



914.962.3871 | info@chasemediagroup.com | www.chasemediagroup.com
1520 Front Street, Yorktown Heights NY 10598

2014

MEDIA KIT

MULTIMEDIA ADVERTISING SOLUTIONS



Table of Contents

3 CMG Corporate Profile

4 CONTACT

5 ADVERTISING

- 6 Distribution + Circulation
- 7 PennySaver
- 8 UrNexCar
- 9 Chase Inserts
- 10 Chase Direct Mail
- 11 Chase EDDM

12 DESIGN

- 13 Chase Creative Works

14 PRINTING

- 15 Chase Press

16 DIGITAL

- 17 Chase Interactive Media
- 18 Low Cost Sites
- 19 Chase Clicks (SEO/SEM)
- 20 Email Marketing
- 21 Garage Sale PennySaver

22 PROMOTIONAL

- 23 Chase Promotional Products

CMG CORPORATE PROFILE

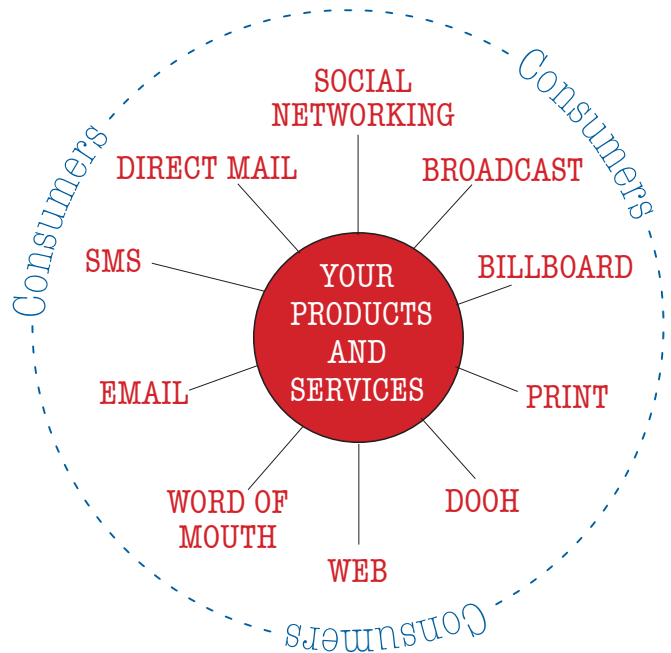
Chase Media Group (CMG) is a multimedia products company. Through integrated print, online and digital solutions we grow small-business sales by raising awareness, effective positioning, and delivering compelling offers to targeted audiences in the Hudson Valley and across America—a true multimedia marketing approach.

There are 7 business units that make up Chase Media Group: PennySaver, Chase Press, Chase Direct Mail, Chase Inserts, Chase Interactive, Chase Creative Works and Chase Promotional Products.

Some of our products and services are:

- Print & Online Classified and Display Advertising
- UrNexCar Auto
- Commercial/Digital Printing
- Direct Mail
- Inserts
- Promotional Products
- Web Design and Development
- SEO and SEM
- Email Marketing
- Strategic Marketing
- Graphic Design
- Mobile Apps
- QR Codes

CMG challenges traditional price-sensitive markets with a quality approach to all work and a customer service commitment that outperforms expectations.



HOURS of OPERATION

Monday - Wednesday 8:30am-5:30pm

Thursday 8:30am-6:00pm

Friday 8:30am-4:00pm

CONTACT

Chase Media Group

914.962.3871

www.chasemediagroup.com

info@chasemediagroup.com

1520 Front Street, Yorktown Heights, NY 10598

Wappingers Office

845.298.8178

1207 Route 9, Suite 8

Wappingers Falls, NY 12590

OUR MISSION

Chase Media Group through honesty, ethical and professional behavior is continually striving to provide the highest quality print, editorial, online and digital advertising and marketing services to businesses and individuals in all local markets served across the country.

OUR VISION

Chase Media Group is the best opportunity in the Hudson Valley to serve local businesses and personal needs through print advertising and electronic media by encouraging performance excellence, opportunity and growth for all stakeholders—customers, employees, community and vendors.



ADVERTISING

Weekly shopper with display and classified advertising. Print & Online.

