

# Preprint Rates Circulation

by Zone with Primary Zip Codes

Target your preprinted advertising to a geographic area or reach our total circulation using inserts.

## Preprint Delivery Rates

PAGES	OPEN	4-11x	12-23x	24-47x	48+x
2 - 7	\$59.00	\$53.10	\$50.15	\$47.20	\$44.25
8 - 19	\$65.00	\$58.50	\$55.25	\$52.00	\$48.75
20 - 27	\$71.00	\$63.90	\$60.35	\$56.80	\$53.25
28 - 39	\$77.00	\$69.30	\$65.45	\$61.60	\$57.75
40 - 47	\$83.00	\$74.70	\$70.55	\$66.40	\$62.25
48+	\$89.00	\$80.10	\$75.65	\$71.20	\$66.75

All rates net, per 1,000 distribution. Contracts apply to a 12 month period.

## MONROE COUNTY

ZONE	PUBLICATION	POST	COMMUNITY POST	TOTAL	SERVING PRIMARY ZIP CODES
B	Brighton-Pittsford	5,900	22,500	28,400	14534 14610 14618
F	Fairport-ER	4,400	15,300	19,700	14450 14445
P	Penfield	2,500	9,900	12,400	14526 14625
W	Webster	3,200	16,000	19,200	14580
I	Irondequoit	5,000	15,100	20,100	14609 14617 14621 14622
G	Greece	6,300	27,000	33,300	14612 14615 14616 14626
C	Gates-Chili	4,000	15,000	19,000	14606 14624
R	Rush-Henrietta	1,800	12,100	13,900	14467 14472 14543 14586 14623
<b>TOTALS:</b>		<b>33,100</b>	<b>132,900</b>	<b>166,000</b>	

## WAYNE COUNTY

ZONE	PUBLICATION	TOTAL	SERVING PRIMARY ZIP CODES
J	Courier Journal	2,200	14502 14522
T	Timesaver	11,800	14502 14505 14519 14522 14568
<b>TOTALS:</b>		<b>14,000</b>	

## ONTARIO COUNTY

ZONE	PUBLICATION	TOTAL	SERVING PRIMARY ZIP CODES
V	Canandaigua-Victor	15,000	14424 14469 14425 14564

ZONE	SUNDAY	DAILY M-F	SERVING PRIMARY ZIP CODES
1	1,725	1,575	14453 14502 14522 14564
2	1,300	1,100	14425
3	1,550	1,325	14432 14504 14532 14548
4	700	550	14466 14471 14475 14560 14585
5	750	675	14512
6	1,000	825	14507 14544 14561
7	7,350	6,600	14424 14461 14469
<b>TOTALS:</b>		<b>14,375 12,650</b>	

\*Circulation based on the latest ABC publisher statement plus percentage for spoilage and handling.

**Delivery acceptance no later than 5pm FOUR business days before publication date.**  
 (Holidays may affect deadlines.) For delivery instructions call  
 585.394.0770 x309 or 800.724.2099 x309, Monday-Friday 9 am to 5 pm

**Coupon Books and Non-Standard Materials.**  
 Rates quoted upon request. Four week advance notice and sample materials required.

**Requirements.** Folded dimensions must not exceed 10.5" x 11.75" unfolded edge cannot exceed 10.5". Minimum size 8" x 4". Single sheet inserts must be printed on 70 lb. offset or a minimum thickness of .005. Inserts not meeting this standard may be rejected, or client will be charged for ordered quantity regardless of duplication or skipped inserts that may result from stock type and thickness. The newspaper accepts no responsibility for inserts not meeting requirements. Pricing is based on tabloid format. There are added charges for abnormal weights and for pre-prints that require special handling. Inserts that involve more than one logo or company signature will be counted as separate inserts. No local brokered space. Must meet postal regulations. No indicia for outbound mail permits permitted on preprints delivered in mailed newspapers. Skidded preprints must be stacked and wrapped or double banded on a solid base, 40" x 48", non-returnable pallet, total weight not to exceed 2,000 lbs. Ramp height is 48" for trucks off loading skids to our dock. Quantities must be labeled and clearly flagged. Boxes must be labeled for quantity in each and packaged in consistent turns of weight not to exceed 45 lbs.

**Charity Rate.** Approved charity rate advertisers receive the 26x rate.

**Quantity.** A percentage has been added to all stated quantities to allow for spoilage and delivery. Minimum order charge is 2,000.

**Booking Deadline.** 5pm seven days prior to publication for reservation.

**Special Handling.** Inserts requiring special handling will be billed at \$85 per 1,000 distribution.

**Print and Deliver Insert Program.** Rates available upon request.