

# (585) magazine Rate Card

Rates effective as of January 1, 2019

All rates include full color.

## PREMIUM POSITIONS

Position	1x	3x	6x
Back Cover	\$6,099	\$5,725	\$4,950
Inside Front Cover	\$4,275	\$3,950	\$3,650
Inside Back Cover	\$4,275	\$3,950	\$3,650

• Add 15% for any other guaranteed premium positions.

## ADVERTISING SIZES AND RATES

Size	1x	3x	6x
Full Page	\$3,050	\$2,650	\$2,250
2/3 Page	\$2,470	\$2,060	\$1,690
1/2 page	\$1,950	\$1,795	\$1,350
1/3 Page	\$1,585	\$1,380	\$ 985
1/6 Page	\$ 830	\$ 720	\$ 515

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

Size	1x	3x	6x
1/4 Page	\$890	\$785	\$590

## NEIGHBORHOODS

Size	
Premium lead page unit	\$525

## FACES OF (585)

Size	Dimensions	Rate
Full Page	- 80 words copy client provided - Photo shoot included	\$2,250
1/2 Page Horizontal	- 40 words copy client provided - Photo provided by client	\$1,350

Images are black & white

## 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 \$600
- Purchase 3x for \$400
- With any 6x display ad purchase, receive an Enhanced Listing for FREE!
- Enhanced Dining Guide must be pre-paid in full.



\* 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
- Kids-Cabin Fever
- Aesthetic & Cosmetic Surgery
- Financial Planning

Deadline: Thursday, November 1, 2018

### MARCH/APRIL

#### Special Sections:

- Home
- Vision and Eyewear
- Senior Living
- Kids - Camps
- Education

Neighborhoods: Downtown

Deadline: Thursday, January 3, 2019

### MAY/JUNE

#### Special Sections:

- Gardening
- Cocktails, Beer & Wine Style
- Kids - Gardening

Neighborhoods: Canandaigua

Deadline: Thursday, March 7, 2019

### JULY/AUGUST

#### Special Sections:

- Getaways and Daytrips
- Pets
- Kids - Summer fun

Neighborhoods: Pittsford

Deadline: Thursday, May 2, 2019

### SEPTEMBER/OCTOBER

#### Special Sections:

- Home Style
- On The Town
- Dental
- Finger Lakes
- Kids - Rooms

Neighborhoods: Brighton

Deadline: Thursday, July 4, 2019

### NOVEMBER/DECEMBER

#### Special Sections:

- Holiday
- Faces of (585)
- Giving Back
- Kids-cooking
- Spa & Beauty

Neighborhoods: Skaeneatust

Deadline: Thursday, September 5, 2019