- 10 editions published every Wednesday
- Weekly circulation = 176,091
- Covers Westchester, Putnam, Dutchess counties (N.Y.) and New Fairfield (Conn.)
- Spot color and 4-color available each week
- Online audited circulation
- 40,000 unique website visitors at www.NYPennySaver.com



CIRCULATION BY ZONE

ZONE 1

Yorktown-Somers 25,112

TOTAL CIRCULATION = 25,112

ZONE 2

Mahopac /Carmel 16,227

Brewster-New Fairfield 13,230

Mount Kisco-Katonah 18,102

TOTAL CIRCULATION = 47,559

ZONE 3

Central Westchester 26,387

(Armonk, Briarcliff, Chappaqua, Croton, Crugers, Hawthorne, Millwood, Ossining, Pleasantville, Scarborough, Thornwood)

Southern Westchester 15,189

(Dobbs Ferry, Elmsford, Harrison, Hastings, Irvington, Sleepy Hollow, Tarrytown, Valhalla, No. White Plains)

TOTAL CIRCULATION = 41,576

ZONE 4

Peekskill-Cortlandt- Putnam Valley 22,904

TOTAL CIRCULATION = 22,904

ZONE 5

Fishkill-Beacon 12,221

Hopewell- Pawling 13,477

Wappingers 13,242

TOTAL CIRCULATION = 38,910

ALL EDITIONS = 176,091

WE OFFER COMBINED CIRCULATION PRICING. PLEASE REQUEST RATE CARD.

PennySaver

Distribution + Circulation

PennySaver is the mostly widely circulated print periodical in Northern Westchester, Putnam and Dutchess counties. It is within reach of all residents through direct-mail and point-of-sale distribution. With a pass-along rate audited by Circulation Verification Council at 1.8 readers per copy, you can reach more than 300,000 persons through the PennySaver.

CVC AUDIT *

75% Regularly Read
The Pennysaver

77% Frequently Purchase Products/
Services From Ads
Seen In The Pennysaver

Our Readers Are:	Our Readers Income:
18-24 yrs. = 3%	Under \$24K = 1%
25-34 yrs. = 14%	\$25-\$49K = 11%
35-54 yrs. = 46%	\$50-\$74K = 20%
55+ yrs. = 37%	\$75-\$99K = 23%
	\$100K+ = 46%

PRODUCTS

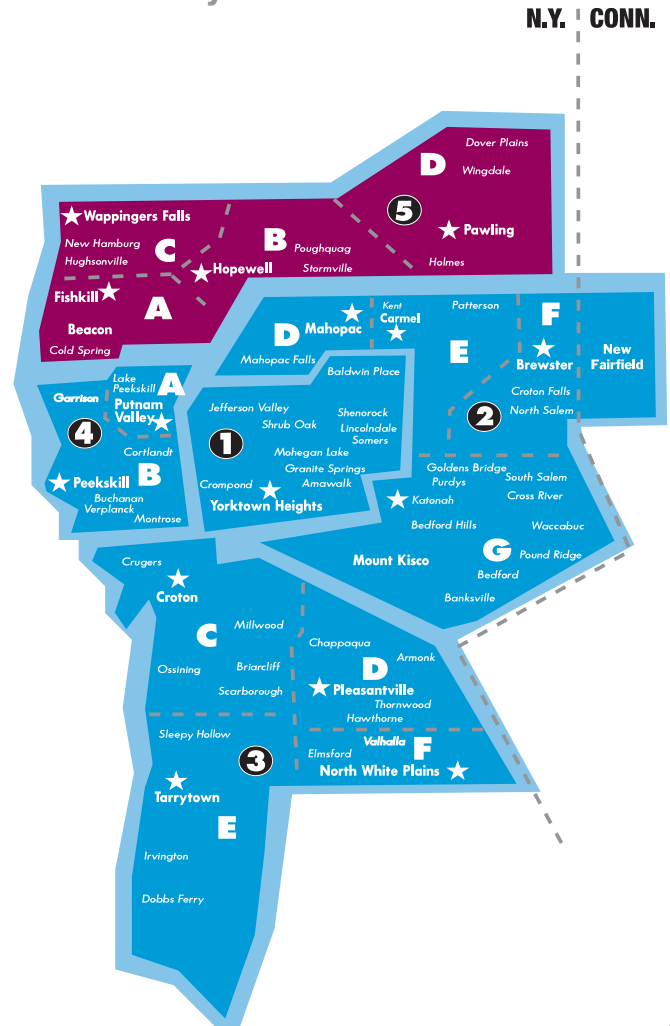
- Display Advertising
- Classified Advertising
- Inserts
- MVP Cards
- UrNexCar

* 2013 CVC AUDIT REPORT

SOURCE: CIRCULATION VERIFICATION COUNCIL (CVC), 2013

40,000 UNIQUE WEBSITE VISITORS

www.NYPennySaver.com



Drive sales to your showroom!

