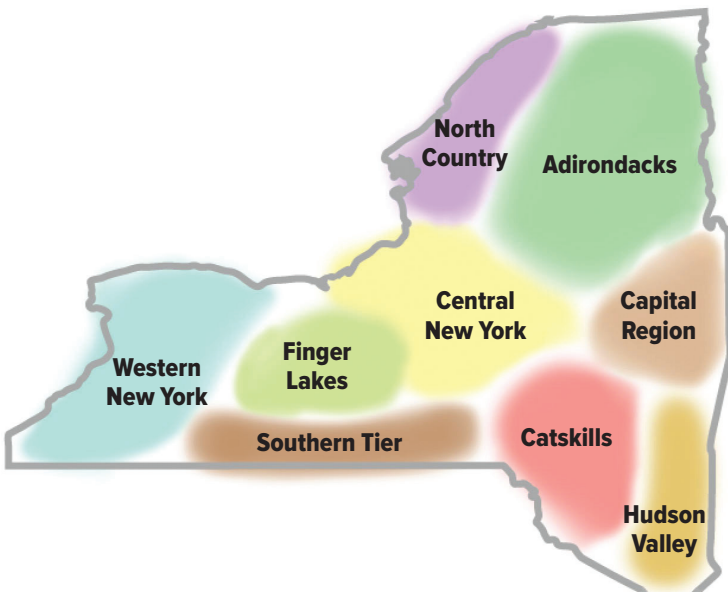


SPECIAL FOR DESTINY TENANTS ONLY 20% OFF



Summer is looking up!

Over the last year, Upstate New Yorkers got to know their towns and communities. We traveled within our state borders – rediscovering local treasures and seeing all the beauty and wonder that our state has to offer. As we look forward to spring and summer again, let's get back out there. See all the sights. Eat all the treats. Experience all the things. Summer is Looking Up.



Start making Upstate NY travel plans with the **NYup Travel Guide**. This special section will feature the best Upstate NY travel and tourism content from **NYup.com** and CNY Magazine. The publication will highlight what to do, where to go and more across the categories of Food & Drink, Outdoor Fun, Historic Sites, Shopping & Entertainment and Museums & Art.

Article topics may include:

- Delicious Waterfront Dining
- Upstate NY Bucket List
- Must-See Waterfalls
- Hidden Gems Across the State

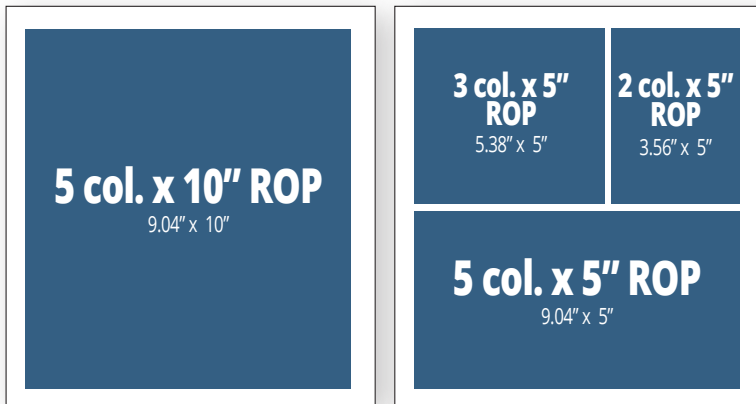
The **NYup Travel Guide** will be available in the **Sunday, May 2nd** issue of The Post-Standard and as a digital download on the **NYUP.com** homepage. In addition to Post-Standard distribution, additional

printed copies will be made available at select partners, retailers and drop locations across New York State. The digital version will also be made available via QR code at select partner, retailer and drop locations. A robust, one month promotion campaign will make travelers across the state aware of this unique, Upstate New York travel resource.

AUDIENCE

Travelers researching and planning driveable day-trips, long weekends and more!

PRICING & PACKAGES



**SPECIAL
FOR DESTINY TENANTS ONLY**
20% OFF

PREMIUM AD SPACE - PRINT

Back cover: Reg. \$2,500
NOW \$2,000

Inside Front Cover /
Inside Back Cover **\$2,000 SOLD**
4 Page Center Spread **\$4,500 SOLD**
Double Truck **\$3,000 SOLD**

5 col x 5 (half page) Reg. \$850
NOW \$680

5 col x 10 (full page) Reg. \$1,500
NOW \$1,200

RESTAURANTS

3 col x 5" Reg. \$375 **NOW \$300**

2 col x 5" Reg. \$250 **NOW \$200**

KEY DATES

Space deadline April 5 - 4 p.m.

PDF deadline April 23 - noon

Ad correction due April 26 - noon

Pub Date May 2

1 PRINT + DIGITAL PACKAGE \$1,350

Includes:

- One 5x5 Print Ad
- 100,000 impressions on **NYup.com** (geo targeting available)

2 PRINT + DIGITAL PACKAGE \$2,500

Includes:

- One 5x10 Print Ad
- 200,000 impressions on **NYup.com** (geo targeting available)

3 FULL PAGE PREMIUM PRINT + DIGITAL PACKAGE

Inside cover \$3,000
Back cover \$3,500

Includes:

- One PREMIUM (inside cover or back cover)
- 200,000 impressions on **NYup.com** (geo targeting available)

ADD-ON OPTIONS



Half page advertorial \$850 / Full Page..... **\$1,500**

NYup.com Impressions **\$5 CPM**

Travel Sweepstakes and lead gen: ..starting at **\$2,500**

Video Creationstarting at **\$1,500**

Display ad creative, email creative: ..starting at **\$500**

100,000 Video Impressions: **\$1,800**

Social Campaign starting at **\$600** / month

Printed copies of the section: **\$50** / 100 copies
..... (plus delivery)

Facebook Live **\$3,400**
(moderating, scripting, producing and shooting)

Podcast **\$1,500**
(shooting, producing and editing)