

# MEDIA GUIDE

Serving Orleans and  
Eastern Niagara Counties

Mailed weekly  
to **19,000+**  
homes via USPS

Family owned  
and operated



Read online at [lakecountrypennysaver.com](http://lakecountrypennysaver.com)

**LAKE COUNTRY Pennysaver**  
 A publication of **Featured MEDIA**  
 January 12, 2025 | 585.226.8111 | Volume 78 | Number 02

Postal Customer ECRWSS

**SPECIALS OF THE WEEK**  
 30% OFF 2025 GMC ACADIA SE  
 30% OFF 2025 HONDA CIVIC SE

**Frank's Auto Center**  
 471 W. Scan Street, Avon, NY 14011  
 Hours: 9:00am - 6:00pm, Mon-Fri 8am - 5pm, Sat 9am - 5pm, Sun 10am - 5pm

**MIDWINTER MEAT SALE  
 JAN. 16TH, 17TH & 18TH**

**Miller's Bulk Food & Bakery**

**ALL SPECIALTY BURGERS**  
 DELUXE BURGERS  
 JALAPENO BURGERS  
 STEAK BURGERS  
 BUTCHERS BLEND  
 GROUND BEEF PAT  
 BACON BURGERS  
**\$5.49 LB.**

**BEEF GUBE STEAKS**  
**\$5.49 LB.**

**STEW MEAT**  
**\$6.49 LB.**

**PORK GUBE**

**SMOKED**

MARCH 2025

# Your Media Solution

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



## PRINT

The Lake Country Pennysaver and the Genesee Valley Penny Saver reach your customers across Western NY



## ONLINE

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



## MOBILE



## SOCIAL MEDIA

# Brands We've Helped Grow



**BERKSHIRE  
HATHAWAY**  
HOMESERVICES

ZAMBITO,  
REALTORS®



**WORTZMAN  
FURNITURE** 



# Display Ad Rates

## COMMON AD SIZES

Other sizes available. Check with your ad consultant.

Column Inches	Size	Dimensions	Color Rate	B&W Rate
4	2x2	3.35" W x 2" H	\$90.00	\$60.00
6	2x3	3.35" W x 3" H	\$120.00	\$90.00
7	2x3.5	3.35" W x 3.5" H	\$135.00	\$105.00
8	2x4	3.35" W x 4" H	\$150.00	\$120.00
9	3x3	5.1" W x 3" H	\$165.00	\$135.00
12	<b>EIGHTH PAGE</b> (3 col)	5.1" W x 3.8" H	\$210.00	\$180.00
15	3x5	5.1" W x 5" H	\$255.00	\$225.00
24	<b>QUARTER PAGE</b> (3 col)	5.1" W x 7.85" H	\$410.00	\$360.00
48	<b>HALF PAGE</b> (3 col)	5.1" W x 16" H	\$800.00	\$700.00
48	<b>HALF PAGE</b> (4 col)	6.86" W x 11.815" H	\$800.00	\$700.00
48	<b>HALF PAGE</b> (6 col)	10.375" W x 7.85" H	\$800.00	\$700.00
72	<b>3/4 PAGE</b> (6 col)	10.375" W x 12" H	\$1145.00	\$1045.00
96	<b>FULL PAGE</b>	10.375" W x 16" H	\$1500.00	\$1400.00
	<b>BACK COVER</b>	10.375" W x 16" H	\$1500.00	
	<b>FRONT COVER</b>	10.375" W x 13.4" H	\$1280.00	
	<b>CORNER COUPON</b>	3.35" W x 1.75" H	\$255.00	

Commit to 5 or more weeks to receive a reduced ad rate

Color Rate	B&W Rate
\$85.00	\$55.00
\$115.00	\$85.00
\$130.00	\$100.00
\$145.00	\$115.00
\$160.00	\$130.00
\$205.00	\$175.00
\$250.00	\$220.00
\$400.00	\$350.00
\$750.00	\$650.00
\$750.00	\$650.00
\$750.00	\$650.00
\$1095.00	\$995.00
\$1300.00	\$1200.00
\$1300.00	
\$1230.00	
\$230.00	