Value-packed auto package loaded with standard features...

- 6 photo listings in the PennySaver auto showcase
- 5 classified listings in PennySaver print & online editions (nypennysaver.com)
- Choose full page, 3/4 page or 1/2 page
- Choose zones 1, 2, 3, 4, 5 or all 5 zones

URNEXCAR AUTOSHOWCASE

MOHEGAN LAKE MOTORS 866-308-3874	CROTON AUTO PARK 877-451-4917	PLEASANTVILLE FORD 914-769-5100
<p style="text-align: center; font-weight: bold; font-size: small;">2009 AUDI Q5 PREMIUM</p> <div style="display: flex; justify-content: space-between;"> <div style="font-size: x-small;"> SIK #22037, 3.2L, Whites, Auto., 54,279 miles </div> </div> <p style="text-align: center; font-weight: bold; color: red;">\$26,495</p>	<p style="text-align: center; font-weight: bold; font-size: small;">2010 KIA FORTE EX SEDAN</p> <div style="display: flex; justify-content: space-between;"> <div style="font-size: x-small;"> SIK #740907, FWD, Manual, Bronze, 90,292 miles </div> </div> <p style="text-align: center; font-weight: bold; color: red;">\$5,595</p>	<p style="text-align: center; font-weight: bold; font-size: small;">2010 VOLKSWAGEN JETTA SEDAN</p> <div style="display: flex; justify-content: space-between;"> <div style="font-size: x-small;"> SIK #13-2108, TDR, 2.0L, 39,190 miles </div> </div> <p style="text-align: center; font-weight: bold; color: red;">\$18,995</p>
<p style="text-align: center; font-weight: bold; font-size: small;">2008 HONDA CR-V EX-L SUV</p> <div style="display: flex; justify-content: space-between;"> <div style="font-size: x-small;"> SIK #22329, 2.4L, Silver, Auto., 58,273 miles </div> </div> <p style="text-align: center; font-weight: bold; color: red;">\$13,995</p>	<p style="text-align: center; font-weight: bold; font-size: small;">2011 JEEP COMPASS LATITUDE</p> <div style="display: flex; justify-content: space-between;"> <div style="font-size: x-small;"> SIK #758711, Gray, 2.4L, 16,163 miles </div> </div> <p style="text-align: center; font-weight: bold; color: red;">\$18,995</p>	<p style="text-align: center; font-weight: bold; font-size: small;">2006 NISSAN QUEST</p> <div style="display: flex; justify-content: space-between;"> <div style="font-size: x-small;"> SIK #P982A, Auto, 3.5L, V6, 72,000 miles </div> </div> <p style="text-align: center; font-weight: bold; color: red;">\$14,995</p>
<p style="text-align: center; font-weight: bold; font-size: small;">2012 VOLKSWAGEN JETTA</p> <div style="display: flex; justify-content: space-between;"> <div style="font-size: x-small;"> SIK #22264, 2.5L, Manual, Silver, 34,733 miles </div> </div> <p style="text-align: center; font-weight: bold; color: red;">\$16,995</p>	<p style="text-align: center; font-weight: bold; font-size: small;">2012 CHEVROLET CRUZE LT</p> <div style="display: flex; justify-content: space-between;"> <div style="font-size: x-small;"> SIK #761612, 1.4L, Black, 4 Dr., 37,026 miles </div> </div> <p style="text-align: center; font-weight: bold; color: red;">\$14,995</p>	<p style="text-align: center; font-weight: bold; font-size: small;">2008 VOLKSWAGEN NEW BEETLE COUPE S</p> <div style="display: flex; justify-content: space-between;"> <div style="font-size: x-small;"> SIK #12W-045A, 2.5L, 47,849 miles </div> </div> <p style="text-align: center; font-weight: bold; color: red;">\$12,995</p>
