

What advantage does saturation distribution have over subscribed and free newspapers?

Saturation distribution literally means "every home".

Reaching the largest universe of prospects ready to purchase your product or service now is only attained by delivering your ad to every home. Saturation distribution is akin to neighborhood sales crews. These crews call at every home in a neighborhood, knowing that behind occasional doors lies a customer. They understand that although every homeowner has similar income and demographic characteristics, only a few want their product NOW.

Finding prospects ready to buy now is like finding the proverbial "needle in a haystack".

Saturation delivery is the solution.

Traditional subscription-only newspapers reach only a small portion of the residents in any neighborhood or town. For instance, weekly newspapers reach fewer than one fifth of the families in any zip code. The daily newspaper is delivered to about one-half of the homes in any neighborhood.

Specific delivery comparisons by zip code are available at RochesterAdvertiser.com

General Information

Receivership & Readership

Shopping Bag/ADVERTISER is delivered entirely by the US Postal Service and audited annually by CPVS, the most respected independent audit bureau in the country. Our distribution is certified for delivery for readership.

Recent studies certify that the Shopping Bag and ADVERTISER is used in almost nine out of ten homes.

Terms & Conditions

The Shopping & ADVERTISER reserves the right to revise rates at any time. Contract holders will be given 30 days written notice of such revision.

COPY: The Shopping Bag & ADVERTISER reserves the right to edit, reject or cancel any copy at any time.

CREDITS & CORRECTIONS:

The Shopping Bag & ADVERTISER agrees to run a corrected advertisement or credit the advertiser for that portion of the FIRST INSERTION which may have been rendered valueless by typographical error.

The Shopping Bag & 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 The Shopping Bag & ADVERTISER is its property.

TERMS: Payment due 10 days after publication. 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.

Neighborhood Zoned Editions Rates & Information

ROCHESTER, NY METRO MARKET

the shopping bag ADVERTISER
201 Main Street, East Rochester, NY 14445 • Classified (585) 385-5500 • Office (585) 385-1974

Register Now for Fall Programs
Programs Start September 12th

PRE-SCHOOL & YOUTH PROGRAMS
Play and Splash • Tuffic Twos & Threes
Tumbling Tots • Art Classes

SCHOOL AGE CHILD CARE
Kindergarten Wrap-Around • Nursery School
Before & After School Care

YOUTH & TEEN SPORTS PROGRAMS
Soccer, Basketball, Floor Hockey & Baseball Leagues
Gymnastics • Karate

AQUATICS
Preschool & Youth Swim Lessons
Lifeguarding • Adult Aquatic Classes

ROCHESTER
We build strong kids, strong families, strong communities.
Southeast Family YMCA
111 East Jefferson Blvd. in Pittsford 385-4665
www.SoutheastFamilyYMCA.org

Inspired Interiors!
Let us assist you
Reduce Window Treatments
Coordinate furniture and accessories
Decorative color and to match subjects
Coordinate floor plans and room designs
Select floor and wall coverings

Ayse
INTERIOR DESIGN
394-1240

USED RV SALE
AUGUST 9th-14th
NOW \$12,999

NEW RV SALE
AUGUST 15th-20th
NOW \$10,999

RV DOME SHOW
5.99%
NOW \$14,999

TRAVEL TRAILERS
TRUCK CAMPERS
FRESH FRUIT
BANK DEPOS
SUNNY TRUCKS
COMMENTS



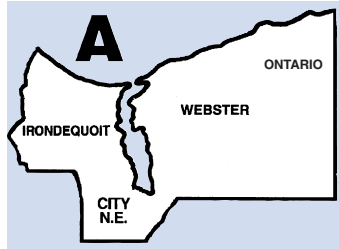
201 Main Street • East Rochester, NY 14445
(585)385-1974 FAX: (585)385-3507



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www.RochesterAdvertiser.com

5 Neighborhood Editions

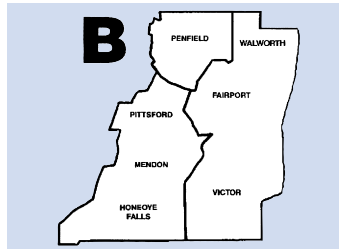
provide saturation US Mail delivery in key retail trading areas within the Rochester Metro market.



Webster & Irondequoit

Includes saturation delivery to Webster (14580), Irondequoit (14617, 14622), Ontario (14519) and portions of 14621 and 14609 in Rochester's northeast neighborhoods.

