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TRAVEL GUIDE

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AUDIENCE

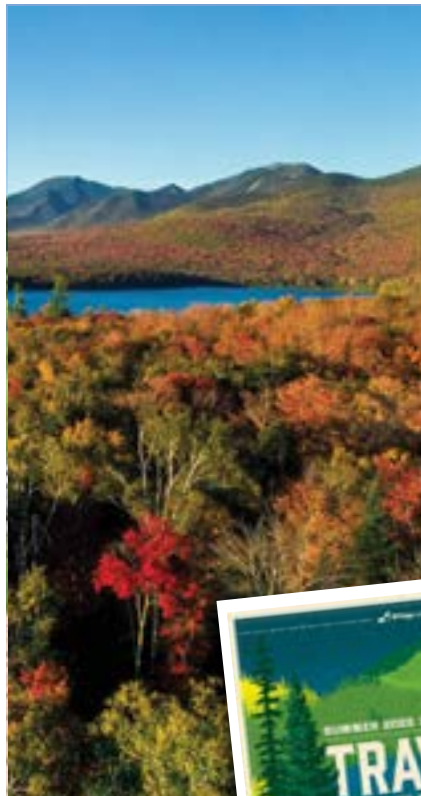
Travelers researching and planning drivable day trips and ways to enjoy the seasons Upstate NY is known for.

YEAR-ROUND ADVENTURES AWAIT!

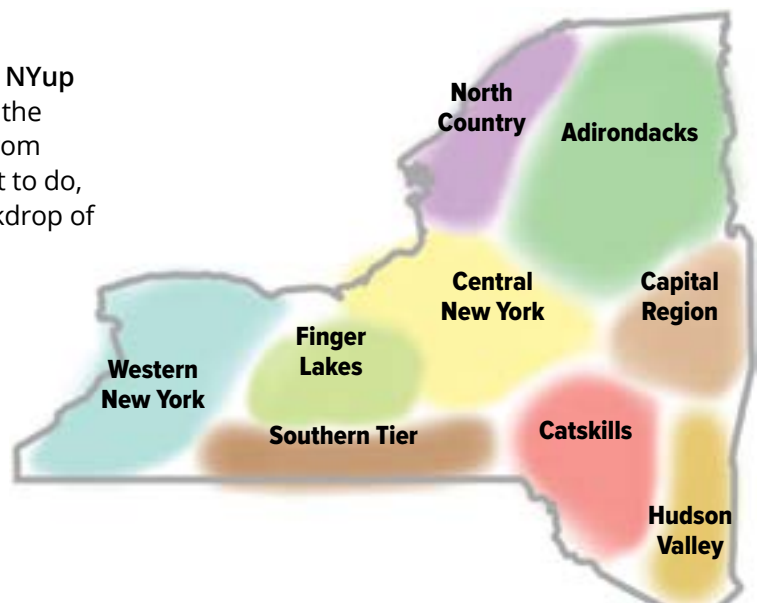
Take your fall or winter trip up a notch by visiting Upstate New York. In September, **NYup.com**, the premier upstate travel and tourism website, will produce its second 2022 seasonal print guide: fall/winter. Explore the local treasures, beauty and wonder of Upstate NY in some of its most vibrant seasons.

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**. The publication will highlight what to do, where to go, and what to see against the backdrop of colorful autumn and pristine winter scenery.

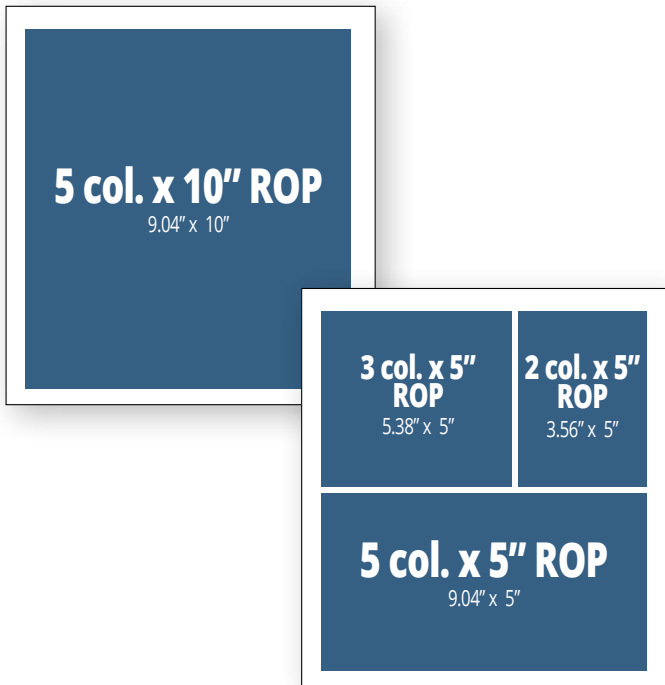
The Fall/Winter **NYup Travel Guide** will be available in the **Sunday, September 11th** issue of **The Post-Standard** and as a digital download on the **NYup.com** homepage. In addition to **The Post-Standard** distribution, printed copies will be made available at select partners, retailers and drop locations across New York State. A robust



promotional campaign will make travelers across New York aware of this unique Upstate New York travel resource.



PRICING & PACKAGES



1 PRINT + DIGITAL PACKAGE \$1,500

Includes:

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

2 PRINT + DIGITAL PACKAGE \$2,750

Includes:

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

3 FULL PAGE PREMIUM PRINT + DIGITAL PACKAGE

Inside cover / inside back \$3,500
Back cover \$4,000

Includes:

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

2022 RATES

PREMIUM AD SPACE

Back cover:	\$2,250
Inside Front Cover /	
Inside Back Cover	\$2,250
Sponsorship	\$4,500
4-Page Center Spread	\$5,000
Double Truck.....	\$3,500
Half Page.....	\$950
Full Page.....	\$1,750

MARKETPLACE

- 3x5 **\$750**
- 2x5 **\$495**

RESTAURANT / RELIGIOUS

- 3x5 **\$425**
- 2x5 **\$295**

FALL/WINTER

Space deadline	Aug. 8
Files due	Aug. 26
Pub Date	Sept. 11