<p style="text-align: center; font-weight: bold; font-size: small;">2005 CHRYSLER PT CRUISER LTD SUV</p> <div style="display: flex; justify-content: space-between;"> <div style="font-size: x-small;"> SIK #22236, 2.4L, 5 Spd, Manual, Silver, 53,489 miles </div> </div> <p style="text-align: center; font-weight: bold; color: red;">\$5,995</p>	<p style="text-align: center; font-weight: bold; font-size: small;">2010 DODGE JOURNEY</p> <div style="display: flex; justify-content: space-between;"> <div style="font-size: x-small;"> SIK #742407, AWD, Silver, Auto., 47,652 miles </div> </div> <p style="text-align: center; font-weight: bold; color: red;">\$18,995</p>	<p style="text-align: center; font-weight: bold; font-size: small;">2001BMW 325i</p> <div style="display: flex; justify-content: space-between;"> <div style="font-size: x-small;"> SIK #P6792, Automatic, 2.5L, 82,316 miles </div> </div> <p style="text-align: center; font-weight: bold; color: red;">\$11,995</p>
<p style="text-align: center; font-weight: bold; font-size: small;">2013 VOLKSWAGEN PASSAT</p> <div style="display: flex; justify-content: space-between;"> <div style="font-size: x-small;"> SIK #21085, 2.5L, Auto, Black, 13,803 miles </div> </div> <p style="text-align: center; font-weight: bold; color: red;">\$21,995</p>	<p style="text-align: center; font-weight: bold; font-size: small;">2010 CHRYSLER TOWN & COUNTRY</p> <div style="display: flex; justify-content: space-between;"> <div style="font-size: x-small;"> SIK #751509, FWD, Auto, Gold, 33k, 47,621 miles </div> </div> <p style="text-align: center; font-weight: bold; color: red;">\$14,995</p>	<p style="text-align: center; font-weight: bold; font-size: small;">2010 SUBARU FORESTER 2.5X LIMITED</p> <div style="display: flex; justify-content: space-between;"> <div style="font-size: x-small;"> SIK #14-077A, Automatic, 2.5L, 84,960 miles </div> </div> <p style="text-align: center; font-weight: bold; color: red;">\$14,995</p>
<p style="text-align: center; font-weight: bold; font-size: small;">2012 JEEP LIBERTY LIMITED JET</p> <div style="display: flex; justify-content: space-between;"> <div style="font-size: x-small;"> SIK #U1003, 3.7L, Auto, Black, 26,666 miles </div> </div> <p style="text-align: center; font-weight: bold; color: red;">\$22,495</p>	<p style="text-align: center; font-weight: bold; font-size: small;">2003 HUMMER H2 WAGON</p> <div style="display: flex; justify-content: space-between;"> <div style="font-size: x-small;"> SIK #753310, 4WD, Auto, 42,644 miles </div> </div> <p style="text-align: center; font-weight: bold; color: red;">\$21,888</p>	<p style="text-align: center; font-weight: bold; font-size: small;">2004 FORD TAURUS SEL</p> <div style="display: flex; justify-content: space-between;"> <div style="font-size: x-small;"> SIK #F398A-10, Automatic, 3.0L </div> </div> <p style="text-align: center; font-weight: bold; color: red;">\$9,995</p>



