

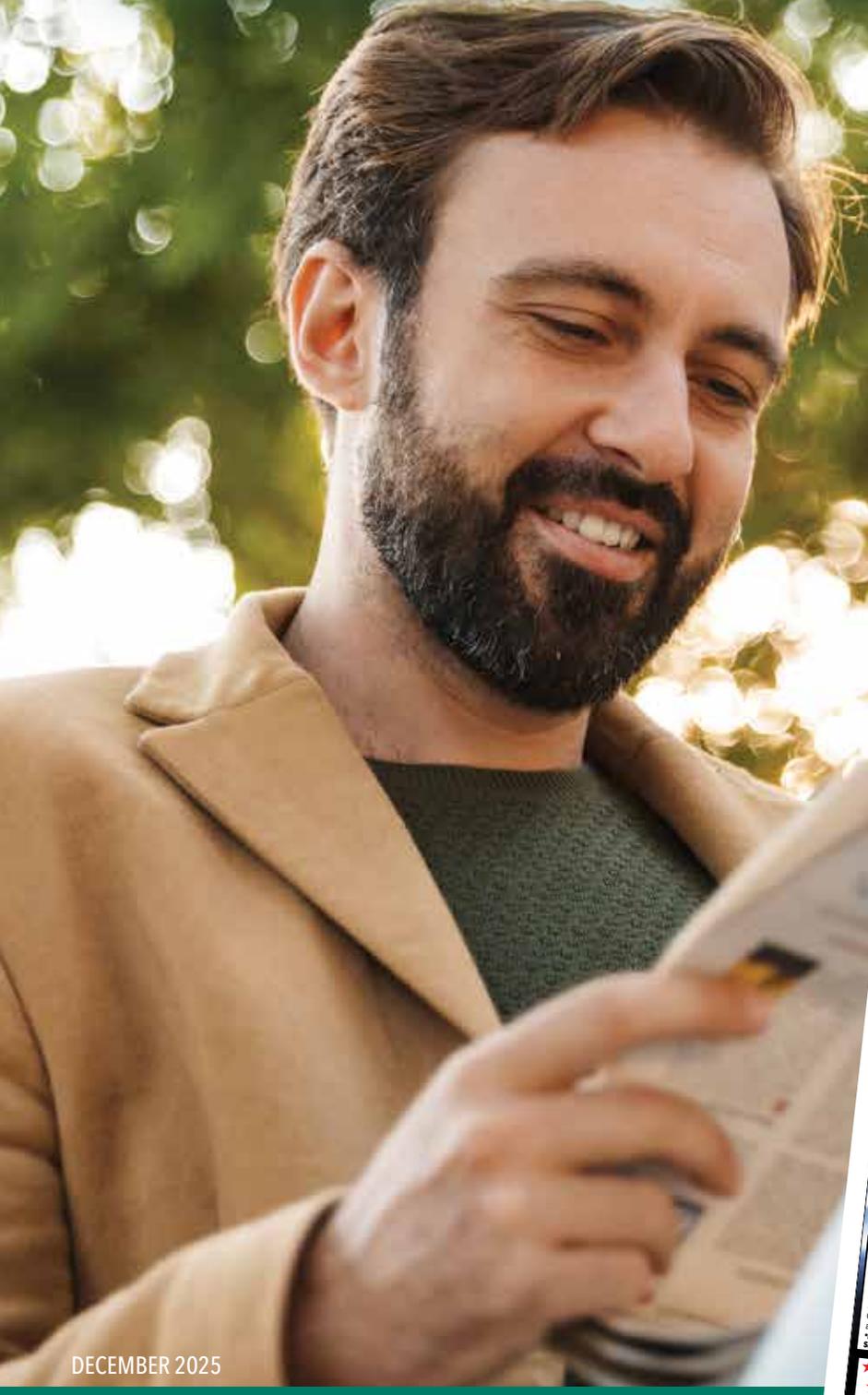
Westside News

MEDIA GUIDE

Serving the Western
suburbs of Rochester, NY

19,000+
weekly distribution

Family owned
and operated



WHY SELLERS NEED A REALTOR® licensed, educated, experienced, price negotiator, strong negotiation skills, coordinate closing. **LOCAL MARKET EXPERTISE** **STRONG NEGOTIATION SKILLS** **Howard Hanna** **JOAN BOON**

EST. 1953 **Westside News** OCTOBER 24
WEST EDITION Serving the communities of Hamlin, Clarkson, Kendall, Bergen, Clarendon, Holley-Murray, Brocton
A publication of featured MEDIA Issue No. 42 | 585.226.8111 | Read online at westsidenewsny.com

TRUCK MONTH **JIM BARNARD CHEVROLET** **SCORE BIG**

NEW 2025 EQUINOX EV LT Leases starting at **\$279** mo. x 26 mos. **3 AVAILABLE**

FRESH START **BUY 3, GET 1 FOR \$1 ON SELECT TIRES*** with installation. Four new tires in as fresh as it gets, and with up to \$250 in stackable value! on brake pads, rotors, shocks, struts and more — it's a smarter way to keep only the best. Offer ends 11/30/2025.