Multi-Week Discount

OrleansHub.com Add-Ons

**Display Ads**  
Include an OrleansHub.com event ad with any display event ad for just \$25 more! 160px x 180px

**Employment Ads**  
All employment ads will be on OrleansHub.com \$10 will be added to the standard ad rate

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**Obituaries**

Print Ad: \$80 • Print + OrleansHub.com: \$160  
Up to 14 column inches. Each additional column inch adds \$15.  
All obituaries will run as submitted. Average font size 10-11pts.

**MATTRESS SALE**

FREE DELIVERY! AT Max Pies Furniture www.maxpiesfurniture.com

TWIN SET \$399

SAVE UP TO 50%

NO INTEREST FOR 48 MONTHS!\*

SALE PLUS \$499 FULL SET

SALE PLUS \$599 QUEEN SET

SALE PLUS \$999 KING SET

SALE PLUS LOWTOP



# LAKE COUNTRY Pennysaver

**Circulation  
Over 19,000**



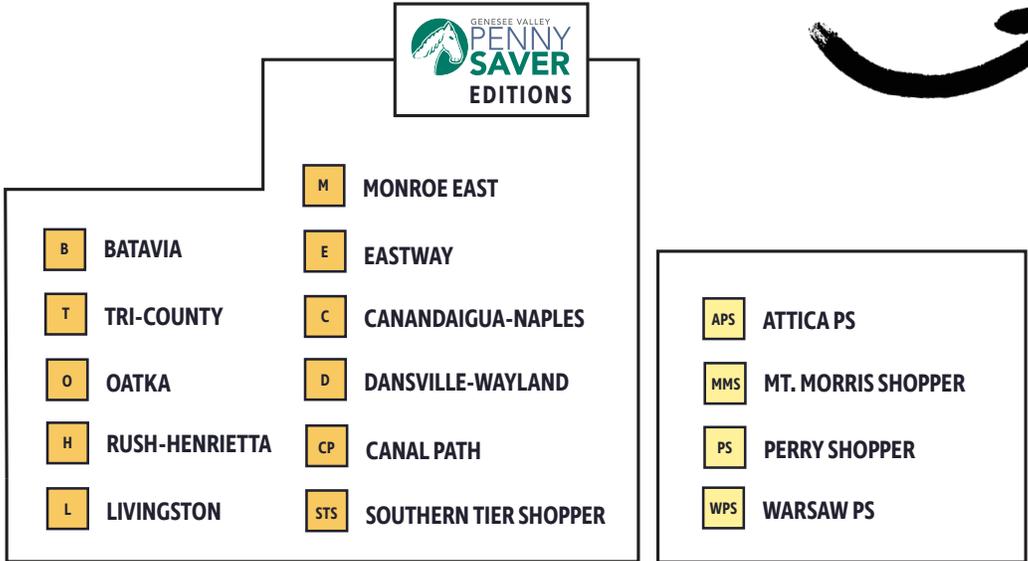
**BY ZIPCODE**  
We also circulate to high traffic locations throughout the area.

Albion 14411 (ZONE 2)	5163
Barker 14012 (ZONE 1)	880
Holley 14470 (ZONE 3)	3383
Kendall 14476 (ZONE 3)	863
Kent 14477 (ZONE 2)	701
Lyndonville 14098 (ZONE 1)	1106
Medina 14103 (ZONE 1)	4651
Middleport 14105 (ZONE 1)	1863
Waterport 14571 (ZONE 2)	578

