



WESTSIDE NEWS INC.

(585) 352-3411 e-mail: production@westsidenewsny.com

GREATER MARKET RATES EFFECTIVE 11/1/11

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.

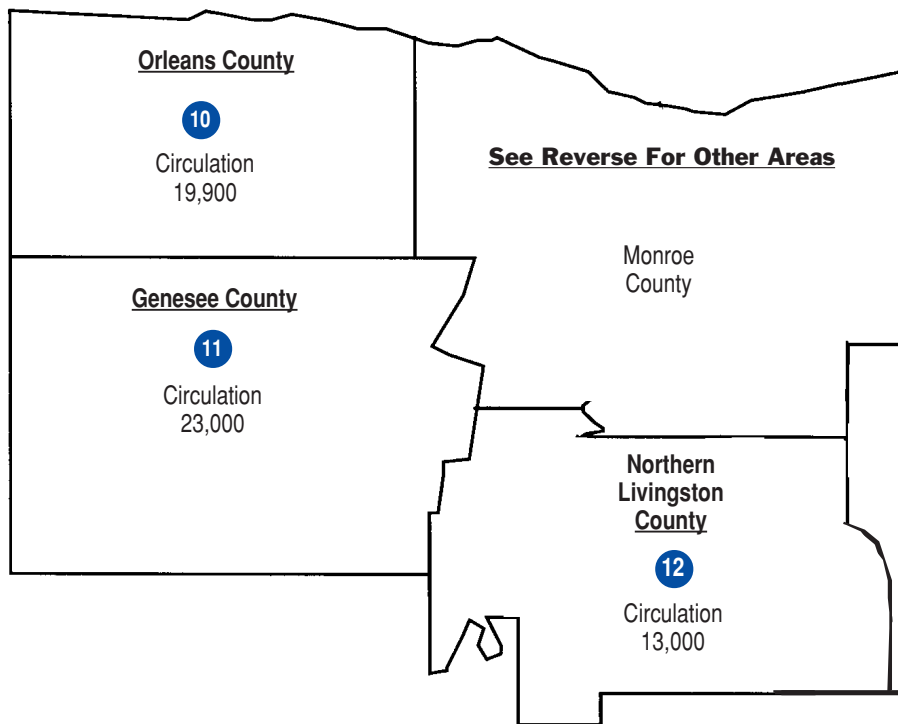
COLUMN INCHES >>	4	6	8	12	16	24	32	48	64	72	96
Orleans County 10	47	70	94	140	188	280	354	531	672	756	890

The following is served by a 10.5" tab edition. A full page is 5 col. x 10.5 inches. Ask about other sizes available.

COLUMN INCHES >>	4	6	8	12	14	21	26	52.5
Genesee County 11	41	61	82	121	142	213	258	510

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	6	8	11	12	15	22	24	33	44
No. Livingston County 12	45	57	68	90	123	133	166	241	258	352	451



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



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ROCHESTER METRO RATES

EFFECTIVE 11/1/11

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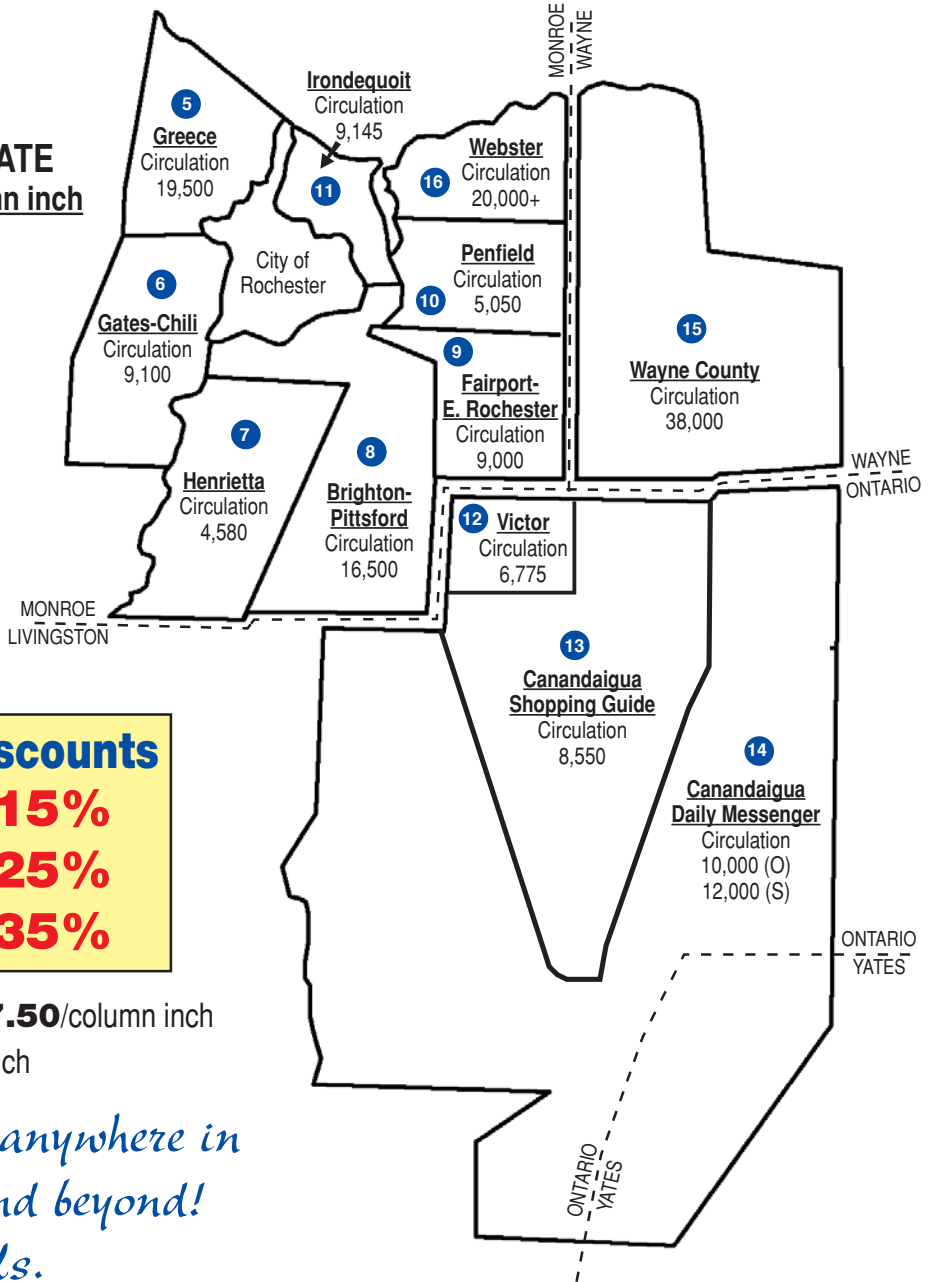
The following areas are served by broadsheet editions. A full page is 123 inches, 6 columns wide x 20.5" high.

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 4 col. x 16 inches. Ask about other sizes available

COLUMN INCHES	1/16	1/8	1/4	1/3	1/2	3/4	Full
	4	8	16	21	32	48	64

Webster	16	60	92	136	170	254	374	430
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