Tire Price Match GUARANTEE Provide us with a lower "eligible" price at the time purchase and we'll match it. **WE'LL REFUND THE DIFFERENCE.** *Must Apply & be approved while in the dealership. See dealer for details.

2026 SILVERADOS Up To **\$8,500 OFF*** ~ OR ~ **Get Financing as low as 2.9%** Up To 72 mos. **VIEW OUR ENTIRE INVENTORY HERE!**

BLAZER EV LT AWD Lease for **\$199** mo. x 24 mos. **CHEVROLET SPECIAL OFFERS:** • First Responder Program • Military Program. Combine your Bonus Cash with retail offers for an exceptional deal. *See dealer for details.

JIM BARNARD CHEVY BIG SCORE SAVINGS EVERY SUV's

- (7) CHEVY EQUINOX starting at \$17,580
- (3) CHEVY TRAX starting at \$17,934
- (5) CHEVY TRAILBLAZER starting at \$17,954
- (4) CHEVY BLAZERS starting at \$20,770
- (1) CHEVY TRAVERSE at \$27,700

2018 CHEVY SILVERADO 1500 LT Stock# 257303A \$27,770
2022 CHEVY SILVERADO 1500 LT Stock# 0206 \$35,660
2022 CHEVY TRAVERSE LS Stock# 5209 \$27,269
2023 CHEVY EXPRESS CARGO 2500WT Stock#R5272 \$32,611
2023 GMC CANYON AT4 Stock#R5271 \$32,418
2018 CHEVY TRAX \$17,934

Most ACDelco Silver Front Brake Pads Installed \$139.95 **Full Synthetic Oil Change \$69.95**

COLLISION CENTER - EXPERT REPAIR - ALL MAKES - ALL INSURANCE

DECEMBER 2025

PO Box 340, Avon, NY 14414 • 585-352-3411
Main Office: 585-226-8111 • westsidenewsny.com

Your Media Solution

*Print, digital, or mobile,
we've got you covered!*



PRINT

Westside News and the Genesee Valley Penny Saver reach your customers across Western NY



ONLINE

Readers can view articles, share content, and browse the week's ads at westsidenewsny.com



MOBILE



SOCIAL MEDIA

Brands We've Helped Grow



Display Ad Rates

ZONE 1 (E)			ZONE 2 (W)			COMBO		
COL INCHES	B&W RATE	COLOR RATE	COL INCHES	B&W RATE	COLOR RATE	COL INCHES	B&W RATE	COLOR RATE
4	\$81.00	\$98.00	4	\$54.00	\$72.00	4	\$120.00	\$152.00
6	\$120.50	\$147.00	6	\$81.00	\$108.00	6	\$180.00	\$228.00
8	\$162.00	\$196.00	8	\$108.00	\$144.00	8	\$240.00	\$304.00
9	\$182.25	\$220.50	9	\$121.50	\$162.00	9	\$270.00	\$342.00
10	\$202.50	\$245.00	10	\$135.00	\$180.00	10	\$300.00	\$380.00
12	\$242.00	\$318.00	12	\$161.00	\$216.00	12	\$360.00	\$456.00
14	\$283.50	\$370.00	14	\$189.00	\$252.00	14	\$420.00	\$532.00
15	\$303.75	\$398.00	15	\$202.50	\$270.00	15	\$450.00	\$570.00
16	\$324.00	\$424.00	16	\$216.00	\$288.00	16	\$480.00	\$608.00
18	\$364.50	\$439.00	18	\$243.00	\$324.00	18	\$540.00	\$684.00
20	\$405.00	\$488.00	20	\$270.00	\$360.00	20	\$600.00	\$760.00
21	\$425.25	\$503.00	21	\$283.50	\$378.00	21	\$630.00	\$798.00
24	\$432.00	\$515.00	24	\$292.00	\$386.00	24	\$640.00	\$815.00
27	\$486.50	\$587.50	27	\$298.00	\$402.00	27	\$687.00	\$899.00
28	\$504.00	\$609.00	28	\$305.00	\$416.00	28	\$712.00	\$950.00
30	\$540.00	\$642.00	30	\$318.00	\$420.00	30	\$764.00	\$1,018.00
32	\$576.00	\$648.00	32	\$340.00	\$424.00	32	\$812.00	\$1,085.00
36	\$648.00	\$715.00	36	\$382.00	\$515.00	36	\$916.00	\$1,145.00
40	\$720.00	\$806.00	40	\$424.00	\$530.00	40	\$1,018.00	\$1,230.00
48	\$790.00	\$916.00	48	\$484.00	\$610.00	48	\$1,142.00	\$1,299.00
50	\$823.00	\$943.00	50	\$504.00	\$636.00	50	\$1,166.00	\$1,430.00
54	\$887.00	\$1,031.00	54	\$544.00	\$686.00	54	\$1,260.00	\$1,546.00
56	\$920.00	\$1,069.00	56	\$564.00	\$712.00	56	\$1,306.00	\$1,603.00
64	\$1,052.00	\$1,152.00	64	\$645.00	\$746.00	64	\$1,492.00	\$1,758.00
72	\$1,120.00	\$1,233.00	72	\$659.00	\$760.00	72	\$1,537.00	\$1,834.00
80	\$1,240.00	\$1,368.00	80	\$715.00	\$841.00	80	\$1,696.00	\$1,920.00
96	\$1,392.00	\$1,536.00	96	\$768.00	\$888.00	96	\$1,920.00	\$2,160.00

