Silver Springs	14550
Java Center	14082	Warsaw	14569
Middlebury	14591	Wethersfield	14569
Orangeville	14569	Wyoming	14591

PS	PERRY SHOPPER Circulation 5,395
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Deadline	THURSDAY 11am
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Castile	14427	Perry	14530
Covington	14525	Portage	14846
Genesee Falls	14536	Portageville	14536

MMS	MT. MORRIS SHOPPER Circulation 4,155
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Deadline	THURSDAY 11am
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Dalton	14836	Mt. Morris	14510
Grove	14822	Nunda	14517



OUR **digital audience**

Over 75,000

Online Visitors to gvpennysaver.com
Email Subscribers • Social Media Followers
per month





OUR display ad rates

Ad Frequency Agreement:
Additional discount off your ad rate when you commit to a specific number of weeks
**52 weeks: 20% • 26-51 weeks: 15%
13-26 weeks: 10%**

September 2022

Save 20%

Full Color	Column Inches	GVPS Sizes	One Area	Two Areas	Three Areas	Four Areas	Five Areas	Six Areas	Seven Areas	Eight Areas	Nine Areas
	2	1x2	69.30	110.88	166.32	221.76	277.20	332.64	388.08	443.52	498.96
	3	1x3	82.95	132.72	199.08	265.44	331.80	398.16	464.52	530.88	597.24
	4	2x2	96.60	154.56	231.84	309.12	386.40	463.68	540.96	618.24	695.52
	5	1/8 Pg.	110.25	176.40	264.60	352.80	441.00	529.20	617.40	705.60	793.80
	6	2x3	123.90	198.24	297.36	396.48	495.60	594.72	693.84	792.96	892.08
	8	2x4	150.36	240.58	360.86	481.15	601.44	721.73	842.02	962.30	1082.59
	11	1/4 Pg.	191.00	305.60	458.40	611.20	764.00	916.80	1069.60	1222.40	1375.20
	15	3x5	265.13	424.21	636.31	848.42	1060.52	1272.62	1484.73	1696.83	1908.94
	22	1/2 Pg.	356.16	569.86	854.78	1139.71	1424.64	1709.57	1994.50	2279.42	2564.35
	33	3/4 Pg.	513.35	821.36	1232.04	1642.72	2053.40	2464.08	2874.76	3285.44	3696.12
	44	Full Pg.	650.79	1041.26	1561.90	2082.53	2603.16	3123.79	3644.42	4165.06	4685.69

Covers	Back	680.00	1088.00	1632.00	2176.00	2720.00	3264.00	3808.00	4352.00	4896.00
	Front	700.00	1120.00	1680.00	2240.00	2800.00	3360.00	3920.00	4480.00	5040.00
	Full Front	810.00	1296.00	1944.00	2592.00	3240.00	3888.00	4536.00	5184.00	5832.00

Add 5% for employment ads. Other sizes available. Check with your ad consultant.

Save 20%

Black & White	Column Inches	GVPS Sizes	One Area	Two Areas	Three Areas	Four Areas	Five Areas	Six Areas	Seven Areas	Eight Areas	Nine Areas
	2	1x2	32.55	52.08	78.12	104.16	130.20	156.24	182.28	208.32	234.36
	3	1x3	46.20	73.92	110.88	147.84	184.80	221.76	258.72	295.68	332.64
	4	2x2	59.85	95.76	143.64	191.52	239.40	287.28	335.16	383.04	430.92
	5	1/8 Pg.	73.50	117.60	176.40	235.20	294.00	352.80	411.60	470.40	529.20
	6	2x3	87.15	139.44	209.16	278.88	348.60	418.32	488.04	557.76	627.48
	8	2x4	113.61	181.78	272.66	363.55	454.44	545.33	636.22	727.10	817.99
	11	1/4 Pg.	154.25	246.80	370.20	493.60	617.00	740.40	863.80	987.20	1110.60
	15	3x5	205.28	328.45	492.67	656.90	821.12	985.34	1149.57	1313.79	1478.02
	22	1/2 Pg.	296.31	474.10	711.14	948.19	1185.24	1422.29	1649.34	1896.38	2133.43
	33	3/4 Pg.	431.45	690.32	1035.48	1380.64	1725.80	2070.96	2416.12	2761.28	3106.44
	44	Full Pg.	545.79	873.26	1309.90	1746.53	2183.16	2619.79	3056.42	3493.06	3929.69