*Circulation does not reflect individually addressed papers.*

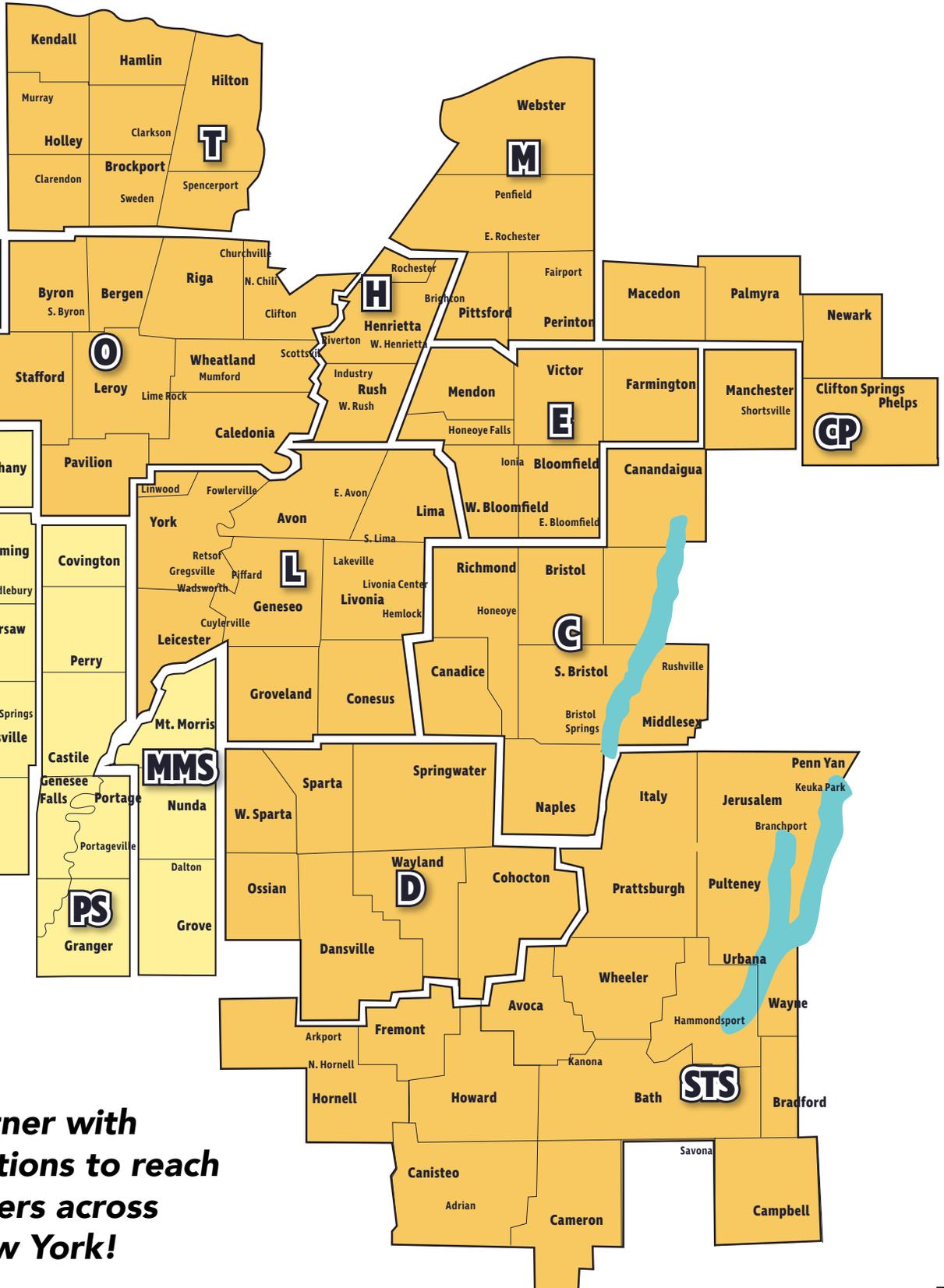
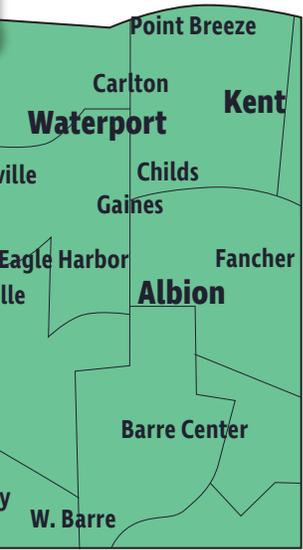
**TOTAL COVERAGE**

**Circulation  
Over 153,000**  
*Learn more at [FeaturedMedia.com](http://FeaturedMedia.com)*



Pre-print insert customers may purchase individual zones, but must buy the entire circulation of a given zone, including home delivery and bulk pick up if applicable.