local classifieds

ACADEMIC OPEN HOUSE
Experience All Geneses Has to Offer!

SUNY GOC
Saturday November 8
9 AM - 3 PM
GOC Mainline Campus
www.geneses.edu/advt
60600 606000

Salmon Creek Country Club
LET US CATER YOUR PARTY
Catering Menu
\$17.00 per person (includes 7 courses and 2 drinks)
\$18.00 per person

Surprising Hidden Costs of Home Ownership
A home is the most significant investment you will make. Before purchasing, you should understand the true costs of home ownership. Homeowners who do not understand the true costs of home ownership can end up spending more money than they intended. We can help you understand the true costs of home ownership.

REAL ESTATE FOR RENT
SPENCER/ROCKFORD
1000 sq ft, 2 bedrooms, 1 bathroom, central air, hardwood floors, granite counter, stainless steel appliances. \$1,200/mo.

ITEMS FOR SALE
JOHN DEERE 4500
2014 John Deere 4500 tractor, 54" front loader, 54" rear loader, 54" PTO, 54" tires, 54" PTO, 54" tires, 54" PTO, 54" tires.

WANTED
CRAPPLES/HUMS
We are looking for experienced salespeople to join our team. Must have a minimum of 5 years of sales experience. Competitive salary and benefits. Contact us today!

SPECIAL POSITION RATES

All special positions include full color

FRONT COVER

- Quarter Page 5.1"x5.75" \$455
- Half Page 10.375"x5.75" \$865
- Full Page 10.375"x11.67" \$1,529

FRONT TOP BANNER 10.375"x2"

ZONE 1E \$339 • ZONE 2W \$239 • BOTH \$539

BACK COVER

Full Page 10.375"x16"
ZONE 1E \$1,536 • ZONE 2W \$888 • BOTH \$2,160

Other sizes available. Check with your ad consultant.

Check Out Hunger

WEGMANS LAUNCHES ANNUAL CAMPAIGN TO BENEFIT FOODLINK

Wegmans kicked off its annual Check Out Hunger campaign on October 22 at more than 20 Rochester-area stores - with 100 percent of donations benefiting Foodlink.

The 32nd annual fundraiser encourages shoppers to round up or donate a few dollars when they check out at the store to help support their local food bank. The campaign ended more than 20 days ago, but it also supports their programs throughout the year.

Although the initiative is a companywide effort, it started right here in Rochester back in 1993. Thanks to a partnership between Foodlink founder Tom Ferraro and Wegmans, the campaign has become a tradition in the community since its inception.

Mechanical Guidelines

Basic Sizes	Width (Inches)	Depth (Inches)
2x2	3.350	2.000
2x3	3.350	3.000
2x4	3.350	4.000
3x4	5.100	4.000
3x5	5.100	5.000
1/8 page (3 col.)	5.100	3.800
1/4 page (3 col.)	5.100	7.850
1/2 page (3 col.)	5.100	16.000
1/2 page (4 col.)	6.860	11.815
1/2 page (6 col.)	10.375	7.850
Front Cover	10.375	11.670
Back Cover	10.375	16.000
Full Page	10.375	16.000

COLUMN WIDTHS

6-Column Format

- 1 Col = 1.59"
- 2 Col = 3.35"
- 3 Col = 5.1"
- 4 Col = 6.86"
- 5 Col = 8.62"
- 6 Col = 10.375"

Frequency of Publication

Every Friday, 52 weeks per year

AD DEADLINE:
Wednesday @ 5:00 pm
 Subject to change for holidays

SECTIONS

- Classifieds
- Employment
- Hometown Events
- Improve Your Home
- General
- Legal Notices
- Obituaries & In Memoriams
- Real Estate
- Sip & Dine
- Worship Services
- Seasonal Promotions
- And More



Classified Ad Rates

PER WORD

\$16.00 for 15 words or fewer

50¢ for each additional word

Add a black or star border for \$5.00 more

All classified ads run in both Westside editions

Limit of 50 words in classified ads. 51 words or more must be placed as a display ad.

Deadline for online submissions is Wednesday at noon.