Mechanical Guidelines

Basic Sizes	Width (Inches)	Depth (Inches)
1/8 page (2 col.)	3.750	2.500
1/4 page (2 col.)	3.750	5.417
1/4 page (3 col.)	5.708	3.667
1/2 page (2 col.)	3.750	11.000
1/2 page (3 col.)	5.708	7.330
1/2 page (4 col.)	7.667	5.417
3/4 page (4 col.)	7.667	8.250
Center Spread	16.000	11.000
Front Cover	7.667	8.25
Back Cover	7.667	11.000
Full Page	7.667	11.000

COLUMN WIDTHS

4-Column Format

- 1 Column = 1.792 inches
- 2 Columns = 3.750 inches
- 3 Columns = 5.708 inches
- 4 Columns = 7.667 inches

Bleed available for front cover & front page strip - ask for template if providing a camera-ready ad for the front

Special Page Pricing

Sponsorships

Brighter/Vent Page

7.667" W x 2" H
Full Color Only

Family Fun Page

3.75" W x 4.0" H • Full Color Only

Pet of the Week

3.75" W x 4.0" H • Full Color Only

Single Week..... **\$110**

13 Week Package

(55% off)..... Each **\$60**

26 Week Package

(57% off)..... Each **\$57⁵⁰**

52 Week Package

(60% off)..... Each **\$55**

Front Page Strip

7.667" W x 1" H (Bottom of Front)

Full Color Only..... **\$100**

Full Front Cover Also Available

Requester Editions Only: Front Page Strip is 2.75" W x 1" H. Advertiser also receives placement at top of Brighter/Vent page OR a 2x4 ad inside of the paper for no additional charge. Total cost \$100.

Our Requester Editions Are: Canandaigua, Eastway, Monroe East, Rush, and Tri-County.

Placement Requests

Minimum of 1/4 Page Ad
Add 10% to Regular Ad Prices

Employment Ads

Minimum Size 3 Col. Inches
Add 5% to Regular Ad Prices



ad details

Frequency of Publication:

Every Friday, 52 weeks per year.

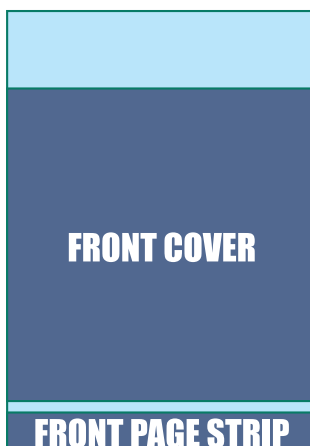
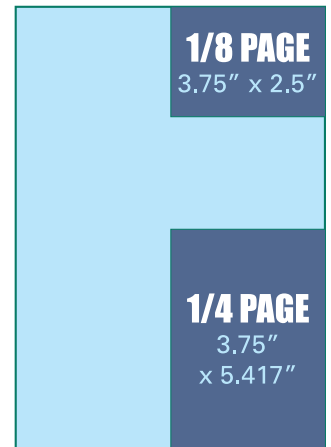
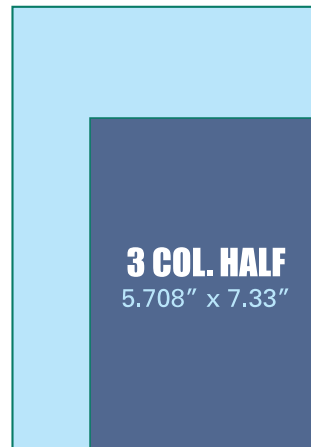
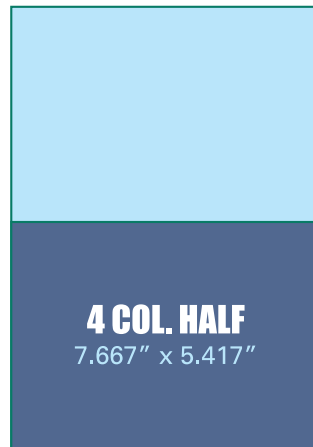
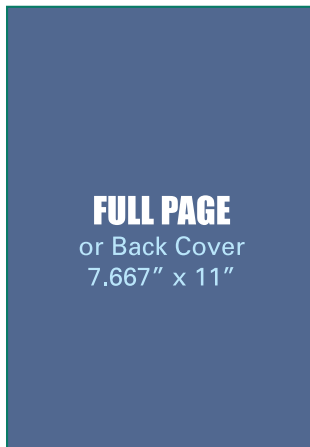
Proofs due Monday @ 5:00 pm

