

STRENGTHEN YOUR VISIBILITY

with the national and regional agencies who need to know your business and help them feel confident in the results your paper can deliver!

Introducing the *PaperChain Collective Bargaining Discount Program for SRDS!*

FREE PAPERS RULE!

Picture DMA after DMA with Free Papers prominently dominating the top of the newspaper listing section. Earn a discount of up to 66% off any of four premium programs offered in SRDS.com from Kantar Media.

Improving your publication's profile not only provides your publication great visibility but it also furnishes your state and regional association with additional SRDS exposure. Help represent the free paper industry as strong and exciting alternative to the long established, but quickly fading daily newspaper they've depended on for years.

Sun Community News & Printing Media Group

Newspaper Group: Community
DMA: Burlington, VT-Plattsburgh, NY State: New York



Recognizing the corporate changes taking place across the newspaper landscape, Denton Publications re-branded its historic community newspapers into The SUN August 2015. A staff comprised of daily newspaper personnel, The Sun provides a content rich, award winning newspaper, USPS delivered free to more than 60,000 North County homes. Home of the NYPA Writer of the Year and includes a team of 10 journalists with 160 yrs of experience. Local news, politics, commentary, sports, arts & entertainment coverage. The most complete regional calendar of events in print, online and through social media. CVC audit shows total market reach at 99%, and high readership at 80%. Under local ownership we are here to grow and serve.

Circulation (Audited, Group): Weekday: 51,482



Sun Community News

Local Website
DMA: Burlington, VT-Plattsburgh, NY
Website: <http://www.suncommunitynews.com>



The Sun Community News site, free of pay wall and totally open to the public, combines local news, sports, opinions, photographs, letter, obituaries, public notices, calendar of events, digital editions and our online printing service store. The scope of coverage includes Clinton, Essex, Franklin, Warren, Washington and Hamilton Counties in New York and Addison, Rutland, and Chittenden counties in Vermont. With ultra local news being our only priority and this new combined site only launched in August of 2015, it continues to grow in popularity as the area daily content dwindles due to continued layoffs and cutbacks.

Unique Visitors (Compete.com): 11,382

Demographics available



Newspapers

☐ Add to Report



Digital

☐ Add to Report



Free Community Papers provide the best market penetration and generate the highest ROI available. We are the best and we need to present ourselves as the very best!

Contact Michael Forgash directly today and learn how affordable your premium profile can be.
(646) 895-8423 michael.forgash@srds.com



KANTAR MEDIA

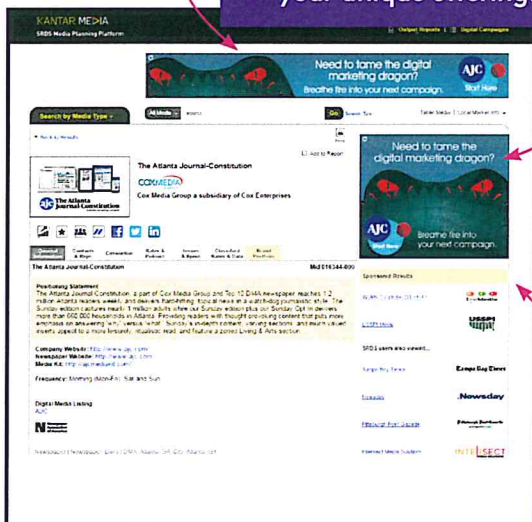


You can be found, considered and understood.

Tell Your Sales Story to Active Buyers Nationwide, 24/7 Before, During and After the RFP.

Media buyers today develop integrated plans within a media landscape that is more complex than ever. Like consumers use Google or Bing, media buyers use the multimedia planning platform at srd.com daily to navigate that landscape and effectively identify their best options among 125,000+ media brands. To be found and considered, you need a premium listing. To tell the unique story of your brand, even in your competitor's listings, you need highly targeted online display advertising.

Ad programs let you protect your own listing from competitors and promote your unique offering.



Higher-level advertisers can target other media brands, putting their ads (and story) in others' listings and their title and logo in sponsored results.

Make sure active media buyers understand your sales story 24/7, when they're deciding who to contact, when they're looking at your competitors.

Improve your rank.



Display ads let you tell your unique story through targeted ad positions. Program determines percent of rotation.

Contact your Account Manager or Michael Forgash at 646-895-8423 or Michael.Forgash@srd.com to learn more

srd.com

Connect with media buyers through srds.com.

SRDS collects data about advertising opportunities across the entire spectrum of media. From pure-play consumer websites to highly specialized trade publications. From the big national media you watch every day to small-market radio stations, it's all here.

We then standardize all that data to help agencies and marketers quickly connect with the best media for their plans and campaigns. It's all within a few clicks at srds.com.

Why do planners use srds.com?

- **Flexible search.** Query multiple media types at once with Open Search or dive straight into the desired media.
- **Quick comparisons.** Powerful filters, sorting and grid views help users quickly evaluate huge lists of media.
- **Understand all options.** More data available in search results make it easier than ever to explore opportunities.
- **Think local.** Search Local Media by DMA — research across media categories to plan comprehensive local campaigns.

Make your statement in the competitive, multimedia world of srds.com.

Our users search and interact with SRDS media data much like consumers use Google, Bing or Facebook. In order to get found, considered and, ultimately, understood when profitable media campaigns are built, a basic profile isn't enough.



With a brand portfolio and sales narrative that's more complex than ever, media properties can't wait for RFPs to request their ad sales story. That's why premium profiles in SRDS are such a worthwhile investment.

Premium profiles immediately pay off with:

- A more robust presence in SRDS search results, so your brand is found among the dozens or hundreds of competing media across all types
- More compelling data elements (cover images, social media and research links, etc.) help users consider your media brand's fit with their advertising objectives

Highly targeted online display advertising helps SRDS users better understand your brand as they compare you to your competition.

- Tell your story to our users before, during and after they are in "RFP mode"
- Make sure media planners understand your sales narrative with 24/7 messaging

Contact your Account Manager or Michael Forgash at 646-895-8423 or Michael.Forgash@srds.com to learn more

srds.com