An association of publishers of free distribution shopping guides, newspapers and periodicals throughout New York State.

Join A Network Covering Over 5.9 Million Homes Through 449 Editions!

fcp ny

Free Community Papers of New York

MEMBERSHIP INFORMATION

FREE COMMUNITY PAPERS OF NEW YORK

About FCPNY

Over fifty years ago a few publishers in New York State had the foresight to envision the bright future the free circulation industry had. They also recognized that the best avenue to success was the sharing of knowledge and experiences. Thus was born our association, Free Community Papers of New York. For over fifty years the members of FCPNY have been supporting each other, our industry, and the communities they serve.

As an association, our mission is to unite the free community papers of New York for strength and prosperity and to provide our members with outstanding benefits and support which enable them to grow and prosper.

We endeavor to enhance the quality and success of free community papers through education and networking by providing opportunities for discussion, investigation of common challenges and training programs designed for the betterment of all involved in the free paper industry.

Several years ago, a group of publishers realized that the support they gave to their communities and the readership their publications enjoyed was mirrored by other free circulation papers across the state. They joined forces to create a network of affordable and effective advertising that reaches all of New York State with just one phone call, one invoice, and one ad consultant. This network, Community Papers Advertising Network (CPAN), reaches over 5.9 million households with their display ad and insert programs and over 5 million households with their classified ad program each and every week. Yearly audits are conducted by certified auditing firms to verify circulation, receivership and readership. Over the past 5 years, our New York State receivership has consistently been above 96% and our readership an overwhelming 75.5%.

You will find detailed descriptions of the many benefits offered to our members throughout the pages of this brochure. We invite you to consider carefully these benefits and are certain that you will find our association to be **exciting, forward thinking and moving full speed ahead!**

CIRCULATION VERIFICATION COUNCIL

SRDS Media Solutions

afcp

IFPA

PaperChain

facebook.com/fcpny

From the Executive Director

Dan Holmes

New look, new benefits and new energy make FCPNY more important to your publication than ever!

Hello,

I am Dan Holmes and it is my honor to work with the many talented publishers throughout New York State that have chosen to join our association. I want to thank you for your interest in FCPNY. This membership kit has been developed to inform you of the many benefits available to you as a member.

The purposes for which the association was formed include, but are not limited to, bringing into one organization the publishers of free distribution shopping papers and free newspapers and periodicals in the State of New York for their mutual encouragement, for the exchange of ideas with a goal towards the betterment of the industry and to maintain and advance the highest standards of business practice.

Our stated mission is simple:
To unite and educate our members for their strength and prosperity.

Currently our membership includes 68 publishing entities distributing 449 editions throughout New York State. Our total audited circulation exceeds 5.9 million. This provides us with a strong platform from which we can benefit individual publishers and the advertisers within each individual publication. Through our classified, display ad and insert programs we can provide statewide exposure to advertisers and additional revenue to our membership.

Please review this membership kit thoroughly and call me, or our Marketing Director, Erika Perez at 877-275-2726 with any questions you may have. We are here to serve you and our member publications ~ please join us and tap into the fabulous resource that FCPNY is.

Dan Holmes
Executive Director
dholmes@fcpny.com

FREE COMMUNITY PAPERS OF NEW YORK

Our Board of Directors

FCPNY is one of the oldest and largest state organizations of free circulation papers. Over the past several years, we have grown to be one of the most active. The members of our board of directors have donated countless hours to our association and we take this opportunity to say thank you to:

PRESIDENT
Steve Harrison*
Genesee Valley Penny Saver, Avon

1ST VICE-PRESIDENT
Randy Shepard*
County Shopper, Delhi

2ND VICE-PRESIDENT
Tom Cuskey*
Scotsman Community Papers, Syracuse

TREASURER
Karen Sawicz*
Lake Country Pennysaver, Albion

Dan Alexander
Denton Publications, Elizabethtown

Carla Chase
Yorktown Pennysaver, Yorktown Heights

Mark Coyle
Fredonia Pennysaver, Fredonia

Bridgette Goodman
Hi Lites, Watkins Glen

Denny Guastaferro
Metro Group, Inc. Buffalo

Bill Jones
Moneysaver Advertising, Bolivar

Christine Kennedy
Warsaw Penny Saver, Perry Shopper, Perry

Robert Rozeski
RW Publications, Orchard Park

Debbie Schneider
Queens Pennysaver, Queens

Richard Snyder
Snyder Communications, Norwich

**Also officers and directors of CPAN*

CPAN Officers

David Grayson
Leroy Pennysaver, LeRoy

Colleen Farley
Community Media Group, Syracuse

A Member Benefit~ CPAN Classified Ad Network

Your FCPNY membership will afford you the opportunity to participate in CPAN, FCPNY's Community Paper Advertising Network. You can access the CPAN Media Kit on the home page of our website at **www.fcpny.com.**

The CPAN classified network is the lifeline of our association. The benefits each publisher receives from the statewide classified ad program in exchange for running the ads each week are very worthwhile. Our members, who support the network, run the ads that we send them each week. They also sell the ads that are run in the participating papers. The suggested retail cost of the ad is $490* for 15 words - $15 for each additional word. Statewide circulation is over 5 million. 50% of the total amount of the sale stays with the selling publication. The other 50% is sent to the association along with the sold ad.

