



WESTSIDE NEWS INC.

(585) 352-3411 e-mail: info@westsidenewsonline.com

GREATER MARKET RATES EFFECTIVE 5/1/10

DEADLINE FOR ALL EDITIONS: WEDNESDAY AT 4 PM

The following areas are served by full tab editions. A full page is 6 col. x 16 inches. Ask about other sizes available.

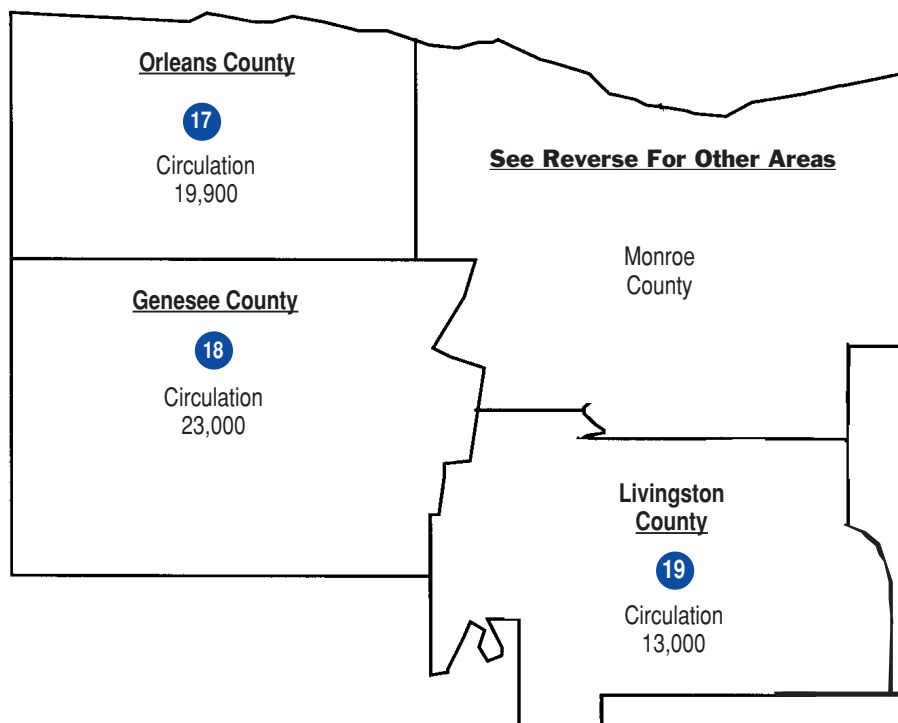
COLUMN INCHES >>	4	6 ^{1/16}	8 ^{1/12}	12 ^{1/8}	16 ^{1/6}	24 ^{1/4}	32 ^{1/3}	48 ^{1/2}	64 ^{2/3}	72 ^{3/4}	96 ^{Full}
Orleans County 17	45	67	90	134	180	268	337	506	640	720	848

The following is served by a 14" tab edition. A full page is 6 col. x 14 inches. Ask about other sizes available.

COLUMN INCHES >>	4	6 ^{1/16}	8 ^{1/12}	12 ^{1/8}	14 ^{1/6}	21 ^{1/4}	28 ^{1/3}	42 ^{1/2}	56 ^{2/3}	72 ^{3/4}	84 ^{Full}
Genesee County 18	39	59	78	118	136	203	264	396	520	653	734

The following area is served by a specially formatted edition. A full page is 5 col. (9.5 inches) x 11 inches.

COLUMN INCHES >>	4	5 ^{1/8}	6	8	11 ^{1/4}	12	15	22 ^{1/2}	24	33 ^{3/4}	44 ^{Full}
No. Livingston County 19	43	54	65	85	117	126	158	229	245	334	427