# featured MEDIA™



**We also partner with  
local publications to reach  
your customers across  
Western New York!**

# Pre-Printed Inserts

Reach your customers directly by inserting your flyer into Lake Country Pennysaver!

DELIVERY	OPEN RATE	VOLUME DISCOUNT
One Zone	\$75.00/m	\$70.00/m
Two Zones	\$70.00/m	\$65.00/m
Three Zones	\$65.00/m	\$60.00/m

**Please call 585-226-8111 with mechanical specifications to determine final pricing.**

Inserts must be delivered to our production facility at 1471 Route 15, Avon, NY 14414 at least one full week before insertion date. Insertion is available weekly on Tuesday. Delivery hours are Monday through Friday, 9:00 am to 4:00 pm. Maximum size of 8.5x11" will be accepted.

Anything larger will require prefolding or a folding surcharge will be added.

Pre-print insert customers may purchase individual zones, but must buy the entire circulation of a given zone, including home delivery and bulk pick up if applicable.



Insert your flyer directly into the Pennysaver!

# Inserts & Flyers

Custom design included!

Flyers are printed and then inserted into the zone of your choice

8.5x11 flyers or inserts printed in full color on the paper described below • No bleeds

Paper Type	1-Sided	2-Sided
80# White Gloss	18¢ each	21¢ each
60# White Matte	15¢ each	17¢ each

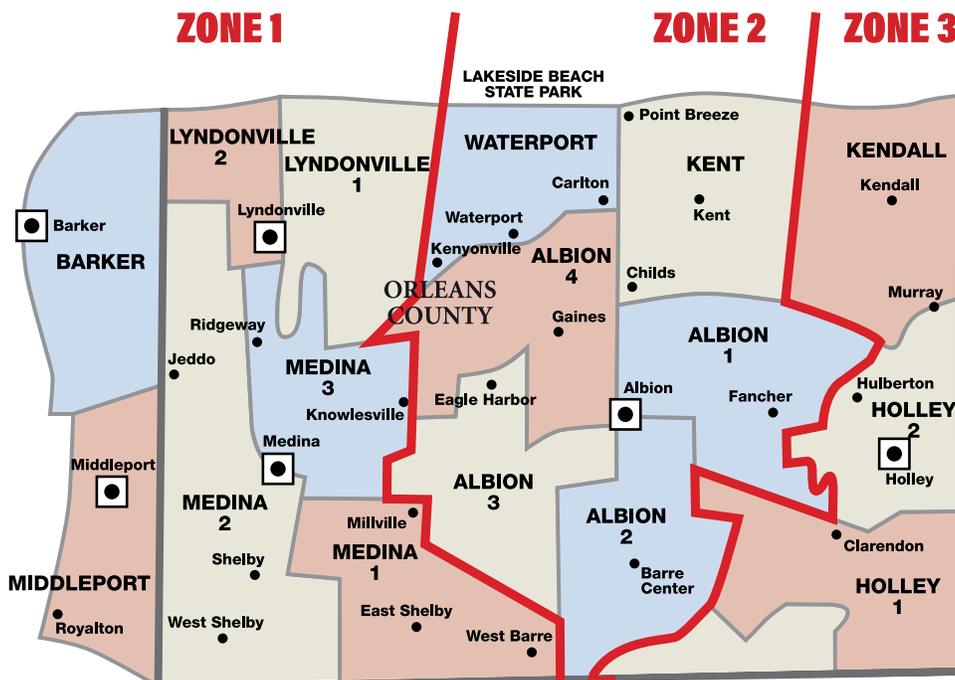
8.5x10.875 inserts printed in full color