Increase your BOTTOM LINE by selling CPAN Classifieds!

Classified Ad Rates

ZONE	CIRCULATION
Western	1,188,758
Central	943,289
Downstate	2,962,966
Statewide	**5,095,013**

15 WORDS IN ALL PUBLICATIONS
only
$490*

EACH ADD'L WORD
$15

4 Week Discount Available!

$460* per insertion (plus $15 for each additional word) for a 4 week run!

Ad must be a repeat for all 4 weeks (no copy changes), run must be consecutive and prepayment is required.

Another Benefit
ON-SITE TRAINING
Our Marketing Director will visit your publication and provide on-site training for your staff and how to sell CPAN ads!

The Power of 1!
one buy • one invoice • one ad consultant

**Suggested Retail Price*

1-877-275-2726 P.O.Box 11279 Syracuse, NY 13218 www.fcpny.com

fcp ny
FREE COMMUNITY PAPERS OF NEW YORK

A Member Benefit~ CPAN Display Ad Network

The CPAN display ad slogan is: "Border to Border with One Ad Order" and that's exactly what it is!! The number "one" display ad network in New York State now offers you 449 publications with "one" buy, "one" invoice, "one" ad consultant. It couldn't be easier.

This program is an effective answer to a need of our advertisers who want the convenience of one buy, one invoice, one ad representative and the circulation of New York State.

Here are the highlights:

1) A rate structure based on circulation (per thousand) and ad size. The ad rate is 50¢ per column inch per thousand circulation. The seller receives 8¢ per column inch per thousand; Our Association receives 9¢ per column inch per thousand; The publishing papers receive 33¢ per column inch per thousand of their publication's circulation.

2) Three zones from which to choose! As found in our CPAN classified brochure, the regions consist of Western, Central and Downstate.

The Selling Publication Must:

- Produce a PDF file. We've settled on two sizes to keep it simple & affordable. The two sizes are a 2 x 2 and a 2 x 4. (Other sizes are available and can be custom quoted by CPAN.)
- We understand that not everyone has the same size column inches, so the publishing paper will have flexibility to either enlarge, reduce or float the ads in their paper(s).
- Send the .pdf file to CPAN for electronic distribution.
- Get pre-payment from their advertiser. Our CPAN association will not distribute the ad to our members without a check in full from the selling publication.

The Participating Paper Must:

- Publish the ads for the publication date specified on the CPAN Ad Order Form in their entire circulation.
- Submit to CPAN, a bill and tearsheets from your edition(s) as proof that the ad ran.

CPAN will:

- Distribute the ads electronically to the participating publications. Once the selling publication has produced the ad, they simply email it to CPAN for distribution. CPAN then emails the ad to each publication for insertion into their paper(s), for the scheduled run date.
- File the tearsheets and have them available for the advertiser up to 90 days following publication of their statewide ad.
- Track all CPAN Display Ad activity for our association by advertiser and publisher.
- Process display ad payments by check monthly to all members when their tearsheets are received.

The Power of 1! one buy · one invoice · one ad consultant

"As a small paper we just don't have the time or man power to keep up on the changes in our industry. As a FCPNY member we have a direct line to the pulse of the industry.

By attending the conferences we are able to keep up on industry trends and technologies. We would be lost without FCPNY."

CHRISTINE KENNEDY-TILL
Owner Publisher
Warsaw Penny Saver/
Perry Shopper

Here's what our member Publishers say about FCPNY

"The benefits of FCPNY membership are so plentiful that it's difficult to find a place to begin. If I had to pick the most utilized benefit, though, it would have to be the CVC Audit. It's the tool that provides the irrefutable answer to almost every objection we encounter – delivery, readership, reader response – it shows advertisers and prospects why we are the best choice in the market, hands down.

The training we receive through FCPNY is another great benefit. Where else can you get internationally known sales and marketing training talent to give your sales staff industry specific training for such a small investment? The value is tremendous! It's during these session where you get to take advantage of the best thing FCPNY has to offer: sharing with other members. What a wealth of knowledge and experience we have within our ranks! These are people who are anxious to share, anxious to make other members successful.

Enough can't be said about the lending library – what a great tool to help keep us trained and motivated with books and recordings from some of the top people in sales, marketing, graphics and other industry disciplines.Keep up the great work!"