*We can place your ad anywhere in New York State...and beyond!
Ask for details.*



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ROCHESTER METRO RATES

EFFECTIVE 5/1/10

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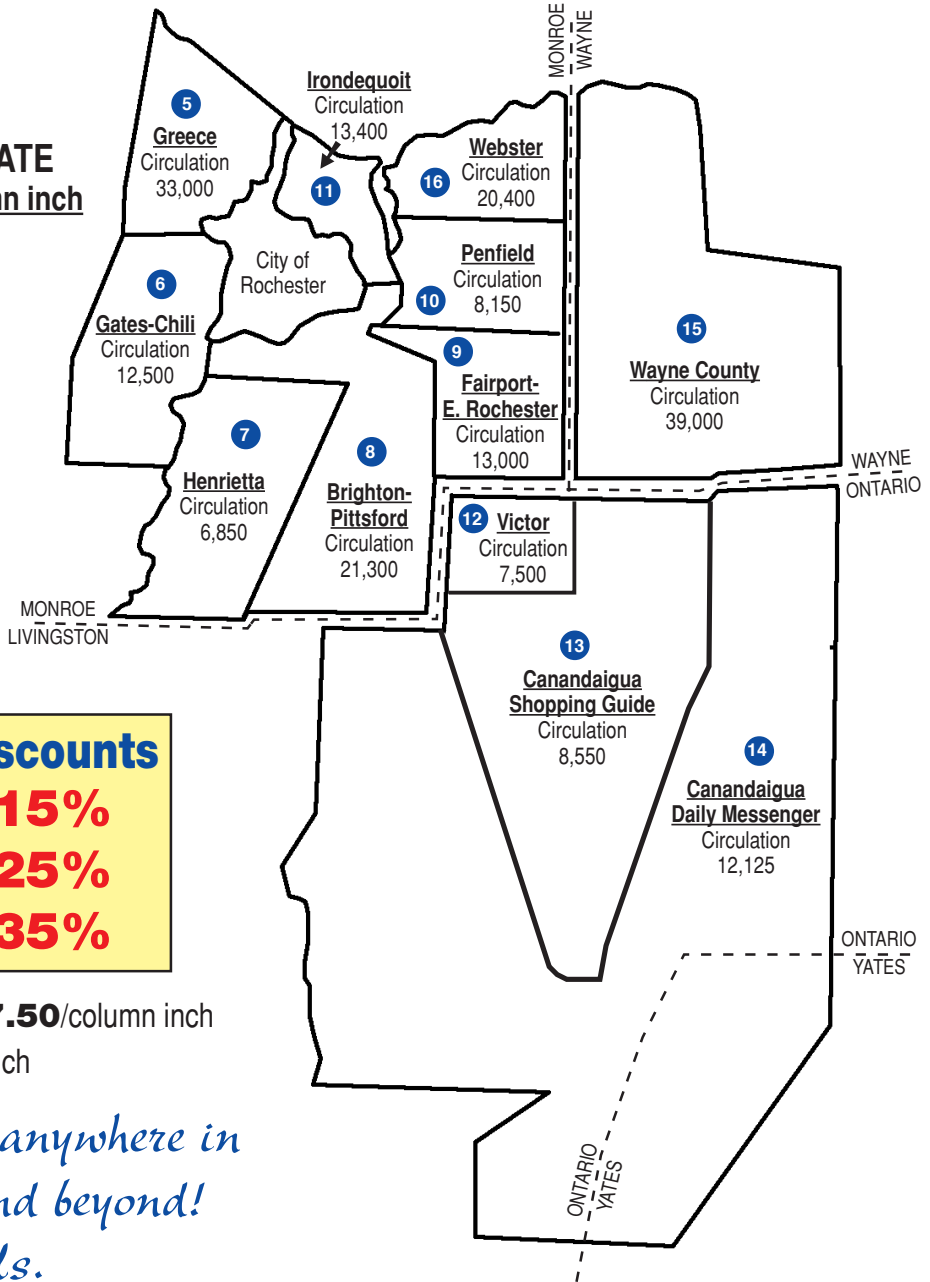
The following areas are served by broadsheet editions. A full page is 123 inches, 6 columns wide x 20.5" high.

CHOOSE FROM THE FOLLOWING AREAS

- 5 Greece
- 6 Gates-Chili
- 7 Henrietta
- 8 Brighton-Pittsford
- 9 Fairport-E. Rochester
- 10 Penfield
- 11 Irondequoit
- 12 Victor
- 13 Canandaigua Shopping Guide

OPEN RATE per column inch

- \$19.50**
- \$16.50**
- \$13.50**
- \$19.50**
- \$16.50**
- \$13.50**
- \$16.50**
- \$13.50**
- \$7.50**



Multiple Publication Discounts

- 2 to 3 publications **15%**
- 4 to 5 publications **25%**
- 6 or more publications **35%**

- 14 Canandaigua Daily Messenger - **\$17.50**/column inch
- 15 Wayne County - **\$24.38**/column inch

*We can place your ad anywhere in New York State...and beyond!
Ask for details.*

The following area is served by a full tab edition. A full page is 6 col. x 16 inches. Ask about other sizes available

COLUMN INCHES	4	6	8	12	16	24	32	48	64	72	96
Webster 16	48	72	96	118	162	215	295	390	485	525	675