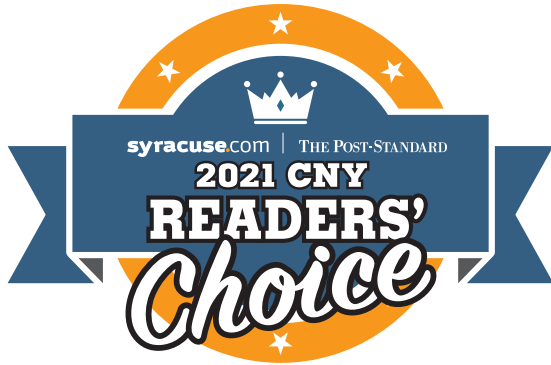


# CNY READERS' CHOICE 2021 VOTING PACKAGES



**The CNY Readers' Choice Awards are back for 2021!**

CNY Readers' Choice Awards call upon our Central New York community to nominate and vote for their favorite local businesses. The awards offer an opportunity for all of us to highlight our favorites that make Central New York a great place to live, work and play.

To help promote your business during CNY Readers' Choice, we've designed several brand amplification programs for you to choose from. These programs have incredible value built-in, as a part of the ongoing AMNY Cares initiative. Choose from one of the packages below or work with one of our sales professionals to create a custom plan to give your business the best chance to take home a CNY Readers' Choice Award.

Businesses from Cayuga, Cortland, Madison, Oneida, Onondaga, Oswego, Seneca, Tompkins counties are eligible to be nominated for CNY Readers' Choice.

Here's how the CNY community responded in 2020:

- Nearly **11,000 nominations** were placed for local businesses across 123 categories
- Over **92,000 votes** were cast for businesses who were nominated
- After the votes were tallied up, **123 winners** were crowned as 2020 CNY Readers' Choice champions

## PROMOTIONAL CALENDAR

**Nomination Round:** September 5 – September 19

\*The Five businesses with the most nominations will move on to the voting round. Ties for 5th place will also advance.

**Voting Round:** October 10 – October 24

**Virtual Winner's Event & Winner's Special Section: December 12**



### PRINT ONLY PACKAGE

Three 3x5 ads in The Post-Standard

**ONLY \$500**  
Value = \$1,500

### DIGITAL + PRINT PACKAGE #1

150,000 Syracuse.com impressions\*

Three 3x5 ads in The Post-Standard

**ONLY \$1,050**  
Value = \$2,550

### DIGITAL + PRINT PACKAGE #2

200,000 Syracuse.com impressions\*

Six 3x5 ads in The Post-Standard

**ONLY \$1,400**  
Value = \$4,400

### CATEGORY AD PACKAGE

200,000 Syracuse.com impressions\*

6 quarter-page 3 col. x 10" ads or 3 half-page 6 col. x 10" ads in the Post-Standard

1- Category Ad on Readers' Choice Ballot

\*5 available per category

**ONLY \$2,520**  
Value = \$8,520

### PREMIUM PACKAGE

250,000 Syracuse.com impressions\*

6 quarter-page 3 col. x 10" ads in the Post-Standard

1-Group Sponsor Ad on Readers' Choice Ballot

1- Enhanced Listing

\*One available per group

**ONLY \$3,290**  
Value = \$11,040

\*Ad impressions geo-targeted to 7-county Syracuse DMA. \*Post-Standard Main News section not guaranteed for all insertions \*Post-Standard Ads will be combination of Sunday and Daily ads