TOM CUSKEY
Associate Publisher
Scotsman Press Inc.
Syracuse, NY

"Membership

- *Gives an opportunity to share and have a better understanding about our business and find ways we can all learn to adjust to the trends and changes of our business.*
- *Keeps us informed and up to date with issues that effect our business.*
- *Gives us a strong presence in national markets by having up to date, accurate CVC Audits for all our membership to give us all the credibility we deserve.*
- *Being a part of our CPAN program brings in extra revenue plus offsets cost for conferences and more."*

BOB ROZESKI
Publisher
RW Publications
Orchard Park, NY

The Power of 1!
one buy • one invoice • one ad consultant

1-877-275-2726 P.O.Box 11279 Syracuse, NY 13218 www.fcpny.com

FREE COMMUNITY PAPERS OF NEW YORK

Benefits to our Members

Executive Director

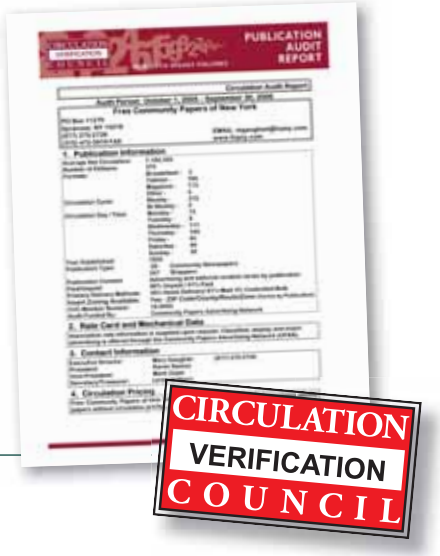
Our Executive Director, Dan Holmes, oversees the operation of the association and is dedicated to providing the highest level of service to satisfy the needs of FCPNY members.

Marketing Director

Our Marketing Director, Erika Perez, oversees the implementation of the FCPNY Marketing Plan, develops training & incentive plans for member publications' sales teams to increase classified, display and insert sales through the CPAN ad program and is also the FCPNY Liaison to the Sales Management Division. Included in her responsibilities are to increase publication membership, increase publisher and sales manager member involvement and to establish major advertisers and accounts for the association membership.

Association Paid Audits

Conducted by an independent auditing firm, a CVC (Circulation Verification Council) Audit means quality and credibility. On-site visits, field visits, reviews, telephone surveys and a certified report - all done to assure that you are provided with accurate publication numbers from a trusted source of circulation and demographic information. Your audit will provide key readership and circulation information. You will be eligible for this member benefit free of charge after you have participated in the CPAN classified network for six months. Please visit www.cvcaudit.com for more information.



Sales & Graphics Super Conference

Several meetings, conferences and training seminars are held annually featuring nationally recognized speakers and trainers. These can be taken advantage of by our CPAN ad network members.

When & Who:

Usually held in March, this annual conference provides something for everyone - Publishers, General Managers, Sales Managers, Sales Professionals and Graphics Personnel.

Investment:

CPAN members can send 5 people at no charge, except overnight accommodations, which are available to you at a heavily discounted rate.

What:

This conference boasts our famed Graphic Awards Competition. An annual competition, this is an opportunity to publicly acknowledge the outstanding artists of our industry by means of an awards presentation. The FCPNY Sales Professional of the Year awards are also presented at the conference. Since 1993 we have honored over 80 Top Sales Achievers and each year nominees are reviewed and a winner in both inside and outside sales is chosen, as well as a rookie of the year. Seminars are provided featuring nationally recognized speakers and trainers specifically focusing on the challenges we face as an industry. Careful thought and preparation goes into the choice of speakers and sessions are provided for our publishers, managers and sales and graphics professionals. This is our most anticipated conference of the year!

What our members say~

"The conference was awesome! I was on the sales track and the speakers were all very entertaining. We all took away some good ideas. The food was great & the casino was fun. Everything was very well organized! All of your hard work really paid off. A++++++ all the way!!!"

STACEY PECORI
Jefferson County Pennysaver

"I would like to thank you for the informative and entertaining conference at the turning stone. I learned new techniques for selling and prospecting, which were most helpful. I was also pleased to meet others in my specific field and realized that we all faced the same problems and symptoms!!! It's always helpful to brainstorm with peers!!! Thank you, again ~ I enjoyed the day very much."

KAREN KOERNER
Decker Advertising / County Shopper

"From a vendor's point of view your winter conference was terrific. Your hospitality and attention to detail made it a wonderful experience and a very conducive atmosphere to conduct business and discuss the state of our industry. Continue the good work and keep me posted of upcoming events."

BILL BOWMAN
President
Kidsville News Inc.

"What I liked most about the 2008 FCPNY event was that it was a relatively small, intimate conference, but with big-conference ideas, presentations, and discussions. All the attendees seemed eager to face the future of the industry, and openly shared a lot of ideas and experience. Anyone who missed this missed the best FCPNY gathering I've ever attended."

JUSTIN GERENA
JB Multimedia, Inc.

"Just wanted you to let you know that the NY show was excellent for my company Kaesu/CoolerAds.com. I had a great turnout and I kept busy almost all the time. You ran a great conference and it was well organized. I look forward to returning next year."

JOE NICASTRO
Co-Founder
Kaesu / CoolerAds.com

FREE COMMUNITY PAPERS OF NEW YORK

Sales Managers Conference

When & Who: Usually held in June, this annual 3-day conference provides the very best in sales management training.

Investment: CPAN members can send two people at a minimal investment of $75 each which covers all meeting expenses including rooms, meals, drinks, activities, programs, etc. scheduled for our group.

