

Rates are per insertion (black-and-white)

(Ads must run within 52 weeks of first insertion to earn frequency discount. All rates are net.)

Size	1-7x	8-12x	13-18x	19-25x	26-38x	39-51x	52x
2-Pg. Spread	\$6,821	\$5,737	\$5,243	\$4,834	\$4,422	\$3,926	\$3,403
Full	4,262	3,581	3,275	3,021	2,765	2,452	2,128
3/4	3,667	3,078	2,819	2,602	2,381	2,105	1,833
Island	3,312	2,779	2,552	2,349	2,148	1,899	1,658
1/2	2,906	2,447	2,240	2,061	1,893	1,672	1,452
3/8	2,196	1,851	1,695	1,560	1,431	1,263	1,099
1/4	1,481	1,246	1,147	1,052	893	816	741
1/8	934	793	721	663	559	518	466
1/16	488	463	376	327	293	268	245
Front-Pg. Strip	1,087	1,033	1,042	957	875	774	673

Art/Production Requirements

Preferred format is Adobe Acrobat PDF. Digital ad materials must be provided in PDF (Acrobat 5.0 compatible) InDesign CS. We also accept Adobe Illustrator EPS files with fonts converted to paths and artwork embedded, or Adobe Photoshop EPS or TIFF files. *We cannot accept any ads created in any Microsoft programs, as these do not produce usable graphic files.* Fonts must be 100% embedded, with no subsets, when providing an ad in PDF format. All 4-color artwork must be saved in CMYK format, with no spot, LAB or RGB colors. 4-color PDFs must be color composite documents (not multi-page, separated PDFs). Color graphics and images saved as RGB, Lab, Indexed color or duotones *are not acceptable.* Artwork for black-only ads must not contain RGB, CMYK or spot-color elements. All scanned halftone images should be sized at a resolution of at least 300 dpi at 100% of the size they are used in the file. Line art images such as logos require an image resolution of 300 dpi.

We accept materials via CD-ROM or email. *Materials are due five days prior to issue date for main section of paper and two weeks prior for special publications.* The email address for submitting ad materials is production@rbj.net. Please contact your account manager for additional information regarding electronic ad submission.

**Digital files should be emailed to production@rbj.net or delivered to:
 Rochester Business Journal, 45 East Ave., Suite 500, Rochester, NY 14604**

PREPRINTED INSERTS

Insert Rates

Cost of inserting preprinted material is based on full run of 10,000 circulation. Inserts that are more than 1/4" in thickness will be charged an additional \$60/thousand. Insert rates are net and non-commissionable. Inserts are available on a first-come, first-served basis. Maximum weight per insert is 1.0 oz. Each additional ounce is an additional \$40 per thousand.

Insert Specifications

Single-page inserts must be printed on 60-pound stock (minimum) and must not contain any blank sheets. Insert may not be smaller than 6" x 9" or larger than 10" x 13". If it exceeds 10" x 13", advertiser must provide the insert piece in folded form. Call for further details. Important: Outgoing bulk mail indicia must not appear anywhere on insert. All inserts must have prior

Preprinted Insert Frequency Discount

1x	6x	12x
\$185/M	\$155/M	\$140/M

*Based on 10,000 total circulation
 Additional charges may apply.*

approval; samples are required two weeks in advance of publication date.

Insert Deadline

Preprinted inserts must be received with packing slips seven business days prior to publication date. Packing slips must contain the insert name, date of insertion, quantity and total number of cartons.

Deliver inserts to: Gannett Publishing Services, Central New York
 Jim Arnold, Packaging Center Supervisor
 10 Gannett Drive
 Johnson City N.Y. 13790 • (607) 352-2791
 ATTN: Rochester Business Journal, issue of _____.

Shipping to the above location is available at an additional per-box charge.
 Call for more information.

Color

\$650 / four-color process
 \$950 / four-color process for a 2-page spread

Color rates are net.

Requested Positions

Back cover: plus 20% of earned rate.
 All other requested positions: plus 15% of earned rate. (Minimum size 1/4 page)

Supplement Rates:

Add 5% to earned rate for any ads placed in feature supplements.

Printing:

Web offset on 35# - 80 Bright

Display Ad Deadlines

Space reservation:

Thursday noon, eight days prior to publication date.