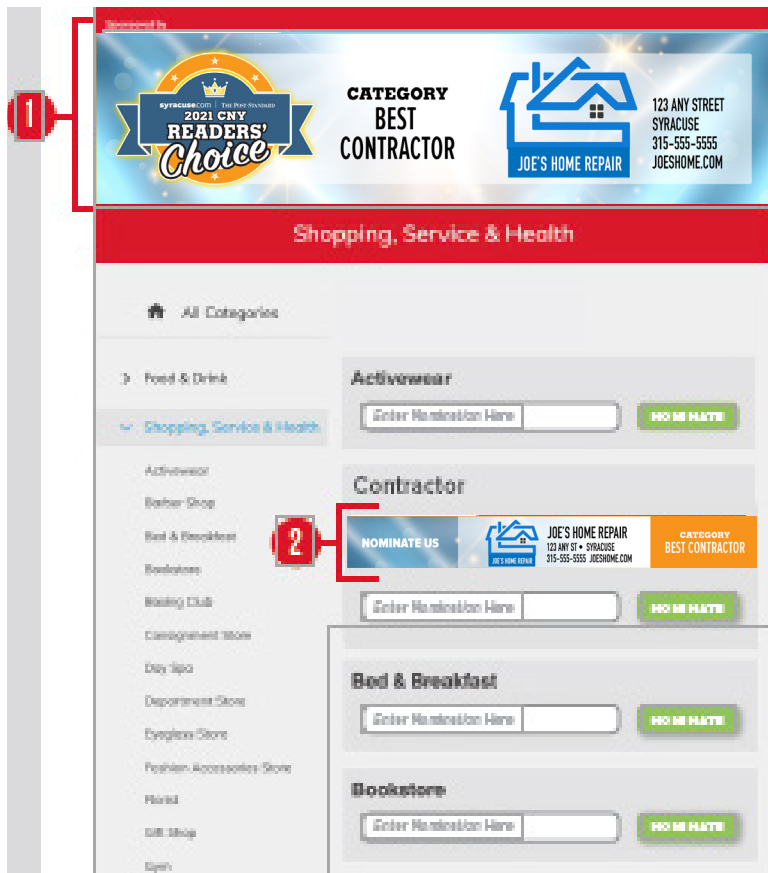
### ADD-ON TO ANY PACKAGE

1 Full Day Syracuse.com Adhesion Unit: \$750

- Add Tuesday/Thursday Front Page Strip Ad: \$950
- Add Enhanced Listing to any package for \$280, \$560 as standalone
- Add Adhesion Unit to any package for \$750

- Add 2nd Category Banner for \$280
- Add 2nd Group Ad for \$1,120

To advertise, please contact your account executive or call **315.470.0032**, [syr\\_callcenter@syracuse.com](mailto:syr_callcenter@syracuse.com)  
Visit <https://www.advancemediany.com/cnyreaderschoice/> for more information.



BALLOT AD EXAMPLES

**1 GROUP AD**  
1800x450

- Large banner ad placement within the CNY Readers' Choice ballot
- 100% Share-of-voice ad at the top of the Group in which your business is seeking a nomination
- Exclusive opportunity – only one available per group!

**2 CATEGORY AD**  
1200x150

- Banner ad placement within the CNY Readers' Choice ballot
- Premium position at the top of the category your business is seeking a nomination
- Maximum five spots available per category (Potential for 100% share-of-voice!)

PRINT



3 col. x 5" ROP  
5.38" x 5"



3 col. x 10" ROP  
5.38" x 10"



DIGITAL DISPLAY



**AUTOMOTIVE**

- Auto Aftermarket Accessories
- Auto Body Repair
- Auto Parts
- Car Wash
- Motorcycle/ATV Dealership
- Oil Change
- RV Dealership
- Tire Shop

**FOOD/DINING**

- Bakery
- BBQ
- Brewery
- Brunch
- Cake Shop
- Chinese
- Craft Beverages
- Coffee Shops
- Diner
- Fish/Seafood
- Food Truck
- Ice Cream
- Indian Food
- Italian
- Lunch
- Mediterranean / Middle Eastern Cuisine

- Outdoor Dining
- Pizza
- Restaurant
- Sandwiches
- Signature Cocktails
- Steak
- Sushi
- Tacos/Burritos
- Use of Social Media/ Instagram Account
- Vegetarian/Vegan
- Waterfront Dining
- Winery
- Wings

**OUTINGS**

- Bar
- Bed & Breakfast
- Best Canoe/Kayak Spot
- Best Stay-cation Location
- Campgrounds
- Concert Venue
- Creative Learning Workshop (Calligraphy/Painting)
- Date Night Out
- Entertainment Venue
- Festival / Community Event

- Fishing Spot
- Food Festival
- Golf Course
- Hidden Gem
- Hiking Spot
- Museum
- Park
- Place to Watch a Sunset
- Putt Putt Golf
- Skiing
- Waterfall

**PROFESSIONALS**

- Accountant
- Audiologist
- Bathroom Remodeler
- Carpet/Tile/Flooring
- Chiropractor
- Contractor
- Construction
- Dentist
- Doctor
- Electrician
- Financial Planner
- Heating/Cooling
- Home Builder
- Home Security
- Insurance Agency

- Investment Firm
- Kitchen Remodeler
- Landscaping
- Law Office
- Local Media Personality
- Medical Center
- Orthodontist
- Pediatrician
- Physical Therapist
- Plumber
- Real Estate Agency
- Roofing
- Siding / Home Exteriors
- Wedding Planner
- Windows

**SHOPPING/SERVICES**

- Accessories
- Antique Shop
- Appliance Store
- Bank / Credit Union
- Barber Shop
- Bridal Shop
- Boats/Kayaks/Sail
- Cleaning Services
- Clothing
- Eyewear
- Florist

- Furniture / Mattress
- Garden Store
- Gas Station / Convenience Store
- Gift Shop
- Gym
- Home Decor
- Home Improvement Stores
- Hotel
- Jewelry Store
- Liquor Store
- Local independent Grocery Store
- Medical Equipment/Supplies
- Nail/Pedicure
- Non-Profits
- Outdoor Store
- Pharmacy
- Photographer
- Pools & Hot Tubs
- Regional Grocery Store
- Salon
- Spa/Massage
- Wedding Venue
- Window Treatments