What: A fantastic opportunity for your Sales Manager(s) to network with others in the free paper industry and take back a fresh perspective on many of the issues & challenges they're facing in today's market.

"Being a member of the Free Community Papers of New York is a great honor. For a small distribution paper, such as The Hi-Lites, being involved in this organization is the primary way we can keep in touch with other papers who we would not normally see on a regular basis. No matter how large or small a paper is, we all benefit from the networking opportunities available at meetings and conferences. Just one conversation with another publisher/ sales manager can turn into a wonderful problem solving event. The benefits are endless."

BRIDGETTE GOODMAN
Publisher
Hi Lites
Watkins Glen, NY

Seneca County
Area Shopper
Ovid, NY

What our members say~

"It was a pleasure attending the conference. I think that anyone regardless of his or her time in our industry would benefit from the experience. I certainly appreciated the opportunity to network with the many experienced managers at the conference, but also benefited from some new ideas from new managers as well.

The programs were very timely and appropriate. I appreciated the online presentation from Justin Gerena and also recognized the opportunity we all have but sometimes do not realize in the CPAN program. It's a great opportunity to find new dollars and also to enhance the sales team with extra earning opportunities. The presentation by Tom & Erika on "Change" was very enlightening.

It is a small investment of my time, but could be a BIG financial return, especially in the sharing of great promotional pieces as well as what other managers are doing with typical problems we all experience and how they are addressing them. I got some great ideas."

JOHN MICGLIRE
Sales Manager
Denton Publications

"The comparatively small number of participants at the conference, in a rather intimate resort setting, provided the opportunity for very casual and effective idea sharing. With managers and publishers from a variety of publications, in small and large markets, there was bound to be someone who was struggling with the same challenges. Looking forward to the next one."

JERRY GRUNDMAN
Director of Advertising
Messenger Post Media

"I just wanted to give my sincere thanks for the information and hospitality at the conference. Enjoyable and educational…that's a combination for success!!!! Thank you so very much."

KAREN KOERNER
Marketing Consultant
Decker Advertising/County Shopper

"Thank you for a wonderful "first conference" experience. The conference provided an excellent opportunity to meet with other managers to discuss the current 'climate' and challenges facing our industry. The venue was beautiful and the agenda timely, interesting and informative. See you all next year!"

PATTY EMMI
Director of Sales
Rochester Advertisesr

Publishers Conference & Retreat

When & Who: Usually held in the fall (September/October), this annual 3-day retreat serves the interests and concerns of our member publishers and general managers.

Investment: CPAN members can send one person & a guest at a minimal investment of $100 each which covers all meeting expenses including rooms, meals, drinks, activities, programs, etc. scheduled for our group.

What: Our Publishers Retreat boasts presentations on new and emerging media, new products and services relevant to our industry and an occasional motivational speaker. Many member publishers bring their spouse or co-worker and enjoy extraordinary accommodations, food, and camaraderie. You will find this conference to be a networking opportunity beyond compare.

What our members say~

"I found the entire [Newspaper Next] presentation fascinating and thoroughly informative. We all better take serious note of the direction technology is leading. Elaine's delivery was excellent! Please accept my sincere thanks for a wonderful conference."

CAROL GRUMBACH
Yorktown Pennysaver

"Art and I were most grateful to be at the meeting in Cooperstown. The resort was great and the meetings and information shared were over the top. Just what today's business climate needs."

SHIRLEY ZIMMER
Vice President
Syracuse New Times

"The Publisher's Conference is an opportunity to share and tap into some of the sharpest minds in our industry. The presentations by the various providers fueled lots of new ideas for our future growth in these tough times. As usual, I got a lot out of the conference professionally and Angela and I certainly enjoyed it personally. A great weekend!"

TOM CUSKEY
Associate Publisher
Scotsman Press Inc.

"I thought the conference in Cooperstown was fantastic. It was refreshing to be around people determined to improve their businesses as opposed to the constant bombardment we receive as of late about which is the next industry to need bailing out. The entrepreneurial spirit is alive and well in the Free Paper Industry and we got some great information in Cooperstown to help grow our businesses."

LOREN COLBURN
Publisher
Scotsman Press Inc.

"The Publisher's Conference was just the right mix of fun and learning opportunities. Saturday's presenters were concise & kept our interest. The Sunday speaker, Elaine Clisham, was terrific & the timely topic of transforming our papers into "information conduits" was much needed for our industry. Kathy really enjoyed the proximity of the museums and shopping. Thanks for a very entertaining and informative time!"

STEVE HARRISON
Publisher
Genesee Valley Penny Saver

"We truly enjoyed everything - the networking, exchanging ideas, catching up with old friends, the hotel, the lake and Holy Smokes - the food!"

COLLEEN FARLEY
Publisher
Dansville-Wayland Pennysaver

"I loved the Saturday morning session with our vendors. It was fast paced, educational and should prove to be of great value to my company and our customers. I was also impressed with the number of publishers still on hand Sunday morning for the Next Newspaper session. It was obvious we were all looking to better comprehend what the future may hold. The facility, service staff and food couldn't have been better. My compliments and thanks to the FCPNY staff for putting together this superb program."

