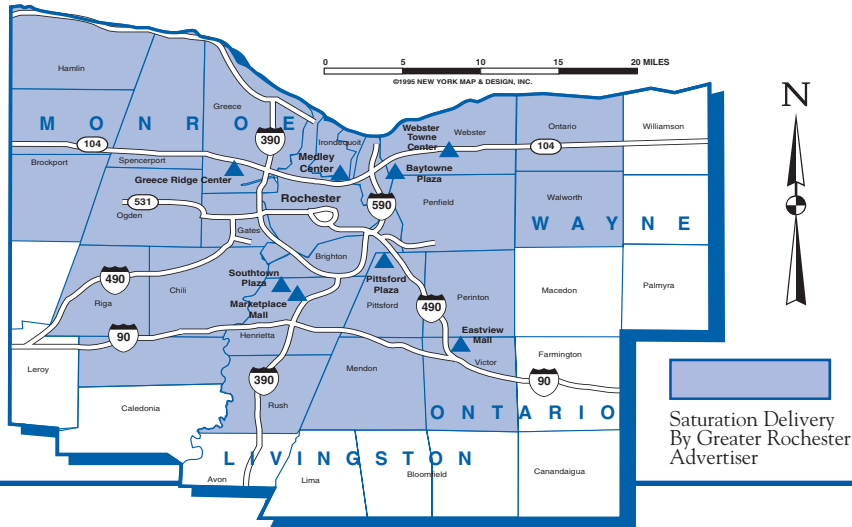


Rochester, N.Y. Newspaper Designated Market



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 CPVS. The ADVERTISER is read in nine out of ten homes.

Publication Day

Wednesday of each week

Deadlines

Noon Thursday preceding publication.

Terms

Billing is non-commissionable. Payment due 10 days after publication.

Preprints

Available as full run, zoned editions, zip code and carrier route delivery (neighborhoods). Call for rates and specifications.

Mechanical Specifications

The ADVERTISER is printed web offset. Live copy area is 10⁷/₁₆" x 13".

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

Advertising Rates

Contract Level	Per Column Inch
Open	\$95.00
250"	85.50
500"	83.50
700"	80.75
1050"	78.00
1800"	76.00
2500"	71.25
4000"	68.50
6500"	66.50

Annual bulk, per column inch.

Color Rates

	One Spot Color	Full Color
Open	\$395	795
26x	\$300	700
52x	\$245	500

General Terms & Conditions

Greater Rochester Advertiser reserves the right to revise rates charged for advertising at any time by giving 30 days written notice of such revision.

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.

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.

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

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.

Rochester's Direct Mail Alternative

Mailed to more than 260,000 homes

Used in nine out of ten homes for purchasing decisions

Mailed to every suburban home and most city neighborhoods

Timed for optimum sales response with in-home delivery Wednesdays

201 Main Street
East Rochester, NY 14445-1799
Address Correction Requested

THE GREATER ROCHESTER
ADVERTISER

Rochester, New York

THE GREATER ROCHESTER
ADVERTISER
201 Main Street, East Rochester NY 14445 • Classified: (585) 586-5559 • Office: (585) 385-1974

The collage features several advertisements:

- Kmart:** 40% off All Winter Coats, Sweaters, Scarves, Hats & Gloves! \$29.99. Also includes deals on Tropicana Pure Premium Orange Juice (2 for \$5), Huggies Wipes (2 for \$4), and Huggies One and Done Wipes (2 for \$7).
- Firestone:** Complete Auto Care. Offers include \$14.99 standard oil change and filter, \$69.99 standard 3 shops-1 stop maintenance & repairs + tires, and \$99.99 maintenance tune-up. Also features a \$4.99 tire offer.
- Other:** Advertisements for Blizzak tires, Huggies One and Done Wipes, and various household products.

THE GREATER ROCHESTER
ADVERTISER

Rates & Information

201 Main St., E. Rochester, NY 14445
(585) 385-1974 Fax: (585) 385-3507

www.RochesterAdvertiser.com

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