Advertising Solutions

more reach. more expertise.

Web • Mobile • Search • Social • Email • Newspapers • Magazines • and More
Dear Advertising Partner,

The Post-Standard and syracuse.com have come together as the Syracuse Media Group, a new company creating advertising solutions with more expertise and more reach.

**More Feet on the Street Means More Expertise**
This digitally-focused news and advertising company has more journalists than any other local news organization and more advertising professionals than any other local media company.

**More News and More Ads Mean More Reach**
Customers of The Post-Standard receive a complete report of news, advertising and features on Tuesdays, Thursdays and Sundays (in print) — plus digital delivery of the ePost-Standard seven days a week.

Visitors to syracuse.com enjoy more news, views and conversations — plus connections to advertisers with messages just for them.

**More Tools for Today’s Advertisers**
From web, mobile, search and social to newspapers, magazines, email and more, you will receive the latest digital and print marketing solutions with one order, one bill, one team of research, design and media professionals, and one goal — growing your business.

**More to the Story**
To become a digital marketing leader, join us on our journey. Take advantage of our record of success as we lead the transformation of the Central New York media marketplace.

To learn more, contact your account executive, email sales@syracuse.com or call 315-470-0032.

Looking forward to working with you,

Tim Kennedy
President

Bill Allison
V.P. Advertising Sales

Michele Sardinia
V.P. Digital Solutions
#1 Newspaper Website in America

### TOTAL LOCAL AUDIENCE REACH (Syracuse DMA)

<table>
<thead>
<tr>
<th>Website</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>syracuse.com</td>
<td>57%</td>
</tr>
<tr>
<td>localsyr.com</td>
<td>21%</td>
</tr>
<tr>
<td>cnycentral.com</td>
<td>14%</td>
</tr>
<tr>
<td>Time Warner</td>
<td>13%</td>
</tr>
</tbody>
</table>

ComScore Sep-Nov '14 Monthly Averages

### OUR MOBILE GROWTH (2012-2013)

- Total Mobile: +50%
- Smartphones: +53%
- Tablets: +43%

Adobe SiteCatalyst Q4 2014

Central New York's **most trusted digital website** for local news and information.

- **4.2 Million** Engaged Monthly Unique Visitors
- **39 Million** Monthly Page Views
- **61%** Female Audience
- HH Income $60k+: **62.8%**
- HH Income $75k+: **52.9%**
- **61%** of Syracuse.com visitors are between 25-45

Adobe SiteCatalyst Q4 2014
ComScore Sep-Nov'14 Monthly Averages

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syracuse.com
Behavioral, demographic, geographic and content targeting options and more.

Internet Marketing Services
Extended reach networks, search engine marketing, search engine optimization, social media management, business listings, reputation monitoring and more.

The Post-Standard
Full-run ads, part-run ads, pre-prints, niche publications and more.

Magazines
The Good-Life - Central New York, Syracuse Visitors Guide, Autofinder and more.