

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

# Home and Garden Show 25

MARCH 14-16 NYS FAIRGROUNDS



## 2025 OFFICIAL PROGRAM GUIDE

**PUBLICATION DATE:** Sunday, March 9 in The Post-Standard, plus thousands distributed at the show!

**DEADLINE:** Friday, February 14

Deliver your message throughout Central New York in the Post-Standard or [syracuse.com](http://syracuse.com) every week. Our engaged readers traditionally spend more money on home improvement projects and have higher household incomes vs the market average. With the right creative messaging it's the perfect audience to see your products and services while driving new customers to your business.

### PRINT AD SIZES AVAILABLE:

☐ Full Page Ads (9.04"x10")

☐ Half Page (Horizontal 9.04"x5")

### # OF IMPRESSIONS REACHING SYRACUSE DMA AREA

175,000

75,000

### TOTAL COST

\$2600

\$1300

### REGULAR PRICE

\$3400

\$1600

### PREMIUM POSITIONS AVAILABLE

☐ Page 3, Page 5, Inside Back Page, or Back Page

☐ Double Truck

175,000

175,000

\$2,820

\$3,500

**Al la carte digital packages available, such as social display and high impact ad units.** Any member of HBR will receive 25% more impressions on any campaigns running from March 1st- April 30th. Talk to your Account Professional for more information.

Reserve your position in this highly visible section today. We have additional digital, contests available to bring you leads, excellent creative department that can design print, digital and video - everything to fit any of your advertising needs.

**Contact Your Account Professional today or Chris Tice**

**Work: 216-999-4643 • Mobile: 216-870-0584**

**[ctice@advancelocal.com](mailto:ctice@advancelocal.com)**

**ADVANCE**  
MEDIA NEW YORK

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