

# CLASSIFIED AD RATES - PRINT 2017

## CLASSIFIED LINE ADS

3-line minimum per insertion, approximately 25 characters per line.

### RATES PER LINE

52X	26X	13X	6X	1-5X
\$8.00	\$8.50	\$9.00	\$9.50	\$11.00

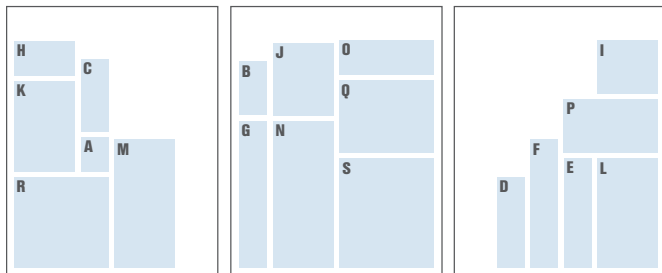
## CLASSIFIED DISPLAY ADS

RATES ARE PER INSERTION (BLACK-AND-WHITE)

Columns x Inches	52x	26x	13x	8x	4x	Open
1 col. x 2" (A)	\$78	\$93	\$98	\$105	\$117	\$130
1 col. x 3" (B)	105	120	132	143	160	171
1 col. x 4" (C)	134	149	163	177	204	220
1 col. x 5" (D)	154	176	189	212	240	258
1 col. x 6" (E)	177	203	217	247	275	296
1 col. x 7" (F)	202	230	248	273	315	336
1 col. x 8" (G)	226	261	279	297	353	378
2 col. x 2" (H)	134	149	163	177	204	220
2 col. x 3" (I)	177	203	217	247	275	296
2 col. x 4" (J)	226	261	279	297	353	378
2 col. x 5" (K)	255	278	298	326	378	406
2 col. x 6" (L)	286	326	371	427	489	525
2 col. x 7" (M)	365	397	442	483	554	598
2 col. x 8" (N)	415	452	496	537	621	673
3 col. x 2" (O)	177	203	217	247	275	296
3 col. x 3" (P)	255	278	298	326	378	406
3 col. x 4" (Q)	290	330	375	427	489	525
3 col. x 5" (R)	376	445	470	519	584	638
3 col. x 6" (S)	427	485	525	571	661	718

1 col. width 1.4375"; 2 col. width 3"; 3 col. width 4.675"

**Category headings are as follows:** Announcements, Auctions, Business For Sale, Business Opportunities, Career Opportunities, For Sale, Insurance, Miscellaneous, Space Available, Travel, Vacation Resorts.



## BUSINESS SERVICES

Promote your business inexpensively and effectively! Reach more than 72,000 business owners and decision-makers who are in need of your product or service in this special business directory.

### RATES PER INSERTION

Dimensions	52x	26x	13x
1.4375" x 3.5"	\$55	\$67	\$83
3" x 1.75"	55	67	83

## HOMES OF DISTINCTION

Let us deliver! The Homes of Distinction section in the Rochester Business Journal targets the income-qualified buyers you need to reach. Ads are limited to specific properties.

**Average household income \$210,000**

**Average household net worth \$1,570,000\***

\*98% own a home; 29% own real estate other than primary home.

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### RATES PER INSERTION

Dimensions	52x	26x	13x	6x	Open
2" x 3"	\$52	\$57	\$62	\$72	\$93
4.25" x 3"	104	114	124	145	186

## COMMERCIAL PROPERTIES

Ads are limited to specific properties.

### RATES PER INSERTION

Dimensions	52x	26x	13x	8x	Open
3" x 3"	\$67	\$72	\$78	\$93	\$124
3" x 6.5"	135	145	155	189	248
6.25" x 3"	135	145	155	189	248

Four-color printing available for an additional \$150 per ad. Color rates are net.

## LEGALS

The Rochester Business Journal is an official newspaper designated by the Monroe County Legislature and by the office of the Monroe County clerk. *Submit legal notices in Word document format by email to [classifieds@rbj.net](mailto:classifieds@rbj.net).*

### RATES PER INSERTION

\$1 per typeset line per week

\$1 for each notarized Affidavit of Publication

### Deadlines:

**Submit notice:** Monday 12 noon, four days prior to pub date

**Proof corrections:** Tuesday 12 noon, three days prior to pub date

## MARKETPLACE AD DEADLINES

**Space reservation:** Monday, four days prior to publication date.

**Ad copy for work-ups:** Tuesday noon, three days prior to publication date.

**Proof corrections:** Tuesday 3 p.m., three days prior to publication date.

**Camera-ready materials:** Tuesday noon, three days prior to publication date.

*Deadlines may vary on holiday weeks.*