Call 585-352-3411 or submit online at:
www.gvpennysaver.com/westside-classified

ITEMS FOR SALE

JOHN DEERE 25HP with bucket, lawnmower, \$13,000 or BO. KUBOTA TRACTOR 33 1/3 HP with backhoe, bucket, cab and heat, \$25,000. 585-293-7410

All classified ads will run in print in Westside News and online at www.westsidenewsny.com

Everyone Deserves A Chance to Fly

BYRON-BERGEN ALUM ENCOURAGES STUDENTS TO CHASE THEIR DREAMS



One day before the release of the *Wicked* sequel, another person who defied gravity and took to the sky visited Byron-Bergen Elementary School to share her story and to encourage others to chase their big dreams. Young presented her love of aviation to students in grades K through 5 about how she overcame obstacles and achieved her dreams of flying a plane, becoming a photographer and publishing a book.

"This school is near and dear to my heart," said Young. "This is where I used to chase books, so it just seems perfect to bring the book back to where it originated."

Young's presentation centered around how she was repeatedly discouraged from pursuing her dream of becoming an airplane pilot until she met an older woman named Al, who became her mentor and helped her through flight school to earn her pilot's license. Having achieved that goal, Young was emboldened to pursue other big dreams. The overarching theme of the presentation was that of believing in one's big dreams and working to achieve them.

"I want to encourage you in whatever your big dream is," said Young. "I think most of us are more multi-dimensional than what appears on the surface, but because you're an artist or writer, or even a scientist, it doesn't mean that your 'big dream' isn't to be an artist or a scientist. Everyone is here for a reason, and everyone has the power to do great things."

The idea for Young's book, *I See an Airplane Up in the Sky*, was conceived as a story Young wished she had read as a child. The main character, Sky, dreams of flying, but, having no wings or magical powers, she decides to become a pilot. The story is brought to life by Young's imaginative illustrations, inspired by her photography.

"Our district really benefits from the depth and diversity of our alumni," said Byron-Bergen Elementary Principal Kristin Loftus. "The impact on our students from meeting adults who started in their shoes and who are now pilots, authors, firefighters, farmers, teachers, doctors, or who have achieved any kind of big dream, is invaluable."

As the students filed out of the assembly, Young gave each one a high-five. A few students paused to be photographed.

HOLIDAY FOOD DRIVE

Fight Hunger This Holiday Season

Donate Canned and Non-Perishable Food to the 2025 Holiday Food Drive
 Hosted by Susan Henshaw - Clarkson Town Clerk

Drop off items at the Clarkson Town Hall - 4710 Lake Road
 Wednesday, Nov. 22 - Friday, Dec. 12

Monday, Wednesday: Thursday 9am-5pm, Tuesday 9am-5pm, Friday 9am-5pm
 Food drive will be distributed between the Clarkson Food Shelf and Lakeville of Hamilton.

Suggested Donations:

- Canned soups
- Canned pasta sauce
- Canned fruit
- Canned vegetables
- Peanut butter
- Instant noodle soup
- Instant rice
- Instant oatmeal
- Instant mashed potatoes
- Instant gravy
- Instant noodle soup
- Instant rice
- Instant oatmeal
- Instant mashed potatoes
- Peanut butter
- Instant noodle soup
- Instant rice
- Instant oatmeal
- Instant mashed potatoes
- Peanut butter

ANY OTHER FOOD ITEM WELCOME! For more information call Susan at 637-1130

Hilton's Top Donors

MERTON WILLIAMS STUDENTS COMPETE



Teams at Merton Williams Middle School competed to donate the most food to the Hilton Food Shelf. Team Destiny donated the most and won a cider and donut party. Collectively, the students and staff donated 400 items to the Hilton Food Shelf which serves families in the Hilton School District.

Students pictured were top donors in the food drive: Henry Seifert, Nick Munding, Aria Romeo, Faith Koblitz, Evelyn Paveselli, Austin Konrad, and Abby Zadorra. The Hilton Food Shelf recently delivered 100 Thanksgiving dinners in the community, up from 100 last year.

Provided information Photos by Gretchen Spitzer

local classifieds

WANTED
 DAK HANDMAN SERVICE: Deck, Siding, Painting, Roofing, Electrical, Plumbing, Gas, etc. Call Dave, 585-495-2892

WANTED
 LAWN TRACTORS: MTD, Toro, etc. preferred. Call Dave, 585-415-1141

WANTED
 Collision: www.FMCollision.com, 370 Mt. Pleasant, Rochester, NY 14611, 438-7240

WANTED
 Toy Trains & Aurora Slot Cars: 455-8317

CANNED GOODS
 DONATE: Don't take up space, please. www.gvpennysaver.com

SERVICES
 JUNE CLEANOUT SERVICE: Same Day Service. Bids starting at \$499. Call Alvin, 585-712-8864

