

(585) Rate Card

Rates effective as of January 1, 2017

All rates include full color.

PREMIUM POSITIONS

Position	1x	3x	6x
Back Cover	\$5,690	\$5,350	\$4,635
Inside Front Cover	\$3,990	\$3,700	\$3,420
Inside Back Cover	\$3,990	\$3,700	\$3,420

• Add 15% for any other guaranteed premium positions.

ADVERTISING SIZES AND RATES

Size	1x	3x	6x
Full Page	\$2,800	\$2,440	\$2,075
2/3 Page	\$2,260	\$1,899	\$1,545
1/2 Page	\$1,800	\$1,640	\$1,260
1/3 Page	\$1,450	\$1,260	\$ 900

1/4 PAGE ADS - 4 ADS TO A PAGE

Size	1x	3x	6x
1/4 Page	\$815	\$720	\$540



Special Sections & Sales Calendar

JANUARY/FEBRUARY

Deadline: Friday, November 4, 2016

Special Sections: Weddings & Romance
Vision & Eyewear
Destination: Neighborhood of the Arts (NOTA)

MARCH/APRIL

Deadline: Friday, January 6, 2017

Special Sections: Home
Senior Living
Financial Planning
Health Trends: Medical Specialties
Destinations: Fairport

MAY/JUNE

Deadline: Friday, March 3, 2017

Special Sections: Real Beer Week
Gardening & Outdoor Living
Cocktail Revival
585 Style
Health Trends: Alternative Medicine
Destinations: Pittsford

JULY/AUGUST

Deadline: Friday, May 5, 2017

Special Sections: Farm to Table
Education
Staycations, Day trips & Getaways
Wineries
Health Trends: Skincare
Destinations: Genesee, Livingston, Orleans & Wyoming counties (GLOW)

SEPTEMBER/OCTOBER

Deadline: Friday, July 7, 2017

Special Sections: Dental
Home
Cider Week
585 Style

Health Trends: Women's Health
Destinations: Finger Lakes

NOVEMBER/DECEMBER

Deadline: Friday, September 1, 2017

Special Sections: Spa & Beauty
Faces of (585)
Holiday

Health Trends: Women's Health
Destinations: South Wedge

Dining Guide

DINING GUIDE ADS - ADS WILL APPEAR ON DINING GUIDE PAGES

Size	1x	3x	6x
1/6 Page Vertical	\$625	\$540	\$455
1/6 Page Horizontal	\$625	\$540	\$455
1/12 Page	\$445	\$360	\$275



ENHANCED DINING GUIDE LISTINGS

Looking to stand out in the Dining Guide and increase your web presence?

Purchase an Enhanced Listing & receive the Enhanced online Dining Guide FREE!

- Includes logo
- Highlighted restaurant listing
- Address, phone, hours + 20 words of copy
- Maximum width logo size: 0.9375"
- Purchase 6x for \$650
- Purchase 3x for \$500
- With any 6x display ad purchase, receive an Enhanced Listing for only \$325 per year - A 50% savings!
- Enhanced Dining Guide must be pre-paid in full.