Subject to change for holidays

SPECIAL SECTIONS

- Active Living 50+
- Arts & Entertainment
- Auctions & Antiques
- Automotive
- Body & Mind
- Classifieds
- Employment
- Garage Sales
- Home Services
- Hometown Events
- Kidz Korner
- Passages
- Pet Place
- Real Estate
- Sip & Dine
- Worship (Monthly)

Sample Ad Sizes



FRONT COVER OPTIONS

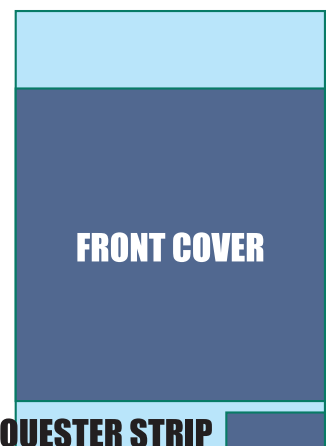
FRONT COVER 7.667" x 8.25"

FRONT PAGE STRIP 7.667" x 1"
or **REQUESTER STRIP** 2.75" x 1"

Our Requester Editions Are: Canandaigua, Eastway, Monroe East, Rush, and Tri-County.

FULL FRONT COVER
7.667" x 9.25" Includes cover & strip

Bleed available - ask for template
if providing a camera-ready ad for the front





inserts & flyers

Reach your customers directly by inserting your flyer into the Genesee Valley Penny Saver!

Flyers are printed & then inserted into the Penny Saver zip code(s) of your choice.

Custom design included!

8.5x11 flyers or inserts printed in full color on the paper described below and delivered

Paper Type	1-Sided	2-Sided
80# White Gloss	17¢ each	20¢ each
60# White Matte	14¢ each	16¢ each

8.5x10.875 inserts printed in full color • Same price 1 or 2 sided

Large Orders	Quantity	60# Gloss	80# Gloss	60# Offset
	10,000-19,999	13¢ each	14¢ each	14¢ each
	20,000-29,999	12¢ each	14¢ each	14¢ each
	30,000-49,999	11¢ each	12¢ each	11¢ each
	50,000-74,999	10¢ each	11¢ each	11¢ each
	75,000-149,999	10¢ each	11¢ each	11¢ each
	150,000-749,999	10¢ each	10¢ each	10¢ each
	750,000+	9¢ each	10¢ each	10¢ each

Set-up \$40 up to 3 proofs, \$60/hr after. **MINIMUM PURCHASE OF \$25.**

Approvals must be received by noon on the Tuesday prior to the GVPS publication deadline.

