

# 2008 RETAIL ADVERTISING RATES

Effective 7/01/08. All rates net per column inch. For commissionable rates add 17.65%.

## MONROE COUNTY

Weekly Publications	Open Rate
<b>FULL COVERAGE</b> - All Eight (8) Zones	<b>\$88.25</b>
ANY Six (6) Post/Community Post Zones	<b>\$66.25</b>
ANY Four (4) Post/Community Post Zones	<b>\$47.25</b>
ANY Three (3) Post/Community Post Zones	<b>\$37.75</b>
ANY Two (2) Post/Community Post Zones	<b>\$26.75</b>
ANY One (1) Post/Community Post Zone	<b>\$15.75</b>

Area choices include Post Weekly and Community Post editions:  
Brighton-Pittsford/Fairport-ER/Penfield/Webster  
Irondequoit/Greece/Gates-Chili/Rush-Henrietta

## WAYNE COUNTY

Weekly Publications	Open Rate
<b>FULL COVERAGE</b>	<b>\$10.40</b>
Courier Journal edition only.....	\$5.25
Timesaver edition only.....	\$7.75

## ONTARIO COUNTY\*

Daily Publications	Open Rate
<b>DAILY MESSENGER</b>	<b>\$17.50</b>
One (1) day / Sunday - Friday	
<b>REPEAT RATE</b>	<b>\$8.75</b>
Repeat same ad one (1) day within a consecutive 7-day period	
<b>Weekly Community Post TMC</b>	<b>\$15.75</b>
Canandaigua-Victor	
<b>SUPER SPECIAL</b> - Includes any three (3) days in the Daily Messenger within a 7-day period—plus the Community Post.	<b>\$34.50</b>
<b>ULTRA SPECIAL</b> - Includes any six (6) days in the Daily Messenger within a consecutive 7-day period— plus the Community Post.	<b>\$42.50</b>

## DISCOUNT PROGRAMS

LEVEL	FREQUENCY		BULK/INCH	
	Weeks	Term	Annual Term	Discount
1	4x	6 weeks	100 col. inches	10%
2	12x	6 months	250 col. inches	15%
3	12x	3 months	500 col. inches	20%
4	24x	1 year	1000 col. inches	25%
5	24x	6 months	1500 col. inches	30%
6	48x	1 year	2500 col. inches	35%

## COLOR RATES

Ad Size Column Inches	Spot	Process
4 to 9.75	\$25.00	\$50.00
10 to 29.75	\$50.00	\$100.00
30 or more	\$75.00	\$150.00

Cost indicated per area or day.

**Multiple Buy Color Discounts**.....20%

## OTHER DISCOUNTS

**Charity Discount**.....20%  
Approved advertisers must have  
an IRS determination letter on file.

## OTHER MARKETS

Rates for Westside News, Ad Group and GateHouse  
Media publications in the Southern Tier are available  
upon request.

## CONTACT US

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**Ontario County Office**  
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Canandaigua, NY 14424  
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