DAN ALEXANDER
Publisher
Denton Publications

FREE COMMUNITY PAPERS OF NEW YORK

Benefits to our Members

SRDS (Standard Rate & Data Service) Listing

SRDS Newspaper Solutions connect publishers with media decision makers all day, every day. For over 85 years, SRDS has been connecting media sellers with buyers through quality information services covering the world of advertising and marketing opportunities. All newspaper media dailies, weeklies, alternatives, shoppers ~ are combined in one online source giving the media buyer an overview of what is available in your market (DMA). As a member, your newspaper's information is listed online with SRDS, where Media Buyers look by market to find a paper to advertise their client'smessage to your readers. Your SRDS listing connects you to media buyers and decision makers all day, every day.

Human Resources Hotline

In today's fast changing employment arena, it is vital to stay on top of developing employment laws. We have a human resource specialist on retainer and our members are at liberty to call with any questions they may have concerning labor relations, employment or discrimination law. This is a free service to our members.

Lobbyist

A lobbyist to work for free paper publishers in Albany. Over the past several years, FCPNY has been instrumental in developing an ever-increasing awareness of our industry. We have steadily educated our representatives to the important role free circulation papers play as sources of community growth and information, as well as our contribution to the local and state economy.

Association Website

Used by members, media buyers & advertisers, our association website provides a comprehensive list of all FCPNY members as well as information on how to place a CPAN ad, timely association news of interest and event updates. Detailed information about your publication is available in an easy to use format. We can also link your website to ours and bring the advertiser right to your doorstep. Check it out at www.fcpny.com.

PaperChain

A combined effort of all the free paper associations in North America whose mission is to enhance the industry by providing its members with education, marketing and advertising sales programs. For more information visit www.PaperChain.com.

"*Our sales and management teams would all like to say "thanks" for the opportunity to belong to such a great organization as FCPNY. Our group of 7 publications has learned and grown so much over the years while being involved in all you offer. The resources you offer are immeasurable. Keep up the good work.*"

RUSS FOOTE
Sales Manager

Norwich/Sidney
Turnpike
Oneonta/Cooperstown
& Wharton Valley
Pennysavers

Mohawk Valley &
Schoharie
My Shoppers

Rebates

Each year the success of the CPAN classified ad network is shared with the members who have supported it throughout the year. Over the past three years, an average of $680,000 was sent to our CPAN members based on circulation.

Association Office

We provide a fully staffed association office to process ads for the CPAN program, answer your questions and serve our members needs. Feel free to call us anytime at 877-275-2726 or email us at www.fcpny.com.

Newsletter

Published quarterly, the FCPNY Newsletter features letters and updates from our Executive Director, Marketing Director and President. It highlights the latest in promotions and awards, features informative articles & news from our associate members, keeps you abreast of the latest in conferences and meetings and is your direct link to what is happening in our association and with your fellow publishers around the state.

Sales Management Division

Meets separately and concerns itself with building sales via co-op, special sections, classified ad development and hiring and keeping good sales people. We provide an annual three-day Sales Management Conference in June specifically designed to train those who lead our sales staffs. Two people can attend at a cost of $75 each which covers all meeting expenses including your room, meals, drinks, activities and programs scheduled for our group. (See page 10 for additional information).

New Hire Training

This program is designed to educate and motivate incoming free paper sales professionals and to arm them with the tools they will need to compete in an ever-changing and exciting industry. These sessions can also prove valuable to seasoned sales reps and serve as a reminder to "get back to basics" and focus on what's really important.

Seasoned Sales Rep Training

These training sessions are designed to continually educate and motivate your seasoned sales professionals and feature training customized to the changing needs and challenges that are unique to our industry. Every effort is made to ensure that your seasoned sales reps walk away refreshed, re-energized, invigorated and ready to sell, sell, sell!

Lending Library

Our lending library is comprised of CD's, cassettes and books featuring motivational & educational training tools to use in both sales & graphics. These are available to be lent out to our members at no cost.

Associate Members

A diverse group of 27 individual members who offer goods and services related to our industry to our members. By patronizing our associate members, we say "thank you" for their support.

Promotion of the Free Paper Industry

FCPNY is an organization dedicated to helping publishers gain their market share of revenue and protect their interests. As such, we have budgeted funds that are used to promote our industry to the readers and our value to both advertisers and consumers.

Membership Requirements

As stated in The Bylaws of Free Community Papers of New York, the following requirements must be met for membership:

Section 2. Membership in this association shall be open, subject to Article II, Section 3, to any company (that is a person, partnership or corporation) that publishes a free distribution shopping paper, free newspapers and periodicals containing multiple local retail, commercial and consumer advertising, distributed locally to the public within a defined market area on a regular pre-stated schedule of at least 50 issues per year, the publication of which is the main business interest of the publishers, conducting any business within the State of New York who agree to conform to such standards of business practice, ethics and qualifications as the association may from time to time set forth in writing, and who are hereafter received in or elected to membership as hereinafter provided.