GENESEE VALLEY PENNYSAVER
your Hometown connection
July 8, 2022 | EASTWAY | 866.812.8111 | GVPENNSAVER.COM

SUMMER OF LOVE-YOUR-WATER SALES

\$350 OFF ANY AQUASENTIAL™
High Efficiency Water Softener™ + Reverse Osmosis Drinking Water System

Culligan Water
#HEYCULLIGAN

The season of Summer Lovin' starts inside of your home.

Culligan Water
OFFER GOOD 06.06.22 - 07.17.22
*Dealer participation may vary. See local dealer for details. Financing for qualified buyers. **0r Whole house filter.

WE'LL GET YOUR CAR BACK TO LOOKING AS GOOD AS NEW

Collision & Insurance Claims
Professional Detailing Services
Ceramic Coatings "Never Wax Again"
PICKUP AND DELIVERY AVAILABLE

\$250 OFF INSURANCE DEDUCTIBLE
Must be used by February 1st, 2020.
Must present coupon at time of payment.

\$75 OFF 5 YEAR CERT COAT
Must be used by February 1st, 2020.
Must present coupon at time of payment.



business websites

We create websites that GROW YOUR BUSINESS!

Benefits:

- Professionally Designed
- Easy to Update
- Mobile Ready
- Search Engine Optimized (SEO)
- Site Analytics
- E-Commerce Available
- Customer Service From the GVPS Tech Team

See some of the websites we've built at:
www.gvsites.com

WEBSITE HOSTING

\$499 set up + \$50/month

We'll host the site and provide monthly updates for up to 5 pages of information. Includes a FREE 1/4 page ad announcing the launch of your website!

LANDING PAGES

\$99 set up + \$20/month

Need somewhere for customers to land from your print, digital or social media campaign? Add a landing page—a custom designed, single page website featuring your logo, a form for potential customers & your contact information.



digital display ads

Smart Targeting with Programmatic Ads

Reach your target audience across the web and on mobile where they are, however they want to engage!

RIGHT
MESSAGE

TO
THE

RIGHT
PERSON

AT
THE

RIGHT
TIME

Benefits:

Target Your Specific Audience
Convert Visitors into Clients
Reach on Mobile & Web
Reach Anyone, Anywhere



BASIC 90,000 IMPRESSIONS TOTAL
COMPETITIVE 150,000 IMPRESSIONS TOTAL
DOMINANT 270,000 IMPRESSIONS TOTAL

13 Week Campaign	\$75/week
13 Week Campaign	\$120/week
13 Week Campaign	\$215/week



paid social media

BOOST YOUR PRINT AD ON SOCIAL

\$55

Drive your message home to a larger audience! We'll take your print ad and create a matching FB + IG ad to run in the same area for 5 days!

SOCIAL MEDIA MANAGEMENT

\$350-\$750/month

GVP will handle your already created social media business accounts.

