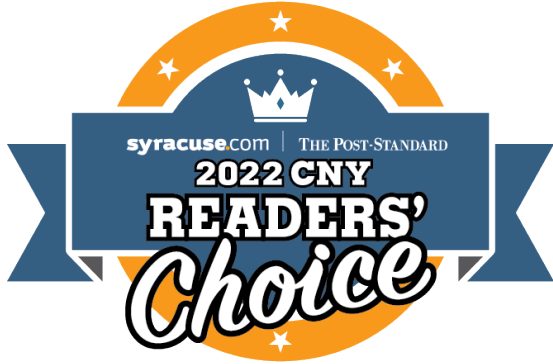


CNY READERS' CHOICE 2022 NOMINATION PACKAGES



The CNY Readers' Choice Awards are back for 2022!

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 2021:

- Nearly **8,164 nominations** were placed for local businesses across 123 categories
- Over **93,859 votes** were cast for businesses who were nominated
- After the votes were tallied up, **121 winners** were crowned as 2021 CNY Readers' Choice champions

PROMOTIONAL CALENDAR

Nomination Round: September 12 – September 25

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

Voting Round: October 17 – October 31

Virtual Winner's Event & Winner's Special Section: December 11



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*

Six quarter-page 3 col. x 10" ads or Three 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

GROUP AD PACKAGE

250,000 Syracuse.com impressions*

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

1-Group Sponsor Ad on Readers' Choice Ballot

*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

To advertise, please contact your account executive or call **315.470.0032**, syr_callcenter@syracuse.com
Visit <https://www.advancemediany.com/cnyreaderschoice/> for more information.

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

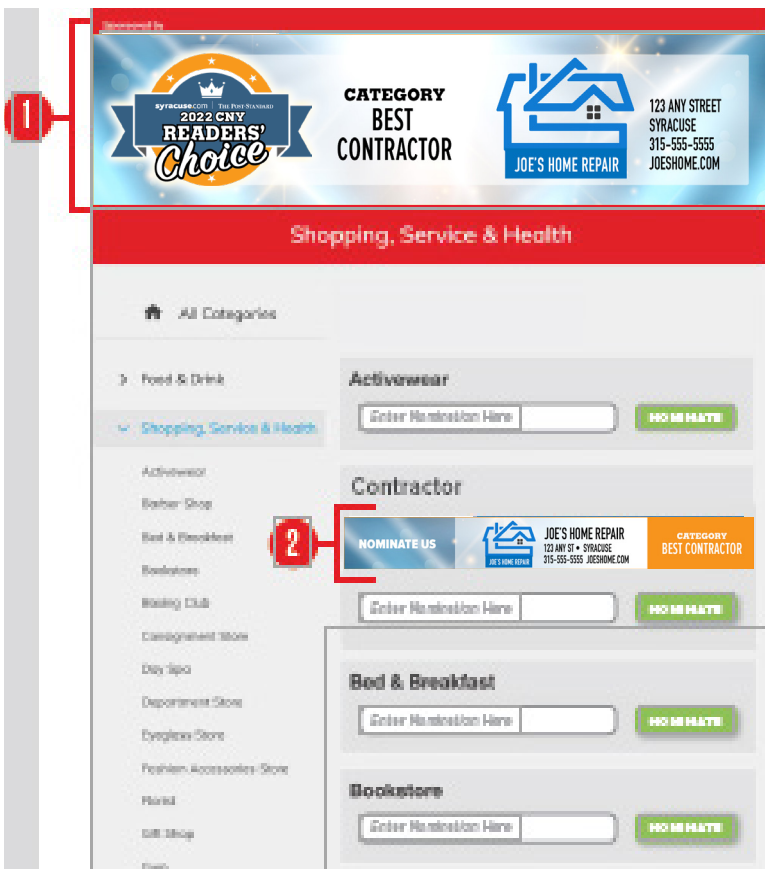
Accountant
 Audiologist
 Bathroom Remodeler
 Carpet/Tile/Flooring
 Chiropractor
 Contractor
 Construction
 Dentist
 Doctor
 Electrician
 Financial Planner
 Heating/Cooling
 Home Builder
 Home Security
 Insurance Agency

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
 Barber Shop
 Bridal Shop
 Boats/Kayaks/Sail
 Cleaning Services
 Clothing
 Community Bank
 Credit Union
 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



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

Nominate us!

syracuse.com | THE POST-STANDARD
2022 CNY READERS' Choice

CATEGORY: BEST CONTRACTOR

JOE'S HOME REPAIR

You can count on us.
Free estimates
Call for you home repair package
Decks, garages, porches

BOOK NOW AND GET 10% OFF
Any home repair over \$500 booked by 10/31/20

123 ANY STREET • SYRACUSE • 315-555-5555 • JOESHOME.COM

Visit syracuse.secondstreet.com to nominate us!

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

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

NOMINATION

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DIGITAL DISPLAY

2022 CNY READERS' Choice

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NOMINATE US
CLICK HERE

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