

# GUSTO



## GUSTO Restaurant Rates

All rates quoted and payable in U.S. dollars.

### Rate schedule per column inch rate (Black and White)

7-week .....	\$119.67
13-week .....	\$113.69
26-week .....	\$101.72
52-week .....	\$95.73

Color charge in addition to normal space charge.  
Daily ..... \$50 per column inch

Digitized online ads \$35 or \$100 premium homepage position (added to all print ads).

### Deadlines:

Space reservations ..... Monday, 5 p.m.  
Complete copy for proof service ..... Monday, 5 p.m.  
Proof ready for advertiser ..... Tuesday, noon.  
Final copy ..... Tuesday, 5 p.m.  
Camera-ready ..... Wednesday, Noon

## THE BUFFALO NEWS ONLINE

### BuffaloNews.com

BuffaloNews.com is the online home of The Buffalo News, the region's largest local media website. Target readers by gender, age, income, interests and more.

### Buffalo.com / Home of Buffalo Magazine

Buffalo.com / Home of Buffalo Magazine  
WNY's premier site for feature content including home, wellness, local weddings, food and travel. Plus Discover, our ultimate summer to-do guide, as well as photo galleries of local events as they happen.

For more online information, contact your Buffalo News sales representative or JoAnn Geiger at [jgeiger@buffnews.com](mailto:jgeiger@buffnews.com) or (716) 849-6051.

**To set up an advertising campaign for your business or for more information, contact your Buffalo News sales representative or Cindy Colello at (716) 849-5411 or [ccolello@buffnews.com](mailto:ccolello@buffnews.com).**

## GUSTO Frequency Discount Program Rates

Restaurants, bars and clubs.

	Cost Per Column Inch Rate
7-week program	\$119.67
13-week program	\$113.69
26-week program	\$101.72
52-week program	\$95.73

### CHOOSE YOUR RATE

7-week program based on \$119.67 cost per inch rate		
Ad Size/Cost	W/Program Discount/per week	
2-inch (\$239.34)	\$179.50	1/2 inch FREE
4-inch (\$478.68)	\$359.01	1 inch FREE
8-inch (\$957.36)	\$718.02	2 inches FREE

13-week program based on \$113.69 cost per inch rate		
Ad Size/Cost	W/Program Discount/per week	
2-inch (\$227.38)	\$170.53	1/2 inch FREE
4-inch (\$454.76)	\$341.07	1 inch FREE
8-inch (\$909.52)	\$682.14	2 inches FREE

26-week program based on \$101.72 cost per inch rate		
Ad Size/Cost	W/Program Discount/per week	
2-inch (\$203.44)	\$152.58	(1/2 inch FREE)
4-inch (\$406.88)	\$305.16	(1 inch FREE)
8-inch (\$813.76)	\$610.32	2 inches FREE

52-week program based on \$95.73 cost per inch rate		
Ad Size/Cost	W/Program Discount/per week	
2-inch (\$191.46)	\$143.59	(1/2 inch FREE)
4-inch (\$382.92)	\$287.19	(1 inch FREE)
8-inch (\$765.84)	\$574.38	(2 inches FREE)

THE BUFFALO NEWS

TBN DIRECT