Code of Ethics

As a member of the Free Community Papers of New York, members pledge themselves and/or their organization to:

- Observe the highest standards of honesty in all business transactions, and avoid the use of any and all unfair business practices.
- Agree that the following are unethical business practices pertaining to all publishers and editors that are part of the organization including, but not limited to:
  - Deliberately setting advertising rates below cost
  - Making false statements about circulation
  - Requiring advertisers to purchase space in combination only
  - Charging rates that are not available to all advertisers
  - Double billing
- Advertise and publish only such circulation and distribution figures as can be satisfactorily substantiated.
- Advertise and publish current advertising rates and furnish rate cards to any legitimate business firm, upon request.
- Subscribe fully to the copyright principle and respect the copyrights of others to the same extent with which one can expect others to respect one's copyrights.
- Not knowingly permit the use of any false titles, confusing technical data or descriptions, misleading or inaccurate terms or claims in any advertising copy.
- Maintain a spirit of friendly cooperation and assistance toward fellow craftsmen and hold out a helping hand whenever possible.
- Continually endeavor to raise and enhance the quality level of the profession and maintain a dignity of manner in the craft and the services connected with it and in the appearance of places of business and all other forms of public contact.
- Recognize and subscribe to the authority of the officers and directors for the Free Community Papers of New York in all matters of interpretation of the Code of Ethics.
- Cooperate fully in any investigation of a matter regarding the ethics conducted by FCPNY.

"Our CVC audit is a very important part of our presentation package. When national advertisers review the audit, it adds credibility to the information I have presented.

The audit also contains a great deal of very useful information on consumer buying habits and preferences. Most convincing is the fact that this information comes from a respected, reliable, independent third party. I wouldn't feel confortable making a presentation without a CVC Audit in my presentation package."

Gary Durawa
Major Accounts Manager
Metro Group, Inc.
Buffalo, NY

Our Member Publications

WESTERN REGION

Albion, NY
Lake Country Pennysaver

Batavia, NY
Drummer Pennysaver (The)

Bath, NY
The Courier

Bolivar, NY
Moneysaver Advertising Inc.

Buffalo, NY
Metro Group, Inc.

Clifton Springs, NY
Merchandiser, Inc. (The)

Dansville, NY
Dansville-Wayland Pennysaver

Dansville, NY
Geneseeway Shopper

Fredonia, NY
Fredonia Pennysaver

Hornell, NY
Hornell-Canisteo Penn-E-Saver

LeRoy, NY
LeRoy Pennysaver

Mount Morris, NY
Mt. Morris Shopper, Inc.

Orchard Park, NY
RW Publications

Perry, NY
Perry Shopper

Red Creek, NY
Wayuga Community Papers

Rochester, NY
Greater Rochester Advertiser

Rochester, NY
Messenger Post Media

Rochester, NY
Genesee Valley Penny Saver

Salamanca, NY
Salamanca Pennysaver

Spencerport, NY
Westside News, Inc.

Warsaw, NY
Warsaw Penny Saver

Webster, NY
Webster-Ontario-Walworth Pennysaver

Wellsville, NY
Allegany County Pennysaver

CENTRAL REGION

Bennington, VT
Tri-State Pennysaver News

Cazenovia, NY
Hi, Neighbor

Clifton Park, NY
Pennysaver (The)

Cobleskill, NY
My Shopper/Mohawk Valley Pennysaver

Delhi, NY
County Shopper

Elizabethtown, NY
Denton Publications

Granville, NY
Manchester Newspaper, Inc.

Horseheads, NY
Shopper (The)

Hudson Falls, NY
Napaul Publishers, Inc.

Interlaken, NY
Tri-Village/Ithaca Advantage

Liberty, NY
Catskill Shopper

Norwich, NY
Norwich/Sidney/Wharton Valley Pennysavers

Oneida, NY
Oneida-Chittenango Pennysaver

Ovid, NY
Seneca County Area Shopper

Owego, NY
Owego Pennysaver

Penn Yan, NY
Chronicle Ad-Viser

Potsdam, NY
North Country This Week

Richfield Springs, NY
Turnpike/Hall of Fame Pennysaver

Saugerties, NY
Saugerties/Mountain Pennysaver

Syracuse, NY
The Eagle

Syracuse, NY
Scotsman Community Publications

Syracuse, NY
Syracuse New Times

Utica, NY
Mid-York Weekly & Pennysaver

Watertown, NY
Northern New York Pennysaver

Watkins Glen, NY
Hi-Lites

DOWNSTATE REGION

Bohemia, NY
All Island media, Inc.