Ad copy for work-ups:

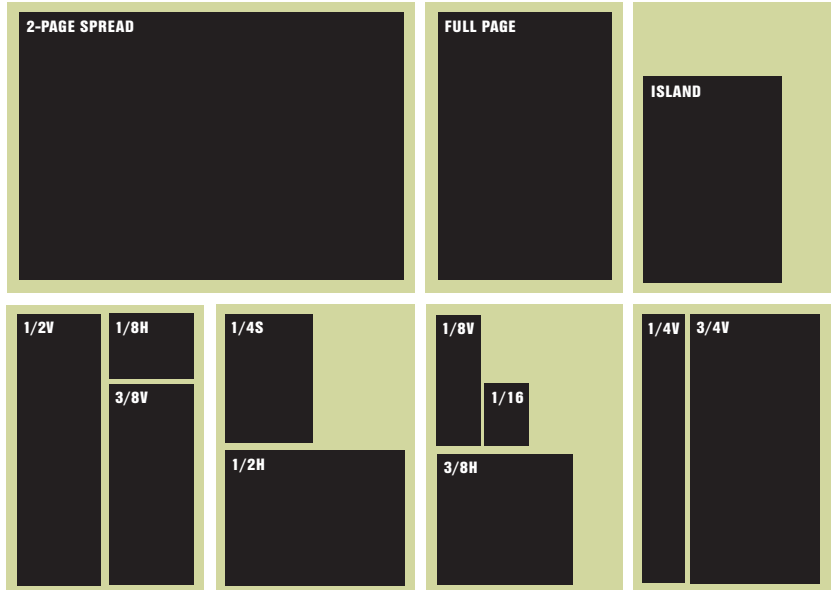
*Thursday noon, eight days prior to publication date.
 (No redesign of ads after noon on Monday)*

Electronic/digital materials:

Monday 5 p.m., four days prior to publication date. Deadlines may vary on holiday weeks.

DISPLAY SPECIFICATIONS

<i>Space</i>	<i>Dimensions (WxH)</i>
2-Page Spread	20" x 13.75"
Full Page	9.5" x 13.75"
3/4 Vertical	7" x 13.75"
3/4 Horizontal	9.5" x 10"
Island	7" x 10"
1/2 Vertical	4.675" x 13.75"
1/2 Horizontal	9.5" x 6.75"
3/8 Vertical	4.675" x 10.25"
3/8 Horizontal	7" x 6.75"
1/4 Vertical	2.25" x 13.75"
1/4 Standard	4.675" x 6.75"
1/8 Vertical	2.25" x 6.75"
1/8 Horizontal	4.675" x 3.25"
1/16	2.25" x 3.25"
Front-Page Strip	5.5" x 1.25"



GENERAL INFORMATION

Copy Acceptance

The publisher reserves the right to reject any advertisement regarded as objectionable in wording or appearance and may require the word "advertisement" in any ad. All advertisements are accepted and published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and the subject matter of the advertisement. The agency and/or advertiser will indemnify and hold the publisher harmless from any loss or expense resulting from claims or suits for defamation, libel, violation of right of privacy, plagiarism or copyright infringement, including but not limited to trademarks, trade names and patents.

Liability for Payment

Publisher may hold advertiser and its agency jointly and severally liable for all sums due and payable to the publisher.

Frequency Discounts

Advertising must be inserted within one year of first insertion to earn frequency discount rates. Insertions must run in 52 consecutive issues to earn 52-time rate. Frequency discounts will be allowed in advance on those contracts that specify units of space. Multiple ads in one issue are counted as one insertion. Advertising contracted at a frequency discount rate and not earned within one year from insertion will be billed at the actual earned rate (short rate). Mixed sizes of ads in a campaign are welcomed.

Terms

Prepayment is required with all new accounts for the first four (4) insertions. Payment must accompany all copy unless credit has been previously established with the Credit Department. All advertisers wishing to establish credit must submit a completed credit application. The term of credit extension to all advertisers is net 30 days. No cash or prepayment discounts. Accounts extending beyond 90 days are subject to forfeiture of agency discount and could incur legal and collection fee charges if collection proceedings are necessary.

Cancellations

Ads canceled after 5 p.m. on the Monday prior to publication will be billed at 100%.

Limitation of Liability for Error

The Rochester Business Journal will not be liable for any error in any advertisement published hereunder unless proof of such advertisement is requested in writing by the advertiser and is returned to the newspaper's office with such error or correction plainly noted in writing thereon, and, in that case, if any error so noted is not corrected by the newspaper, its liability shall not exceed the cost of the space occupied by the error.

Agencies and advertisers forwarding orders that contain incorrect rates or conditions understand and agree that the advertising called for will be inserted and charged at the regular schedule of rates now in force and in accordance with the current regulations. A failure to make an order correspond to current price or rules will be regarded as a clerical error only, and the advertising will be inserted without further notification.

The publisher is not liable for any failure to publish or circulate all or any part of any issue because of circumstances beyond the publisher's control.

Shipping

All correspondence, insertion orders and display advertising printing materials should be addressed to: Rochester Business Journal, 45 East Ave., Suite 500, Rochester, New York 14604