AUTOMOTIVE
 JUNE CARS, TRUCKS: Buy, Sell, Trade. Call Alvin, 585-712-8864

ITEMS FOR SALE
 JOHN DEERE 25HP with bucket, lawnmower, \$13,000 or BO. KUBOTA TRACTOR 33 1/3 HP with backhoe, bucket, cab and heat, \$25,000. 585-293-7410

Westside News

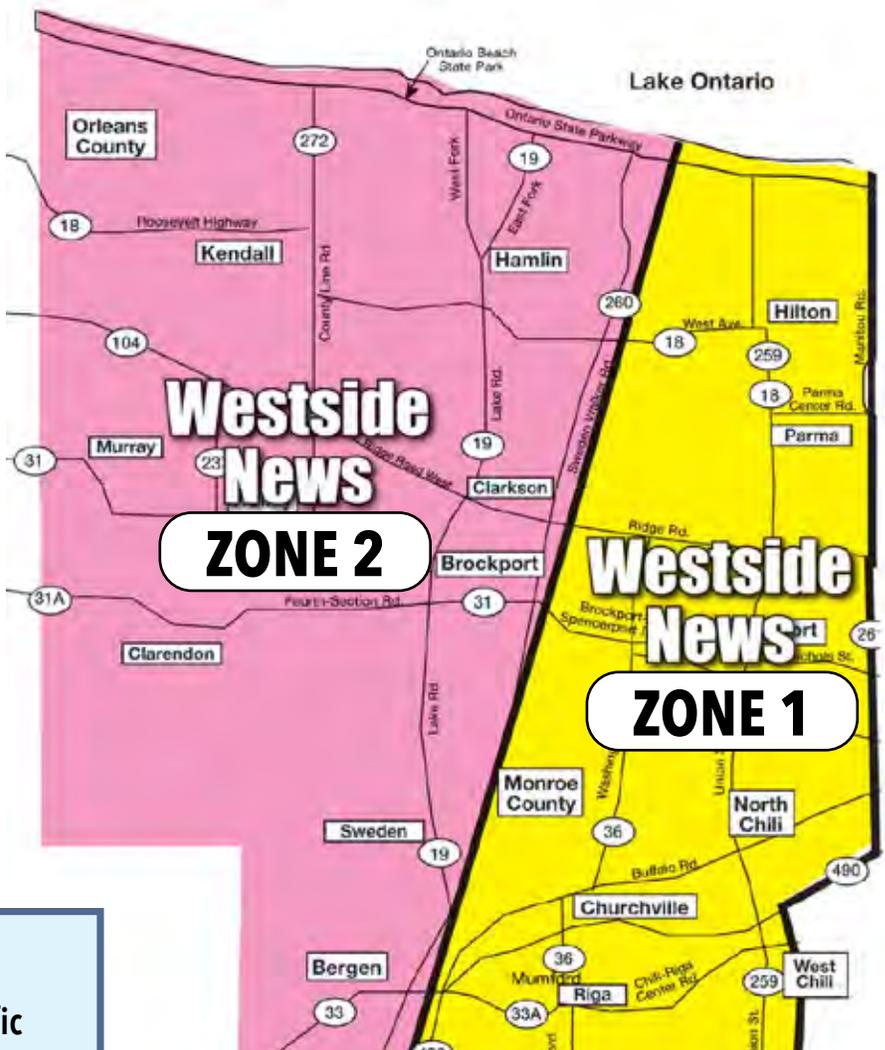


Serving the Western Suburbs of Rochester, NY

Weekly Delivery

Established in 1953

Family Owned & Operated



BY ZIPCODE
We also circulate to high traffic locations throughout the area.

ZONE 1 EDITION	
Churchville (14428)	645
Hilton (14468)	3,675
North Chili (14514)	1,380
Spencerport (14559)	4,575
TOTAL	10,275
ZONE 2 EDITION	
Brockport (14420)	4,175
Hamlin (14464)	2,125
Holley (14470)	2,600
TOTAL	8,900

Circulation Over 19,000

EVEN MORE COVERAGE AVAILABLE!

