

# (585) magazine Rate Card

Rates effective as of January 1, 2018  
All rates include full color.

## PREMIUM POSITIONS

Position	1x	3x	6x
Back Cover	\$5,920	\$5,565	\$4,820
Inside Front Cover	\$4,150	\$3,850	\$3,560
Inside Back Cover	\$4,150	\$3,850	\$3,560

• Add 15% for any other guaranteed premium positions.

## ADVERTISING SIZES AND RATES

Size	1x	3x	6x
Full Page	\$2,915	\$2,540	\$2,160
2/3 Page	\$2,355	\$1,975	\$1,610
1/2 page	\$1,875	\$1,710	\$1,315
1/3 Page	\$1,510	\$1,315	\$ 940
1/6 Page	\$ 795	\$ 690	\$ 495

1/4 PAGE ADS - 4 ads to a page only

Size	1x	3x	6x
1/4 Page	\$850	\$750	\$565

## FACES OF (585)

Size	Dimensions	Rate
Full Page	80 words copy Photo included	\$2,100

See Rep for details

## DINING GUIDE ADS

(ads will appear on dining guide pages)

Size	1x	3x	6x
1/6 Page Vertical	\$650	\$565	\$475
1/6 Page Horizontal	\$650	\$565	\$475
1/12 Page	\$465	\$375	\$300

## Enhanced Dining Guide Listings

LOOKING TO STAND OUT IN THE DINING GUIDE AND INCREASE YOUR WEB PRESENCE?

Purchase an Enhanced Dining Guide Listing & receive the ENHANCED ONLINE listing FREE!

- Includes logo
- Highlighted restaurant listing
- Address, phone, hours + 20 words of copy
- Maximum width logo size: 0.9375"
- Purchase 6x for \$700
- Purchase 3x for \$400
- With any 6x display ad purchase, receive an Enhanced Listing for only \$350 per year - A 50% savings!
- Enhanced Dining Guide must be pre-paid in full.



Also includes:  
Enhanced  
Online Listing  
FREE!

\* Prices for belly bands, split cover, bind ins, tip ons, blow ins, inserts, gate folds, polybags, photography, and advertorial assistance all available upon request.

## Special Sections & Sales Calendar

### JANUARY/FEBRUARY

#### Special Sections:

- Weddings
- Coffee Shops
- Getting Fit
- Financial Planning

Food Focus: Italian Restaurants

Deadline: Thursday, November 2, 2017

### MARCH/APRIL

#### Special Sections:

- Home
- Vision and Eyewear
- Living Better as a Senior
- Kids- camps/parties
- Breakfast & Brunch

Deadline: Thursday, January 4, 2018

### MAY/JUNE

#### Special Sections:

- Gardening
- Cocktail Revival Week
- Style
- Wineries
- Microbrews and Pub Food
- Orthopaedics and PT

Deadline: Thursday, March 1, 2018

### JULY/AUGUST

#### Special Sections:

- Getaways and Daytrips
- Education
- The Waterfront-Lake Ontario & the Bay
- Pittsford
- Skincare

Deadline: Thursday, May 3, 2018

### SEPTEMBER/OCTOBER

#### Special Sections:

- Home
- Style
- On The Town
- Dental
- Finger Lakes
- Women's Health

Deadline: Thursday, July 5, 2018

### NOVEMBER/DECEMBER

#### Special Sections:

- Holiday
- Faces of (585)
- Bakeries and Sweets
- Destination Victor
- Spa & Beauty

Deadline: Thursday, September 6, 2018