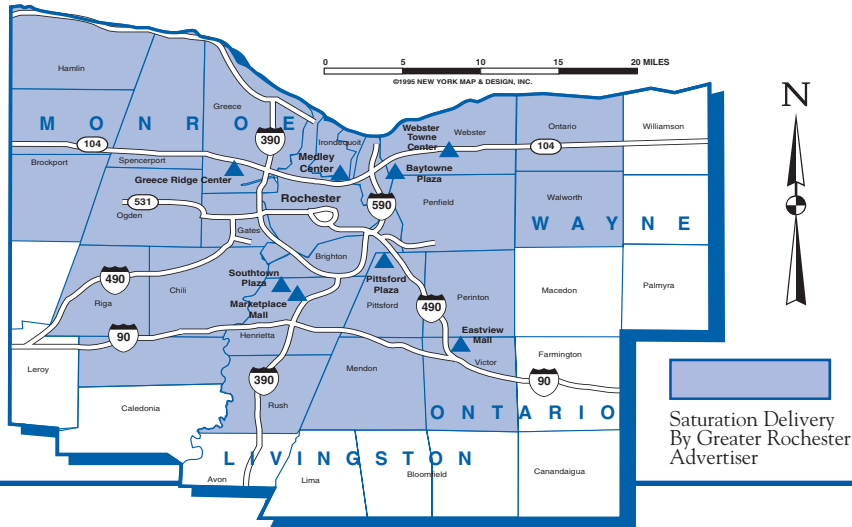


Rochester, N.Y. Newspaper Designated Market



Newspaper Designated Market (NDM)

Includes Rochester & Monroe County and specific zip codes within the 6-county SMA; defined by the Audit Bureau of Circulations. Total Households: 345,420.

| | Gannett Daily | Gannett Sunday | ADVERTISER |
|------------------------|---------------|----------------|------------|
| Net Total Distribution | 143,296 | 194,352 | 260,180 |
| Percent of NDM | 41.5 | 56.5 | 75.3 |

Rochester, Monroe County Market

The residential, financial, industrial and retail hub of the Newspaper Designated Market. Total households: 289,208

| | Gannett Daily | Gannett Sunday | ADVERTISER |
|------------------------|---------------|----------------|------------|
| Net Total Distribution | 133,106 | 171,391 | 254,600 |
| Percent | 46 | 59.2 | 88 |

Based on ABC and CPVS audits.

Circulation

260,180 homes delivered by the U.S. Postal Service

Receivership and Readership

Greater Rochester Advertiser is audited annually for receivership and readership by CPYS. The ADVERTISER is read in almost nine out of ten homes.

Publication Day

Wednesday of each week.

Deadlines

Noon Friday preceding publication.

Payment/Commission Terms

Billing is non-commissionable. For established credit accounts, terms are net 10 days. We accept Mastercard, Visa, Discover & American Express

Mechanical Specifications

The Shopping Bag Action Classified Ads section is printed web offset. Standard Tab Page is 8 columns. Page height is 13".

| Column | Width |
|--------|---------|
| 1 | 1 1/4" |
| 2 | 2 9/16" |
| 3 | 3 7/8" |
| 4 | 5 3/16" |
| 5 | 6 1/2" |
| 6 | 7 3/4" |
| 7 | 9 1/16" |
| 8 | 10 3/8" |

Advertising Rates

Display Advertising

| | |
|--|--------------|
| OPEN..... | \$75.00/inch |
| 6 TIMES..... | \$68.00/inch |
| 13 TIMES.... | \$62.00/inch |
| 26 TIMES.... | \$58.00/inch |
| 52 TIMES.... | \$52.00/inch |
| 2-inch minimum. Advertising runs consecutively | |

Reader Ads

| | |
|------------------------|------|
| First 25 words | \$68 |
| Additional words | 95¢ |

Premium Reader Ads

\$30 Additional
Include "stars" (★★★★) top and bottom and 10 point CAPITAL LETTERS on the first line.

Reader Ad Discounts

| | |
|---------------|-----|
| 6 TIMES..... | 5% |
| 13 TIMES..... | 9% |
| 26 TIMES..... | 12% |
| 52 TIMES..... | 15% |

Advertising runs consecutively

General Terms & Conditions

Greater Rochester Advertiser reserves the right to revise rates charged for advertising at any time and will advise contract holders 30 days prior to such revision.

LIABILITY: The advertiser and its agency, if any, agree to hold harmless and indemnify the Greater Rochester Advertiser from all damages, costs and expenses for which it may become liable by reason of its publication of advertiser's advertising. Special clauses in insertion orders or contracts will not be accepted if relating to legal liability.

PAST DUE BALANCES: The advertiser agrees to pay a finance charge of 1.5% per month (18% per annum) on past due balances 30 days beyond publication date.

COPY: Greater Rochester Advertiser reserves the right to edit, reject or cancel any copy at any time.

CREDITS & CORRECTIONS: Greater Rochester Advertiser agrees to run a corrective advertisement or credit the advertiser for that portion of a FIRST INSERTION which may have been rendered valueless by typographical error. Greater Rochester Advertiser shall not be liable to advertiser for any loss that results from the incorrect publication, positioning or omission of its advertisements.

COPYRIGHT: All advertising copy which represents the creative effort of Greater Rochester Advertiser is its property.

The Classified ADvantage

Classified advertising is avidly read by prime prospects – people eager to buy a product or service and looking for a supplier. Classified readers do not have to be persuaded to buy your product or service – they are looking for it now. **They do have to be persuaded to buy from you, instead of your competitors.**

Classified Ads are easy to use. More than 110 contemporary lifestyle category headings quickly guide the reader to the service or merchandise he or she is seeking. Traditional categories such as Employment Opportunities, Real Estate and Automotive are expanded by Home Services, Family Services, Professional Services and Travel, to name a few. Category headings are clearly marked and all offers are presented in alphabetical order.

The Shopping Bag/ADVERTISER carries more than one thousand classified advertisements weekly, making it a useful, sought-after source of products and services and a valuable marketplace for today's active individuals.

To Place Your Classified Ad:

Phone: 585/586-5550
800/388-1514
8:30am-5pm Monday-Friday

FAX: 585/760-7294
24 hours daily. Please include your name, address and daytime phone number. If you are paying by charge card, include your card number and expiration date.

In person or by mail: The Shopping Bag/ADVERTISER
201 Main Street
East Rochester, NY 14445
Office Hours: 8:30-5 Monday-Friday

Classified Advertising Rates 2007

Address Correction Requested

201 Main Street
East Rochester, NY 14445-1799

THE GREATER ROCHESTER
ADVERTISER

Rochester, New York



Classified Ads

Rates & Information

(585) 586-5550

(800) 388-1514

Fax: (585) 760-7294

Monday-Friday 8:30am-5pm

201 Main St., E. Rochester, NY 14445

www.RochesterAdvertiser.com

Bulk Rate
U.S. Postage
PAID
Rochester, N.Y.
Permit #831