

# **THE WESTERN NEW YORK AREA MORTGAGE GUIDE**



***Reach over 460,000 adult readers in print  
as well as 1.1 million users online***



***Bringing lenders and consumers together!***

# THE WESTERN NEW YORK AREA MORTGAGE GUIDE

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## In Print. . .

The Buffalo News is the **dominant newspaper and information provider** in upstate New York. The city of Buffalo is the second largest city in New York behind New York City.

- Guide runs every **Saturday** in the Home Finder section.
- The Buffalo News is **read by over 460,000 adults each week.**
- Coverage includes 8 counties in Western New York - Allegany, Cattaraugus, Chautauqua, Erie, Genesee, Niagara, Orleans, and Wyoming and 2 counties in Pennsylvania – McKean and Potter, with a total population of over 1.6M.

## Online. . .

The printed guide and prominent links from **buffalo.com** direct readers to the **Western New York Area Mortgage Center website.**

- As the **region's leading website** for information, **buffalo.com** has over **1.187 million unique users** each month with over **20 million page views.**
- Online system allows you to post your **current rates** everyday
- Contains **extensive information** about your company
- Includes **hotlinks** to your website
- Makes it easy & convenient for consumers to **email you**
- Enables consumers to **send you a loan application**



*Bringing lenders and consumers together!*



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- **Reach more prospective customers**
  - **Gain greater exposure for your company**
  - **Make it easy and convenient for consumers to do business with you**
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*All at one low price*

*1 loan often pays for the cost of the ad for months*

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BEST CUSTOMER SERVICE IN THE INDUSTRY**

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