Bronx, NY
Bronx Penny Pincher (The)

Carle Place, NY
Marketplace Publications

Farmingdale, NY
Neighbor Newspapers

Garden City, NY
PrimeTime Guide

Harriman, NY
Marketplace Today

Melville, NY
Hometown Shopper / Newsday

Melville, NY
This Week Publications / Newsday

Ozone Park, NY
Queens Pennysaver, Inc. (The)

Pelham, NY
Tri-State Pennysaver Group

Yorktown Heights, NY
Yorktown PennySaver

"I love FCPNY. The CPAN classified ad program is a great selling tool. Coverage of the whole state allows advertisers of anything to reach their target audience. Thanks,"

CATHERINE E. ALLEN
Advertising Sales/
Classifieds
Steuben Courier Advocate
Bath, NY

1-877-275-2726 P.O.Box 11279 Syracuse, NY 13218 www.fcpny.com

Regions We Cover

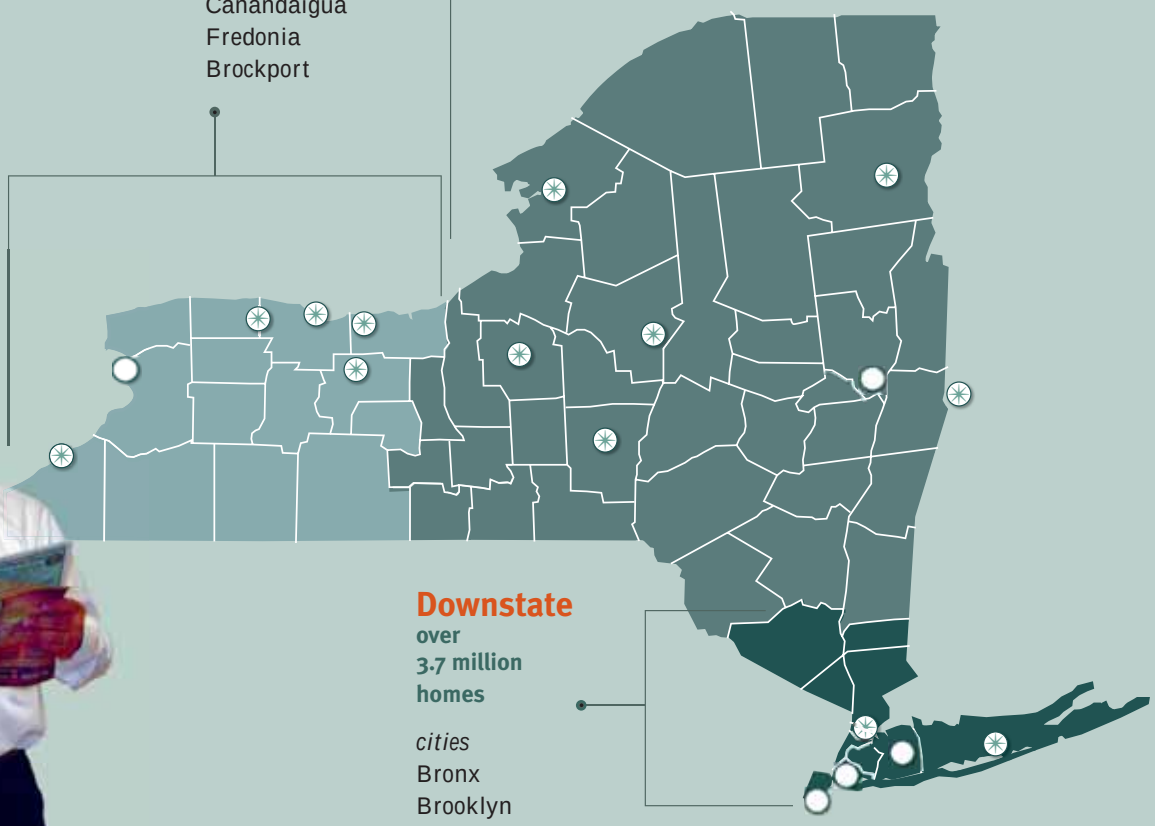
Our Members' Publications Reach Nearly 6 Million Homes Across New York State!

Central Region
over 1 million homes

cities
Utica
Clifton Park
Watertown
Norwich
Bennington, VT
Syracuse
Elizabethtown

Western Region
over 1.2 million homes

cities
Rochester
Buffalo
Newark
Canandaigua
Fredonia
Brockport



Downstate
over 3.7 million homes

cities
Bronx
Brooklyn
Staten Island
Hicksville
White Plains
Poughkeepsie

fcp ny

FREE COMMUNITY PAPERS OF NEW YORK

Association of publishers of free distribution shopping guides, newspapers and periodicals throughout New York State.

P.O. Box 11279
Syracuse, NY 13218

Phone: 877-275-2726
Fax: 315-472-5919

Email: ads@fcpny.com

April 15, 2011

fcp ny
FREE COMMUNITY PAPERS OF NEW YORK

Application for Membership

The undersigned hereby applies for membership in the Association.

Enclosed with this application is our check in the amount of $50 to cover base dues for the current membership year.

Make checks payable to Free Community Papers of New York, and send to:

Dan Holmes, Executive Director
Free Community Papers of New York
P.O. Box 11279
Syracuse, N.Y. 13218

It must be understood that all applications for membership in FCPNY which have not been previously accepted, are subject to approval by the Board of Directors.

