

# Reach Consumers in New Jersey, New York & Pennsylvania

3-state coverage with just one call!

Introducing

## TRI-BUY

The easy way to extend the reach of your newspaper ad message.

### Regional CLASSIFIED Advertising

- 25-word classified ad
- Appears in 633 newspapers
- Combined circulation of 7.4 million
- Regular Price: \$1,975

**TRI-BUY PRICE: \$1,580 per insertion**  
(SAVE 20%)

### Regional DISPLAY Advertising

- 3.792" x 4" ad
- Appears in 599 newspapers
- Combined circulation of 6.7 million
- Regular price: \$11,950

**TRI-BUY PRICE: \$8,844 per insertion**  
(SAVE more than 25%)

### Tri-Buy covers powerful markets!

RANK	MEDIA MARKETS
1	New York, NY (NY-NJ-PA)
4	Philadelphia, PA (PA-NJ)
23	Pittsburgh, PA
44	Harrisburgh-Lancaster-Lebanon-York, PA
53	Buffalo, NY
55	Wilkes Barre-Scranton, PA
59	Albany-Schenectady-Troy, NY
76	Rochester, NY
84	Syracuse, NY
104	Johnstown-Altoona, PA
150	Erie, PA
159	Binghamton, NY
172	Utica, NY
175	Elmira, NY
177	Watertown, NY



#### Questions?

Contact Amy Lear  
VP Advertising  
ext. 15, [aclear@njpa.org](mailto:aclear@njpa.org)

810 Bear Tavern Road, Suite 307  
West Trenton, NJ 08628-1022  
(609) 406-0600

[www.njpa.org/njnn](http://www.njpa.org/njnn)

Source: Nielsen Media Research