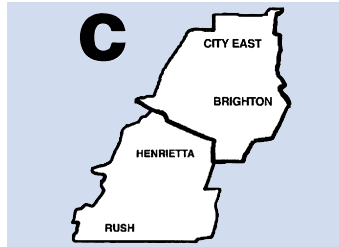
55,041



Penfield, Pittsford/Mendon, Fairport-Perinton & Victor

Includes saturation delivery to Pittsford (14534), E. Rochester (14445), Fairport (14450), Penfield (14526 and 14625), Mendon/Honeoye Falls (14472 & 14506), Victor (14564), and Walworth (14568),

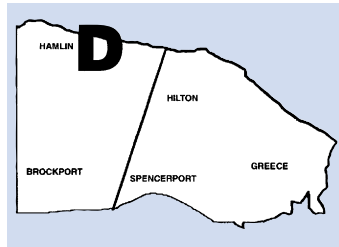
56,411



Brighton, Henrietta & City East

Includes saturation delivery to Henrietta (14623 and 14467), City East areas (14607 and 14620), Brighton (14610 and 14618), and W. Henrietta and Rush (14586 and 14543).

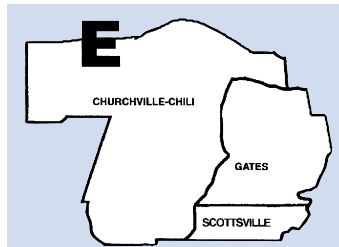
49,305



Greece, Northwest Rochester, Spencerport & Brockport

Includes saturation delivery to Greece (14612, 14615, 14616, 14626), Brockport and Clarkson (14420 & 14430), Hamlin and Hilton (14464 & 14468), and most of Spencerport (14559).

67,408



Gates-Chili, Churchville and Southwest Rochester

Includes saturation delivery to Gates (14624), Scottsville (14546), N. Chili (14514), most of Rochester (14606) and portions of Spencerport (14559).

32,015

Advertising Rates

Zones	1/10	1/5	3/10	2/5	1/2	3/5	Full
A	215	320	480	640	798	920	1488
B	215	320	480	640	798	920	1488
C	215	320	480	640	798	920	1488
Any 2 East	320	530	780	998	1248	1470	2450
All East	441	716	1038	1350	1698	1974	3274
D	240	370	565	750	915	1056	1798
E	198	229	338	447	556	649	998
All West	338	548	828	1048	1298	1538	2498
All Zones	675	1160	1745	2328	2910	2998	5698
Wrap Covers	Limited availability. Consult your representative.						
Color Rates:							
Spot color: \$195 per zone. \$295 all-east or all-west zones. \$395 in all zones.							
Full color: \$795, available all-east, all-west or all zones only.							

Page Size	Measurement
INSIDE:	
1/10h	4 ¹ / ₈ " x 3 ¹ / ₈ "
1/10v	2" x 6 ³ / ₈ "
1/5h	4 ¹ / ₈ " x 6 ³ / ₈ "
1/5v	2" x 13"
3/10h	6 ¹ / ₄ " x 6 ³ / ₈ "
3/10v	4 ¹ / ₈ " x 9 ⁵ / ₈ "
2/5	4 ¹ / ₈ " x 13"
1/2	10 ¹ / ₂ " x 6 ³ / ₈ "
3/5	6 ¹ / ₄ " x 13"
Full	10 ¹ / ₂ " x 13"
WRAP COVERS:	
1/2	5" x 10"
Full	10 ¹ / ₄ " x 10"

Rate card effective: January 1, 2007.

Neighborhood distribution provides big benefits to small and medium size businesses.

Feature large, page-dominant ads for a fraction of the cost of advertising to the entire metro market.

Enhance your company's image by employing compelling, high visibility page-dominant ads.

Reduce waste by eliminating non-productive areas.

Select neighborhoods with specific demographic or income characteristics suitable for your business.

Be a "big fish in a small pond": dominate a particular zone or area with a moderate-size advertising budget.

Expand your service or retail business.

Shopping Bag/ADVERTISER is the only paper distributed throughout Monroe County, allowing advertisers the luxury of dominating a particular geographic area as well as the opportunity to expand into adjoining or complementary areas with ease. Because you deal with one publisher you never suffer overlap (duplication) or "blank" areas (no distribution). Every paper is delivered to a unique household..there is never expensive duplication.