“M&S Pawling has had great success with promoting our car specials with our ads in the PennySaver. Our cars are selling quickly with the help of the Auto Showcase and Classified listings.”

— Bob Simmons, M&S Pawling

Maximize your local market exposure and reach target audiences with inserts and MVP (Most Valuable Position) cards mailed alongside the PennySaver

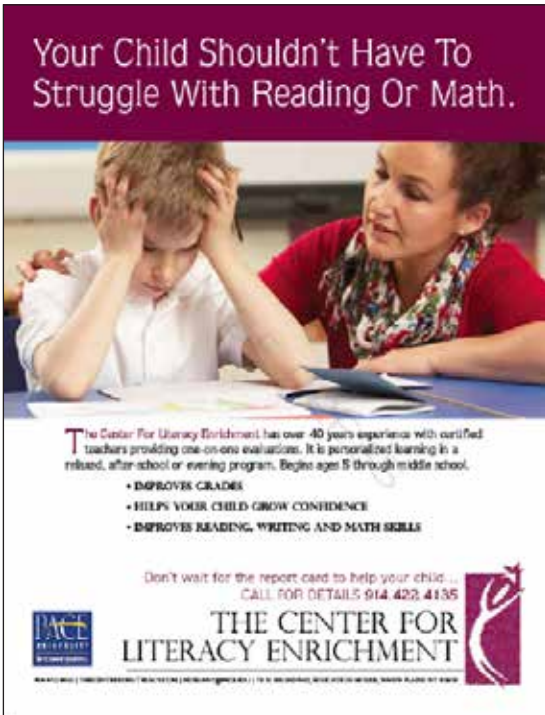
INSERTS AND MVP CARDS

Chase Inserts and MVP Cards are the most effective and affordable option for advertising. They use the power of the PennySaver's CVC audited weekly distribution in Westchester, Putnam, and Dutchess counties of New York as well as northwestern Fairfield County in Connecticut to ensure the maximum exposure of your advertisements to your customers (our readers).

Chase Inserts and MVP Cards provide saturation delivery of freestanding inserts to specified ZIP code(s) of your choice, offering you the ability to narrowly distribute your message to local markets or target them more broadly, depending on your individual advertising needs. Backed by the PennySaver's 99% saturation and 56 year market reputation, your inserts and MVP cards will be highly cost effective, well received, and most importantly, will give you results. You have the option to supply us with your preprinted inserts or allow our Chase Press award-winning creative team to customize, design and print your inserts in our state-of-the-art printing facility.

We design, print and deliver for as low as 10¢ per card!

SEE PAGE 6 FOR DISTRIBUTION AREA



Your Child Shouldn't Have To Struggle With Reading Or Math.

The Center for Literacy Enrichment has over 40 years experience with certified teachers providing one-on-one evaluations. It is personalized learning in a relaxed, after school or evening program. Begins ages 5 through middle school.

- IMPROVES GRADES
- HELPS YOUR CHILD GROW CONFIDENCE
- IMPROVES READING, WRITING AND MATH SKILLS

Don't wait for the report card to help your child...
CALL FOR DETAILS 914.422.4135

THE CENTER FOR LITERACY ENRICHMENT

"I just want to thank you for your help. Your insert mailing was great. My business doubled after your insert mailing advertisement. You were always available and always answered my phone calls. If I need any advertising, I know who I am going to call!"

— Pizza Place and Trattoria

Your advertising message directly mailed to your target audience

IT'S ALL ABOUT "YOUR" BUSINESS

"Your" Offer

"Your" Customer's Profile

"Your" Geographic Target Area

"Your" Promotions & Events

"Your" Target Audience

"Your" Mail Piece



WHY DIRECT MAIL?

- Target your customer – mailed to specific customers within your target market by area or selected individuals can be addressed by name
- Branded – promotes your brand directly to potential new clients
- Measurable – your results can be quantified and measured quickly and accurately
- Personal – have one-to-one contact with prospective businesses the minute your mail is read
- Cost-Effective – effective mail pieces will be tailored to suit your budget

OUR PRODUCTS

- Targeted mailing lists
- Catalogs
- Polybags
- Magazines
- Brochures
- Postcards
- Newsletters
- Menus
- Envelopes

OUR SERVICES

- Mailing services
- In-house printing (web offset, sheetfed, digital)
- Post office consultation
- Bindery services
- Collating and folding
- Insertion by hand and machine
- Tapping and sealing
- Metering and stamping
- Fulfillment and storage
- Pick and pack facilities for merchandise and literature

I have been told direct mail was the most effective way to advertise but did not realize how effective until working with Chase Direct Mail, they handled everything for me from design & layout to targeting my customer. Thanks Chase Direct Mail!

*– Tom Walsh
Yorktown Cycles*

*As a preferred provider for the USPS,
we can deliver your message from
Maine to Hawaii*

Opportunity is knocking on every door...Chase Press has partnered with the USPS to bring you the ultimate marketing opportunity. Every Door Direct Mail™—an easy and affordable way to deliver your marketing message right into the hands of your hottest prospects.

