



# Advertising Solutions

more **reach.** more **expertise.**

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Web • Mobile • Search • Social • Email • Newspapers • Magazines • and More

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**syracuse.**

MEDIA GROUP

**syracuse.com** | THE POST-STANDARD



more to  
the story.

# syracuse.

MEDIA GROUP

*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](mailto:sales@syracuse.com) or call 315-470-0032.

*Looking forward to working with you,*



**Tim Kennedy**  
President



**Bill Allison**  
V.P. Advertising Sales



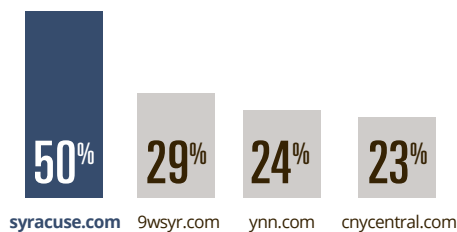
**Michele Sardinia**  
V.P. Digital Solutions

# Top 10 in the USA. #1 in Central New York.

## syracuse.com

Based on market penetration, syracuse.com is one of the **Top 10 most-visited websites** in the country.<sup>1</sup>

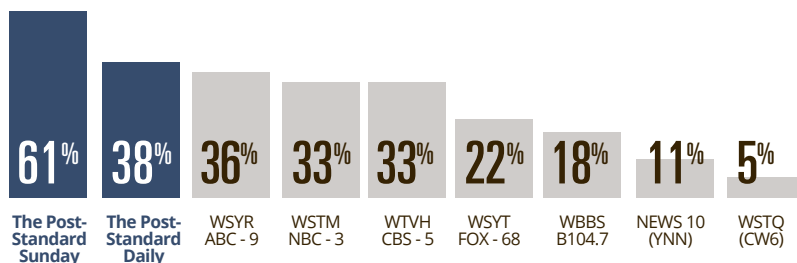
syracuse.com is Central New York's most popular local news and information site.<sup>2</sup>



## THE POST-STANDARD

Based on market penetration, The Post-Standard is one of the **Top 10 best-read newspapers** in the country.<sup>3</sup>

The Post-Standard reaches more Central New Yorkers than the entire one-day audience of any TV or radio station.<sup>4</sup>



more reach. more expertise.

1. The Media Audit: News Release, April 10, 2012 "Newspaper Websites Continue to Dominate Local Web"

2. The Media Audit: Nov. '11 - Dec. '11 Onondaga, Madison, Oswego Counties.

3. Statista.com 2012 Partner of DowJones: "Top 10 U.S. Newspapers by Market Penetration".

4. Scarborough Research '12: Release 1 April '11 - March '12 Onondaga, Madison, Oswego Counties.

# Advertising Solutions

Contact your account executive for more information or the Customer Contact Center **315-470-0032** | [sales@syracuse.com](mailto:sales@syracuse.com)

## 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.

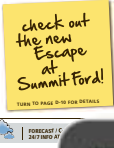
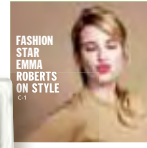
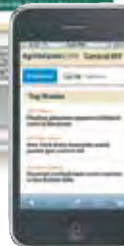
## Magazines

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

# syracuse.

MEDIA GROUP

[syracuse.com](http://syracuse.com) | THE POST-STANDARD



## THE POST-STANDARD

MONDAY, OCTOBER 29, 2012

### CAN DREAMS OF ONONDAGA LAKE'S POTENTIAL FINALLY COME TRUE?

AFTER DECADES OF BIG IDEAS AND LITTLE PROGRESS, CLEANUP BY HONEYWELL INTERNATIONAL INC. MIGHT SET THE STAGE FOR ACTION

By Paul Biele

IT'S 1973 and a group of environmentalists are protesting against Onondaga Lake. Joseph A. Gaglio and his wife are among them. They are protesting because they believe that the lake is so polluted that it is no longer fit to drink, let alone to swim in or fish in. They are protesting because they believe that the lake is so polluted that it is no longer fit to drink, let alone to swim in or fish in.