Large Orders	Quantity	80# Gloss	60# Offset
	10,000-19,999	15¢ each	15¢ each
20,000-29,999	15¢ each	15¢ each	
30,000-49,999	13¢ each	12¢ each	
50,000-74,999	12¢ each	12¢ each	
75,000-149,999	12¢ each	12¢ each	
150,000-749,999	11¢ each	11¢ each	
750,000+	11¢ each	11¢ each	

Same price 1 or 2 sided!



Set-up \$45 up to 3 proofs, \$60/hr after. **MINIMUM PURCHASE OF \$25.**



ZONE 1	
Barker	880
Lyndonville	1106
Medina	4651
Middleport	1863
ZONE 2	
Albion	5163
Kent	701
Waterport	578
ZONE 3	
Holley	3383
Kendall	863

# New Publisher

Now published by Featured Media,  
a family owned business operated in Avon, NY

## What is Featured Media?

Are you ready to take your business to new heights? All you need is Featured Media, the evolution of the beloved Genesee Valley Penny Saver. Since 1948, the Penny Saver has been a trusted resource, connecting readers with local organizations and businesses. Our roots run deep in the Western New York and Finger Lakes regions. Owned and operated by the same family for 75 years, second- and third-generation family members work alongside a dedicated staff of just over 100, committed to bringing locally-relevant content to readers across many forms of media.

## Comprehensive Marketing Services

Our customers are often surprised that besides print advertising in the Penny Saver, we also offer almost any type of marketing services a business could need. From commercial printing, promotional/branding products, direct mail options, a full-service digital marketing agency, as well as vibrant video and photography, Featured Media does it all. We're here to guide you every step of the way.

## Steadfast Local Community Focus

While the Penny Saver's publisher has changed, our commitment to you remains steadfast. At Featured Media, we believe in the power of effective communication and getting your message out to the community through a variety of channels.

Featured Media's President and Publisher, Steve Harrison, says, "While our list of services grows, we're committed to the Penny Saver's success just as much now as we have been at any time in the last 75 years. Our goal has always been to provide a communication vehicle that connects our advertisers with our readers. Now with Featured Media, we can enhance that connection digitally."

## Your Trusted Marketing Partner

Featured Media is your trusted marketing partner, combining the power of tradition with the innovation of the digital age. To learn more about our services and how we can partner with you, visit our website at [featuredmedia.com](http://featuredmedia.com).



# 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 Featured Media 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.

**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:** Featured Media 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.

Lake Country Pennysaver 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 Lake Country Pennysaver 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 Lake Country Pennysaver, hereby certify the statements and circulation figures herein contained are true and correct.

*Steve Harrison*

# Digital Media

Your full service digital agency

Ask us about adding digital to your print ad purchase!

- Website Design & Hosting
- Spotify Advertising
- Google AdWords
- OTT/OTC
- Programmatic Digital Display
- Google My Business Listings & Management
- Video Content Production
- SEO
- Social Media Management
- Email List Management
- QR Codes
- Social Media Shout Outs
- Custom Blogs





# Look what we can do for you!

**LOCAL SERVICE. ENDLESS OPTIONS.**

## PUBLISHING

- Lake Country Pennysaver
- Genessee Valley Penny Saver
- Southern Tier Shopper
- Community Guides and Directories
- State and National Advertising

## DIGITAL MARKETING

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

## PRINTING + MAILING

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

## 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

## PROMO PRODUCTS

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

## GRAPHIC DESIGN

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

## WEBSITE DESIGN

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

## SEO + SEM

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

**featured**  
MEDIA™  
FEATUREDMEDIA.COM

LAKE COUNTRY  
**Pennysaver**  
LAKECOUNTRY-PENNSAVER.COM