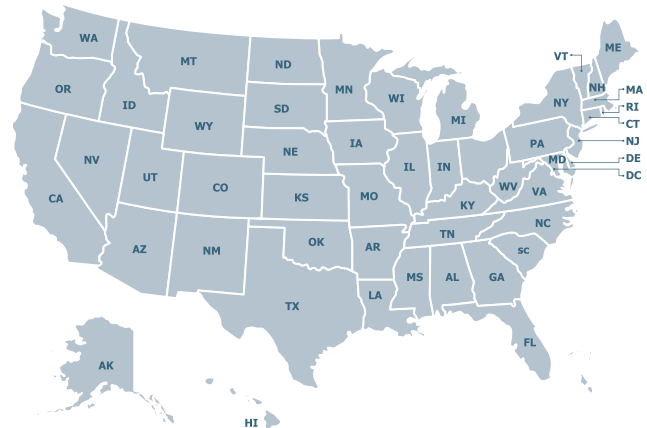
Extend your customer reach via saturation mail with a 12 x 6 jumbo postcard without the need for mailing lists, permits and all the associated fees. It's like knocking on every door in the neighborhood with your special marketing message. *(Other sizes available)*

GREAT FOR BUSINESS

- Coupons/offers
- Sales & specials
- Events
- Relocations and more

GREAT FOR BUSINESSES LIKE YOURS

- Retailers
- Auto dealerships
- Restaurants
- Professional services
- Attorneys
- Doctors
- Home improvement
- Realtors
- Fitness centers and more



DESIGN

Think Madison Avenue design on a Main Street budget

There's no time for second chances or second glances. You've got a split second to grab their attention, to tell your unique story – to make them notice. You've got a great business. You offer great service, but how do they know you've got the goods if they don't even notice you? That's where we come in... We are Chase Creative Works. We get you noticed without breaking your budget. We know you want the inside track, the edge the big guys have and we deliver it. Whether it's a distinctive logo design, a compelling print ad, an inviting website, a personalized direct mail campaign or signage that packs an attention-getting wallop – we can help you create your brand.



PRINTING

With the experience we have printing major titles such as the PennySaver, Chase Press has the expertise and experts to get your printing done quickly, affordably and with quality in a state-of-the-art facility. Our experience combined with our dedication to service makes us the perfect partner for all your printing needs.

OUR SERVICES

- Digital and variable data printing
- Direct mail
- Large format 6-color sheetfed printing
- Cold set web offset printing
- Complete in-house binding and finishing
- Complete letter shop facilities
- In-house postal verification, speeds your product through the mail
- Knowledgeable print professionals to help match your needs to your budget
- Quality, professional, award-winning design services

OUR PRODUCTS

- Catalogs/Booklets
- Brochures
- Banners
- Journals
- Menus
- Postcards
- Newsletters
- Newspapers
- Calendars
- Flyers and More



“Working with Chase Press was an easy and delightful experience. With so many variable factors that may arise during our design projects, it’s good to know Chase Press is constant and reliable. We will continue to use their great range of services.”

— Rachel Diamond and Nicholas Wise, RUSTNEWYORK

DIGITAL

Chase Interactive Media is a full-service, award-winning website design and development studio

You need more than just a website – you need a business consultant for Internet technology. Our years of experience enable us to work with you to identify goals for your site and present the best technical strategies for achieving your goals effectively including site optimization (SEO) and search engine marketing (SEM) as required. All of our designs are custom built to meet your personal or business needs.

Our customized, individual approach ensures that your website will be as unique as your business. Our technical and marketing expertise assures that your site will include the technical features to help you operate efficiently and at a reasonable cost.



OUR SERVICES

- Custom website development
- Domain name & registration (yepsite.com)
- Hosting
- Search engine marketing (Chase Clicks) see page 19
- Search engine optimization (SEO) see page 19
- Creative services
- Website evaluation
- Programming
- Maintenance and IT support
- E-mail
- Website statistics
- Banner ad creation
- Mobile advertising (Chase Mobile Media) see page 21

Low Cost Sites | lowcostsites.com

A PRODUCT OF CHASE INTERACTIVE MEDIA

Low Cost Sites is an affordable solution for your online presence

Everyone turns to the web nowadays to find information about local businesses and products. Our staff of professionals will build and host your website. You can choose your design, colors and more for a low monthly fee!

FEATURES

- Low monthly fee
- Choice of design/layout
- Elegant graphics
- Custom colors
- Business description
- Header/logo
- Contact info
- Photos
- Email accounts
- Basic SEO optimization
- YouTube player
- Google map integration
- Links

ADDITIONAL OPTIONS ARE AVAILABLE



SEO | Search Engine Optimization

Enhance your website accessibility and improve the chances it will be found

WHAT SEO DOES

- **Keyword Reach**—Reach more visitors with a wide range of keywords.
- **Increase Keyword Rank**—By placing keywords several times in your web page, we can improve search engine rankings.
- **Harness Authority**—SEO will increase search engine traffic and increase potential new customers.