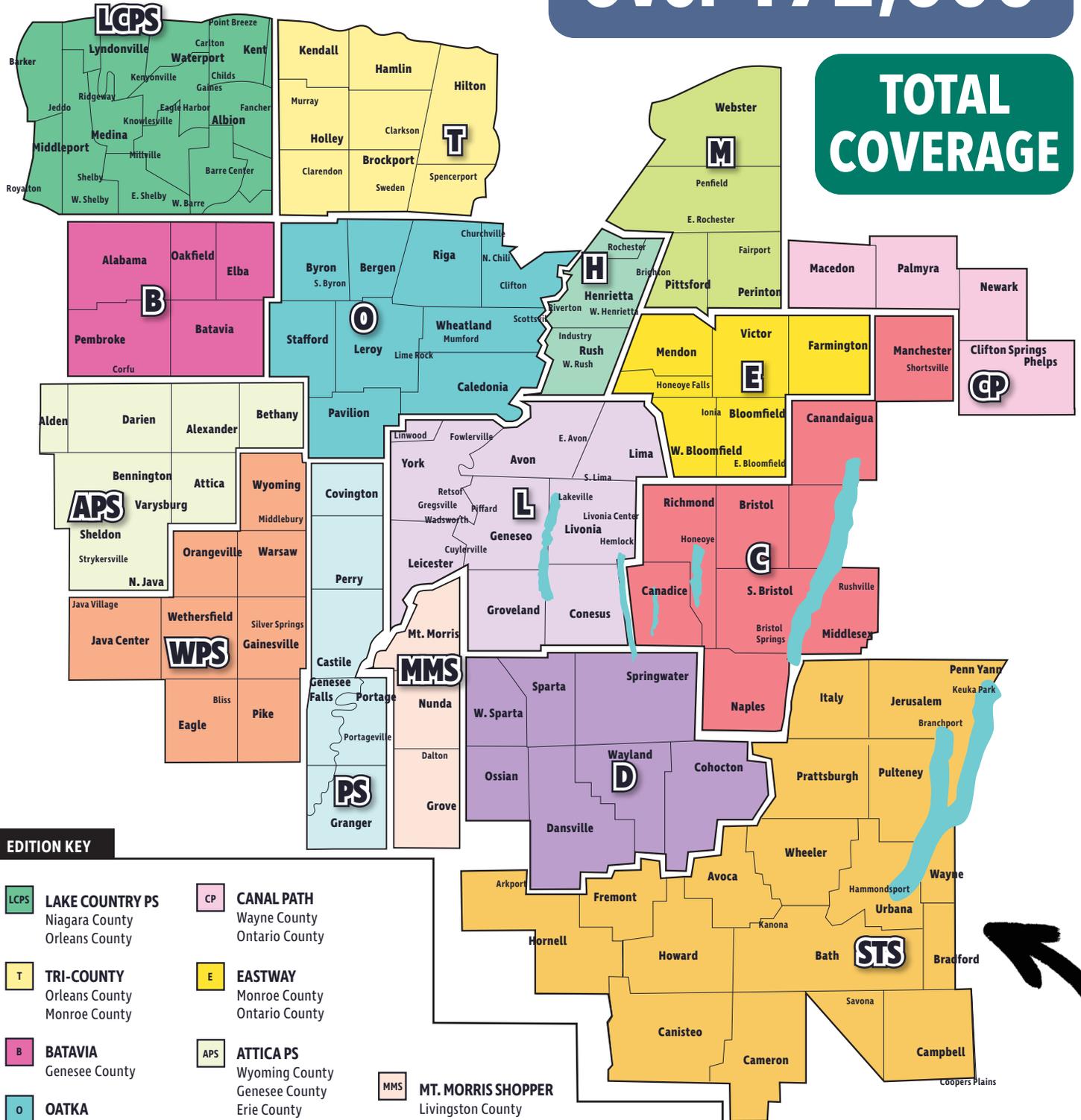
See page 8 for details on our monthly magazine, which reaches Greece, Gates, Chili and more!

Pre-print insert customers may purchase individual zones, but must buy the entire circulation of a given zone, including home delivery and bulk pick up if applicable.

**ADDITIONAL PUBLICATIONS
PRODUCED BY FEATURED MEDIA
and other local partners**

**Circulation
Over 172,000**

**TOTAL
COVERAGE**



EDITION KEY

- | | |
|--|---|
| LCPS LAKE COUNTRY PS
Niagara County
Orleans County | CP CANAL PATH
Wayne County
Ontario County |
| T TRI-COUNTY
Orleans County
Monroe County | E EASTWAY
Monroe County
Ontario County |
| B BATAVIA
Genesee County | APS ATTICA PS
Wyoming County
Genesee County
Erie County |
| O OATKA
Genesee County
Monroe County
Livingston County | WPS WARSAW PS
Wyoming County |
| H RUSH-HENRIETTA
Monroe County | PS PERRY SHOPPER
Wyoming County
Livingston County
Allegany County |
| M MONROE EAST
Monroe County | MMS MT. MORRIS SHOPPER
Livingston County
Allegany County |
| | L LIVINGSTON
Livingston County |
| | C CANANDAIGUA-NAPLES
Ontario County
Yates County |
| | D DANSVILLE-WAYLAND
Livingston County
Steuben County |
| | STS SOUTHERN TIER SHOPPER
Steuben County
Yates County
Allegany County |

**featured
MEDIA™**
Learn more at
FeaturedMedia.com

Inserts & Flyers

Custom design included!

Flyers are printed and then inserted into the edition of your choice

8.5x11 flyers or inserts printed in full color on the paper described below • No bleeds

Paper Type	1-Sided	2-Sided
80# White Gloss	18¢ each	21¢ each
60# White Matte	15¢ each	17¢ each

8.5x10.875 inserts printed in full color

Large Orders	Quantity	80# Gloss	60# Offset
	10,000-19,999	15¢ each	15¢ each
	20,000-29,999	15¢ each	15¢ each
	30,000-49,999	13¢ each	12¢ each
	50,000-74,999	12¢ each	12¢ each
	75,000-149,999	12¢ each	12¢ each
	150,000-749,999	11¢ each	11¢ each
	750,000+	11¢ each	11¢ each

Same price 1 or 2 sided!