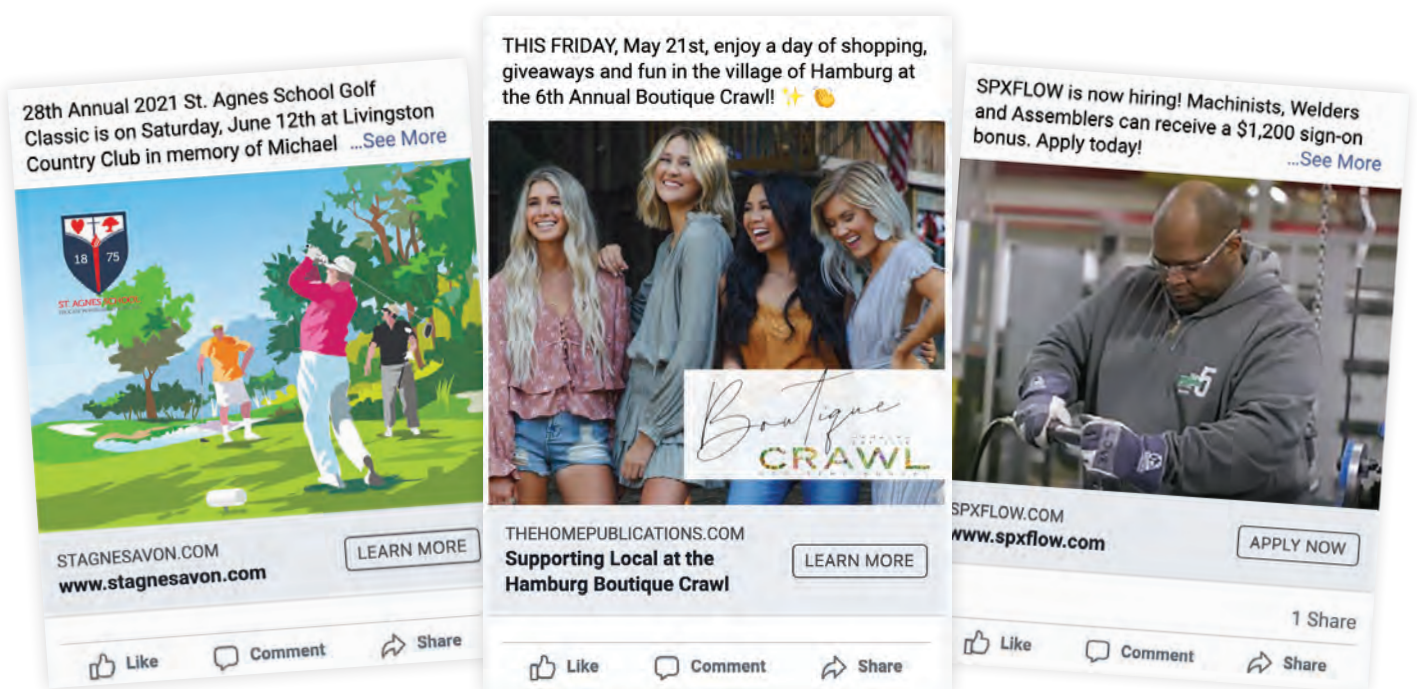
This includes creating posts, planning meetings, customer service assistance and review monitoring.

BUILD A FACEBOOK PAGE **\$250**

Let us handle the design and little details

so you can spend your time on your business!

We will build a business Facebook page for your company including a custom cover photo and profile picture.



or drive real business outcomes like brand awareness and website traffic with our paid social packages

Starting at \$65/week



email marketing

Custom, professional emails to your target audience

Benefits:

- Find New Customers
- Increase Website Visits
- Promote Sales & Special Offers

SPONSORED AD IN WEEKLY EMAILS TO READERS

\$95/week

Reach over 9,000 engaged e-news subscribers with a sponsored ad in our weekly Coupon Club email and the weekly digital distribution of the Penny Saver.

Maximum of 5 spots available

ELECTRONIC DIRECT MAIL (EDM) OR EMAIL BLAST

**Starting at \$200
for 5,000 contacts**

A custom, professional email sent to an audience targeted by location, demographics or behavior.



ONLINE banner advertising

Benefits:

Reach Our Digital Audience

Includes Weekly
Impression Reporting

Ads Click Through
to Your Website

GET MORE EXPOSURE
for your business with
gvpennysaver.com

**Enjoy being at home
with a NEW LOOK!**

- Doors • Windows
- Carpentry
- New Bathrooms
- Interior Painting

**No Job
TOO SMALL!**

McAfee Remodeling
Free Estimate • Fully Insured
585-402-1070 • mcafeeremodeling.com

**\$100
OFF**

ANY TREE SERVICE
\$500 or more EXP. 11/30

**OAKES
TREE SERVICE**

Contact us today! 585.637.TREE

BANNER ADS

Boost your print ad for \$55 per week

All banner ads on gvpennysaver.com
guarantee at least 2,500 impressions.