ARTICLE IV, Section 2, of the Association By-Laws state: *"Dues shall be payable on the 1st of October in each year. Dues of the new members may be pro-rated from the 1st day of the month in which such new member is elected to membership, for the remainder of the fiscal year of the association."*

The monthly assessment for members is 50¢/M/month for your weekly circulation. Assessments have a ceiling of $50 per month. This is a mandatory payment for your organization to be considered a full member of the council. An example: West Pennysaver has a weekly circulation of 60,000 - 60,000/1,000(.5)=$30 Assessment per month.

I authorize the Free Community Papers of New York to use any of the information obtained from this application in New York State and National promotions of the Shopping Newspaper Industry.

Company _____

Address _____

Name _____

Title _____

Date _____

_____
Authorized Signature

FOR FCPNY USE ONLY

Accepted by FCPNY ❑ Yes ❑ No **Authorized Signature** _____ **Date** _____

CIRCULATION VERIFICATION COUNCIL
Media Solutions
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IFPA
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FREE COMMUNITY PAPERS OF NEW YORK

ABOUT YOUR PUBLICATION

Counties: _____ Publication Date: _____ Circulation: _____

% Home Delivery _____ % Mail _____ % Controlled Distribution _____

Is your circulation audited? _____ If so, by whom? _____

Who to call for more information:

_____

Name Phone Number Email

PRINTING OF PUBLICATION

Offset _____ Letterpress _____ Print Your Own _____ Other or Central Printing _____ Where? _____

List below the zip codes, towns, circulation and methods of delivery for your editions
(or include an up-to-date audit or rate card containing this information).

Edition Title: _____

	Zip Code	Town/City	County	Circulation	# Mailed	# Carrier	#Bulk
Example	*12345*	*Scranton*	*Oneida*	*15,000*	*10,000*	*4,500*	*500*

PLEASE MAIL THE FOLLOWING REQUIRED ITEMS FOR MEMBERSHIP APPROVAL:

- Completed Membership Application
- Publication Fact Sheet
- Advertising Rate Card
- Circulation Coverage Map/Zip Code Breakdown
- Two current consecutive issues of your free publication
- Check in the amount of $50.00

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FREE COMMUNITY PAPERS OF NEW YORK

Publication Fact Sheet

Name of Company _____

Business Address _____

Mailing Address _____

Phone _____ Fax _____

General Email _____ Web Address _____

Publisher _____ Email _____

Associate Publisher _____ Email _____

Sales Mgr. _____ Email _____

Production Mgr. _____ Email _____

CLASSIFIED ADS

Class. Ad Mgr. _____ Email _____

Deadline _____ Personal Classified Rate _____ Business Classified Rate _____

Classified Word Minimum _____ Other _____

DISPLAY ADS

Display Ad Mgr. _____ Email _____

Deadline _____ Per Column Inch Rate _____ Other _____

4-Color Charge _____ Spot Color Charge _____

Page Width _____ Page Depth _____ Inches Per Page _____ Column Width _____

Acceptable Format: PDF JPG OTHER _____

INSERTS

Cost Per Thousand _____ Minimum Quantity _____

Minimum Size Accepted _____ Maximum Size Accepted _____

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FREE COMMUNITY PAPERS OF NEW YORK

Statewide Display Ad Agreement

I have reviewed the CPAN program guidelines and Code of Ethics and agree to participate as stated.

As the seller I agree to:

1. Sell DISPLAY ads which would appear in every participating paper at the current CPAN Display Ad Rate.

2. Produce a .pdf file to the specified CPAN Display program sizes and forward to CPAN for distribution.

3. Pay for all advertising that I sell. I will submit a check as prepayment for the ad(s) to run in the specified CPAN areas and issue(s).

4. Not knowingly sell an account currently running in FCPNY member publications.

AS THE PUBLISHER I AGREE TO:

1. Publish all CPAN Statewide Display Ads for the publication date specified on the CPAN Display Ad Order.

2. Submit to CPAN a bill for reimbursement and a tearsheet for proof of publication as specified by the CPAN Display Ad Order.

I, _____

Publisher of the _____

agree to participate in the CPAN Statewide Display Ad Program and follow the above guidelines.

Date: _____

Signature _____

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FREE COMMUNITY PAPERS OF NEW YORK

Statewide Classified Ad Agreement

I have reviewed the CPAN program guidelines and Code of Ethics and agree to participate as stated.

I agree to sell CLASSIFIED ads which would appear in every participating paper. 50% of the suggested retail cost of the current classified rate will be sent to CPAN along with the ad copy.

I understand that the customer is paying a substantial amount of money to participate in this program and agree that the customer deserves the full circulation that we have based that price upon. Therefore, I agree to run the ads which I receive through the CPAN program each week.

I will run all CPAN ads sent to me except for

(1) those ads whose content does not meet the standards of my paper.
(2) those ads placed by an account already running in my publication.

I will advise the CPAN administrative staff of ANY ads that I refuse to publish.

I will not knowingly sell an account currently running in FCPNY member publications.

I, _____

Publisher of the _____

agree to participate in the CPAN Statewide Classified Program and follow the above guidelines.

Date: _____

Signature _____

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