Set-up \$45 up to 3 proofs, \$60/hr after. **MINIMUM PURCHASE OF \$25.**

Pre-Printed Inserts

Pricing begins at \$80/M (Net) for standard inserts.

Please call 585-226-8111 with mechanical specifications to determine final pricing.

Inserts must be delivered to our production facility at 1471 Route 15, Avon, NY 14414 at least one full week before insertion date. Insertion is available weekly on Tuesday. Delivery hours are Monday through Friday, 9:00 am to 4:00 pm. Maximum size of 8.5x11" will be accepted. Anything larger will require prefolding or a folding surcharge will be added.

Pre-print insert customers may purchase individual zones, but must buy the entire circulation of a given zone, including home delivery and bulk pick up if applicable.

Insert your flyer directly into Westside News!



New Publisher

Now published by Featured Media,
a family owned business operated in Avon, NY

What is Featured Media?

Are you ready to take your business to new heights? All you need is Featured Media, the evolution of the beloved Genesee Valley Penny Saver. Since 1948, the Penny Saver has been a trusted resource, connecting readers with local organizations and businesses. Our roots run deep in the Western New York and Finger Lakes regions. Owned and operated by the same family for 75 years, second- and third-generation family members work alongside a dedicated staff of just over 100, committed to bringing locally-relevant content to readers across many forms of media.

Comprehensive Marketing Services

Our customers are often surprised that besides print advertising in the Penny Saver, we also offer almost any type of marketing services a business could need. From commercial printing, promotional/branding products, direct mail options, a full-service digital marketing agency, as well as vibrant video and photography, Featured Media does it all. We're here to guide you every step of the way.

Steadfast Local Community Focus

While the Penny Saver's publisher has changed, our commitment to you remains steadfast. At Featured Media, we believe in the power of effective communication and getting your message out to the community through a variety of channels.

Featured Media's President and Publisher, Steve Harrison, says, "While our list of services grows, we're committed to the Penny Saver's success just as much now as we have been at any time in the last 75 years. Our goal has always been to provide a communication vehicle that connects our advertisers with our readers. Now with Featured Media, we can enhance that connection digitally."

Your Trusted Marketing Partner

Featured Media is your trusted marketing partner, combining the power of tradition with the innovation of the digital age. To learn more about our services and how we can partner with you, visit our website at featuredmedia.com.



Advertising Policy

Credit/Billing

New advertisers are expected to pre-pay their first four weeks, and also complete a standard credit application. Thereafter customer will be put on account and billed monthly. Payment terms are NET 15 DAYS FROM MONTH END.

All billing discrepancies must be reported to Featured Media within **30 DAYS** of monthly billing statement.

Once an account has reached 60 days past due, advertising will not be accepted. After 30 days past due, discounts will not apply.

Editorial & Publicity Articles: Advertisers or agencies requiring news releases are welcome to purchase space in the form of advertising, however the content must be print-ready.

Errors: Featured Media will not be liable for any error to a greater extent than the cost of the space occupied by the error. Errors must be reported within **30 DAYS** of publication date to be considered for adjustment.

Political Ads: ALL political ads must be paid for in advance of ad placement with advertiser acknowledgement. No covers, but special position requests are accepted for an additional charge.

Westside News will make every effort to see that all advertising copy, which is neatly presented, is correctly printed. We will not be responsible for print quality of any advertising not created by Westside News personnel. We take no responsibility for statements or claims made in any advertisement. We reserve the right to refuse any and/or all advertising.

I, Steve Harrison, Publisher and President of Westside News, hereby certify the statements and circulation figures herein contained are true and correct.