Custom, high-quality photos & videos

*Build your core set of brand photos
for all of your marketing needs*

Signature Headshots

Product Photography

Business Brand Story Photos

Video Recording

OTC



printing & direct mail

*Custom Designed
For You!*

Menus • Flyers • Signs • Brochures
Invitations • Postcards • Newsletters
Business Cards • Posters

Design • Print • Delivery

PENNY LANE
PRINTING & PROMOTIONAL

- **Nationally recognized graphic design**
- **State-of-the-art equipment**, including color web offset printing and digital printing capabilities
- **Personal attention** from design creation to printed product

Together, we will create something exciting and totally original for you or your business!

Call 585-226-8111 for pricing or order at printingbypennylane.com



promo products



*Together, we will
create something
exciting and totally
original for you or
your business!*

*Custom Designed
For You!*

- T-Shirts
- Sweatshirts
- Hats
- Hand Sanitizer
- Masks
- Travel Mugs
- Cups
- Bottles
- Pens
- Tote Bags
- Mouse Pads
- Lip Balm
- And More!

Advertising Policy

Credit/Billing

New advertisers are expected to pre-pay their first four weeks, and also complete a standard credit application. Thereafter customer will be put on account and billed monthly. Payment terms are NET 15 DAYS FROM MONTH END.

All billing discrepancies must be reported to the Genesee Valley Penny Saver within 30 DAYS of monthly billing statement.

Once an account has reached 60 days past due, advertising will not be accepted. After 30 days past due, discounts will not apply.

Distribution: Mix of postal delivery, adult carrier, demand, and digital distribution.

Editorial & Publicity Articles: Advertisers or agencies requiring news releases are welcome to purchase space in the form of advertising, however the content must be print-ready.

Errors: Genesee Valley Publications, Inc. will not be liable for any error to a greater extent than the cost of the space occupied by the error. Errors must be reported within **30 DAYS** of publication date to be considered for adjustment.

Political Ads: **ALL** political ads must be paid for in advance of ad placement with advertiser acknowledgement. No covers, but special position requests are accepted for an additional charge.

Genesee Valley Publications, Inc. will make every effort to see that all advertising copy, which is neatly presented, is correctly printed. We will not be responsible for print quality of any advertising not created by Genesee Valley Publications, Inc. personnel. We take no responsibility for statements or claims made in any advertisement. We reserve the right to refuse any and/or all advertising.

I, Steve Harrison, Publisher and President of Genesee Valley Publications, Inc., hereby certify the statements and circulation figures herein contained are true and correct.

Steve Harrison

LOOK WHAT

we CAN DO **FOR** *you!*



PUBLISHING

- Genesee Valley Penny Saver
- HOME Magazine
- Directories & Community Guides
- Faces - Rochester, NY
- Custom Ad Creation
- State & National Advertising

PRINTING + MAILING

- Flyers, Banners, Roll Up Displays
- Cards, Invites
- Newsletters, Brochures & Programs
- Direct Mail
- Printing Newspapers

PROMO PRODUCTS

- Seasonal Items
- Custom Gifts
- Trade Show Items
- Apparel & Bags
- Drinkware

WEBSITE DESIGN

- Mobile Responsive Websites
- Ecommerce Platforms
- Analytics, Data & SEO
- Content Development
- Landing Pages

DIGITAL MARKETING

- Search Campaigns
- Digital Display Advertising
- Video Advertising
- Retargeting & Geofencing
- Targeted Email Blasts

SOCIAL MEDIA

- Awareness Campaigns
- Lead Generation
- Contests & Giveaways
- Facebook Page Management
- Build a Facebook Page

PHOTO + VIDEO

- Signature Headshots
- Product Photography
- Business Brand Story Photos
- Video Recording
- OTC/OTT

GRAPHIC DESIGN

- Logo Design
- Business Collateral
- Invites & Flyers
- Cards, Invites

SEO + SEM

- Google Listings
- Keyword Optimization
- Image Optimization
- Listings Management
- Review Management

Contact us today to get started!
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