

NATIONAL



NATIONAL ADVERTISING RATE DEFINITION

All advertising placed by manufacturer, wholesaler, jobber or distributor for products or services sold generally through retail outlets, by mail, or any other manner is classified as national advertising, except for Co-op (Cooperative) advertising where several options are available. (See our Co-op Advertising Rate Card). All TBN products with the exception of Classified advertising apply to revenue for accrual for contract fulfillment.

NATIONAL ADVERTISING RATES

Revenue Contract Rates — black and white. Rates based on revenue spent during a 12-month period. All TBN products (with the exception of classified advertising) apply to revenue accrual for contract fulfillment. National advertising is purchased in column-inch increments. One column inch equals one column wide by one inch deep.

Any rate adjustment will be made effective by giving 30 days' written notice to national contract advertisers for all Buffalo News advertising products.

Revenue (Net)	Daily (Gross)	Sunday (Gross)
Non-Contract	\$286.19	\$375.57
\$20,000	279.05	366.49
\$40,000	271.89	357.35
\$75,000	271.12	356.44
\$150,000	268.84	353.74
\$215,000	267.33	351.94
\$450,000	262.07	344.66
\$725,000	257.57	338.29
\$1,400,000	248.52	327.39

NATIONAL R.O.P. COLOR RATES

Commissionable. Color charge in addition to normal space charge.

Black plus	Daily (Gross)	Sunday (Gross)
One Color	\$3,973	\$5,222
Two Colors	5,064	6,663
Three Colors	6,060	7,967

Double trucks charged as two separate color advertisements.

HOLIDAY ADVERTISING

Sunday rates will apply for Memorial Day, Independence Day, Labor Day, Thanksgiving Day, Christmas Day and New Year's Day.

COMMISSION AND CASH DISCOUNTS

Fifteen percent commission to recognized agencies — no cash discount. Advertising accounts are due and payable in full by the 15th of the month following statement.

REPEAT DISCOUNT

Earn 20 percent off the second insertion and 30 percent off the third insertion when the same ad is run within a seven-day period (Sunday-Saturday). No copy changes. Sunday ads are not discounted. Discount applies to space only, color is not discounted.

NATIONAL SPECIAL SECTION RATE

Non-contract advertising will be charged at the \$150,000 level rate when participating in an R.O.P. special section. Contract advertisers will be charged the lower of the two rates.

COMMUNITY SERVICE/BENEFIT RATE

The Charitable Community Service Rate (\$215,000 level rate) is available to accounts meeting the following criteria: The entity must be a charitable organization providing non-commercial services for the benefit of the community. The advertisement must relate to an activity which is held for the purpose of benefiting or improving the community. In addition, subject matter may not be political or controversial in nature. Merely being categorized as non-profit does not in itself qualify an organization for the Charitable Community Service Rate. A Charitable Community Service application form must be filled out by the applicant prior to publication and approved by the National Advertising Manager.

POLITICAL ADVERTISING

Candidates for local office who reside in the Buffalo News ten-county Retail Trading Area, or state offices solely representing one or more of these counties, will be accorded retail contract rates with no cash discount allowed. All other candidates will be charged the 150K level rate. Political advertising must be paid in advance. Political advertising guidelines and specifications are available upon request.

THE BUFFALO NEWS

NATIONAL

[BN][®]

Payment of account is not dependent upon receipt of tearsheets. National contracts are available for advertising to be run within one year. Both full- and part-run preprint space applies toward contract fulfillment.

All advertising is subject to final approval by management before publication can be considered.

The advertiser and advertising agency assume responsibility for all content (including text representation and illustrations) of advertisements published and also assume responsibility for any claims arising therefrom made against The Buffalo News, including costs associated with defending against such a claim.

All positions are at the option of The Buffalo News. In no event will adjustments, reinstatements, or refunds be made because of the position and/or section in which an advertisement has been published. The Buffalo News will seek to comply with position requests and other stipulations that appear on insertion orders, but cannot guarantee that they will be followed.

Cancellations, changes of insertion dates, and/or corrections must conform to published deadlines. The Buffalo News will not be responsible for errors appearing in advertisements which are placed too late for proofs to be submitted, or for errors due to late delivery of printing material from the advertiser, or from a third party designated by the advertiser as a source for printing material.

Claims for errors or omissions must be made within 90 days from publication date. Incorrect rates on insertion orders that do not correspond to the rate card will be regarded as clerical errors and the advertisements will be published and charged at the applicable rates in effect at time of publications.

Publisher reserves the right to determine the classification of all advertising. Publisher also reserves the right to accept or reject copy. All contracts and orders are subject in all respects to the Publisher's advertising standards of acceptability as to advertising matter/content, make-up and availability of advertising space.

Rates herein apply to National advertising only. Preprint, Financial/ Insurance, Automotive, Homefinderextra, Health Care, Classified, Co-operative and Retail Advertising are available upon request.

Please Note: The Buffalo News will not extend credit for advertising orders or space reservations that claim sequential liability, or if served notice that the placement is requested by an "Agent for a Disclosed Principal."

THE BUFFALO NEWS

PERSONNEL

Publisher/President

Warren T. Colville • (716) 849-3420

Vice President, Sales

Warren Todd Colville • (716) 849-5448

Director of Retail Advertising

Cindy Colello • (716) 849-5411

MEMBER OF:

Alliance for Audited Media
Newspaper Association of America (NAA)
News Media Alliance (NMA)

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 or (716) 849-6051.