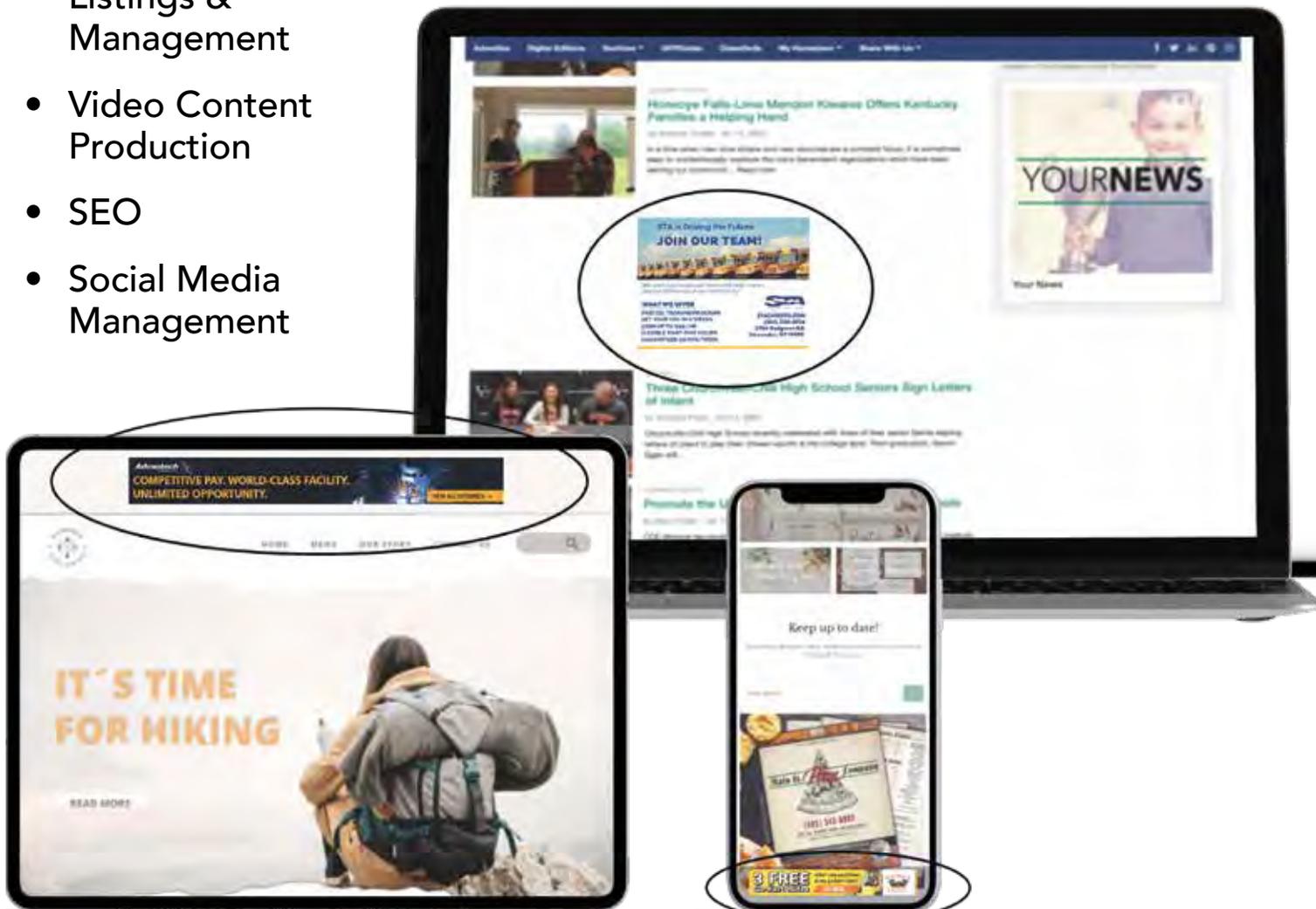
Steve Harrison

Digital Media

Your full service digital agency

Ask us about adding digital to your print ad purchase!

- Website Design & Hosting
- Spotify Advertising
- Google AdWords
- OTT/OTC
- Programmatic Digital Display
- Google My Business Listings & Management
- Video Content Production
- SEO
- Social Media Management
- Email List Management
- QR Codes
- Social Media Shout Outs
- Custom Blogs



Look what we can do for you!

LOCAL SERVICE. ENDLESS OPTIONS.

PUBLISHING

- Lake Country Pennysaver
- Genesee Valley Penny Saver
- Westside News
- Southern Tier Shopper
- Community Guides and Directories
- State and National Advertising

PRINTING + MAILING

- Flyers, Banners, Roll Up Displays
- Cards, Invites
- Newsletters, Brochures & Programs
- Direct Mail
- Printing Newspapers

PROMO PRODUCTS

- Seasonal Items
- Custom Gifts
- Trade Show Items
- Apparel & Bags
- Drinkware

WEBSITE DESIGN

- Mobile Responsive Websites
- Ecommerce Platforms
- Analytics, Data & SEO
- Content Development
- Landing Pages

DIGITAL MARKETING

- Search Campaigns
- Digital Display Advertising
- Video Advertising
- Retargeting & Geofencing
- Targeted Email Blasts

SOCIAL MEDIA

- Awareness Campaigns
- Lead Generation
- Contests & Giveaways
- Facebook Page Management
- Build a Facebook Page

PHOTO + VIDEO

- Signature Headshots
- Product Photography
- Business Brand Story Photos
- Video Recording
- OTC/OTT

GRAPHIC DESIGN

- Logo Design
- Business Collateral
- Invites & Flyers
- Cards, Invites

SEO + SEM

- Google Listings
- Keyword Optimization
- Image Optimization
- Listings Management
- Review Management



featured
MEDIA™
FEATUREDMEDIA.COM

Westside News
WESTSIDENEWSNY.COM