SEM | Search Engine Marketing

Increase traffic to your website

Our professional and experienced team of advertising copywriters creates a text ad for your business based on the hundreds of keywords and locations that describe your products or service. When Internet shoppers in your area search online using terms that match the keywords and locations associated with your business, your ad appears in the search results. When those same online shoppers click on the ad, they are taken directly to a landing page that is designed with one goal in mind...convert shoppers to buyers!

CUSTOMERS CAN:

- Access your website for more info and contacts
- Print coupons, special offers and directions



9 out of 10
people use search engines to find local businesses—more than 1 billion local searches every month.

Email Marketing

A PRODUCT OF CHASE INTERACTIVE

Reach Thousands.

Drive Sales.

Grow Profits.

COUPONS TO GO + SATURATION

Whether you want to email your current client base or acquire new customers, we can help. Email Marketing is designed to deliver coupons directly into prospective customers e-mail inboxes, driving customers into participating local retail establishments and traffic to those business websites.

Chase Media Group offers companies the highest level of data marketing intelligence to stand out in a competitive environment. We know that basic off-the-shelf email marketing applications don't surrender profitable results; nor does relying exclusively on organic approaches to building a customer base.

WE HELP YOU:

- Monitor and store results
- Acquire marketing data internally & externally
- Prospect effectively to the CMG email database
- Integrate customers into programs that increase sales & your bottom line

YOU RECEIVE:

- Complete design services branding your current look with print and other media sources your business uses
- Post-campaign analysis & recommendations



Garage Sale PennySaver

A PRODUCT OF THE PENNYSAVER

Garage Sale PennySaver Mobile Application is your trusted source for finding:

- *Garage*
- *Estate*
- *Moving Sales in the NY countries of Westchester, Putnam, Dutchess and parts of Western CT*

Hunting down and mapping out routes for garage sales can be time-consuming and frustrating: either outdated information, or no local listings. But with the Garage Sale PennySaver mobile app. from the PennySaver, you can save time by searching current, local ads on the go. It's the easiest and most reliable way to find garage sales near you.

- Download app for FREE
- Search and save by keywords, open days and times and location.
- View detailed information, even pictures.
- Set up alerts when new garage sales featuring your preferences come up.
- Map out your shopping strategy so you can be first to get the good deals.



**OR TEXT
GSPS
TO
52732
on any other phone!**



82%

**of mobile usage
time is via apps.**

(www.smartinsights.com, May 2012)

"I ran my tag sale ad with the garage app. ad and was extremely happy due to the overwhelming response! I will be re-running my ad again next week with the garage app."

— Lynne Davis, Interiors with Lynne

MOBILE WEB APP

PROMOTIONAL PRODUCTS

A PRODUCT OF CHASE MEDIA GROUP

Make an impression with your logo or name on just about any product.

PUT YOUR LOGO ON:

- Personal Accessories
- T-shirts
- Housewares
- Utensils
- Baby Accessories
- Educational Products
- Office Supplies
- Tools & Automotive
- And So Much More!

REQUEST A CATALOG OR
ORDER ONLINE

15% OFF
Your 1st Order
MINIMUM ORDER APPLICABLE

Make an impression.

From customized pens, coffee mugs, hats, bags, flashlights, t-shirts, to just about anything you could put your logo on, we have the right item to promote your business and create buzz. A recent advertising impression study found that promotional products deliver incredible ROI with an average cost of just \$0.04 per impression.*

* Advertising impression study conducted by Successful Promotions January 2013

REQUEST A CATALOG:
914.962.3871 x345
OR ORDER ONLINE:
chasepromotionalproducts.com

CHASE | Promotional Products
Make an Impression
A DIVISION OF CHASE MEDIA GROUP
1525 FRONT ST., YORKTOWN HEIGHTS, NY 10598

Chase Promotional Products has been one of our most valuable tools. We have recently purchased chocolate business cards & beautiful writing pens. The feedback from our clients & potential clients has been amazing. Just wanted to say a sincere thank you for helping our business grow. We look forward to creating new ways to promote our company with you for years to come!

— Barry Chaplick Chaplick Trading Co.



914.962.3871 | info@chasemediagroup.com | www.chasemediagroup.com
1520 Front Street, Yorktown Heights NY 10598

2014

MEDIA KIT

MULTIMEDIA ADVERTISING SOLUTIONS

