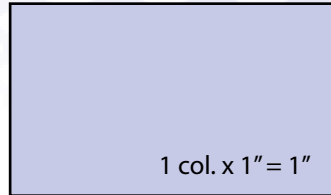


RETAIL



ONE COLUMN INCH

Retail advertising is purchased in column-inch increments. One column inch equals one column wide by one inch deep.



SIX-COLUMN ADVERTISING FORMAT

Columns	1	2	3	4	5	6
Inches	1.729	3.558	5.388	7.217	9.046	10.875

Standard size page: 10.875" x 20"

6 columns per page • 20" per column • 120" per page
Standard size double truck: 22.75" x 20" (including gutter)

Tabloid column width is same as regular ROP.

Tabloid page: 9.046" x 10.875"

5 columns per page • 10.875" per column
Tabloid double truck: 19.5" x 10.875"

RETAIL TIE-IN RATES

Available to non-contract advertisers who desire a tie-in to a national advertisement or R.O.P. special section, per column inch.

Daily	Sunday/Holiday
\$164.30	\$212.94

Retail stores located outside the Buffalo retail trading area, per column inch.

Daily	Sunday/Holiday
\$228.19	\$305.56

Local Canadian special section rate (retail firms located outside the Buffalo retail trading area), per column inch.

Daily	Sunday/Holiday
\$179.24	\$232.27

Payable in U.S. funds.

BUFFALONEWS.COM WEEKLY ADS MARKETPLACE

We turn your print ad into an innovative digital marketing campaign that increases brand exposure and increases your SEO Google results.

RETAIL ADVERTISING RUN OF PAPER RATES

(Black & White) All retail rates are NET (non-commissionable). Open and contract rates per column inch for contract year. All rates are quoted and payable in U.S. dollars.

RETAIL ADVERTISING VOLUME CONTRACT RATES

Contract Size	Inch Rate Sunday/Holiday	Inch Rate Daily
Open Rate	\$305.56	\$228.19
12 Inches	193.55	149.37
25 Inches	189.07	145.40
50 Inches	185.00	141.92
100 Inches	173.79	133.45
250 Inches	170.95	131.71
500 Inches	168.03	128.78
750 Inches	165.12	126.68
1,500 Inches	162.21	124.64
2,500 Inches	159.32	122.57
5,000 Inches	157.56	121.45
10,000 Inches	156.53	120.72
15,000 Inches	155.45	119.67
20,000 Inches	154.70	119.10
25,000 Inches	153.97	118.49
35,000 Inches	153.27	117.92
50,000 Inches	152.52	117.34
75,000 Inches	151.77	116.79
100,000 Inches	151.12	116.19
125,000 Inches	150.40	115.56

RETAIL



DISCOUNTS

Full page earns an 8% discount.

REPEAT DISCOUNTS

Advertisers receive a discount of 30% on space only for two identical insertions within a six-day period. First insertion must run in the Sunday edition, repeat discount is applied to daily insertion only (8-column-inch minimum). Sunday and Gusto ads cannot be discounted.

RETAIL R.O.P. COLOR RATES*

Color charge in addition to normal space charge. All rates are net (non-commissionable). All rates quoted and payable in U.S. dollars.

Daily \$50 per column inch

Sunday/Holiday..... \$60 per column inch

Maximum daily charge is.....\$3,000

Maximum Sunday charge is.....\$3,600

Digitized Ad..... \$35 per order

Premium Homepage..... \$100 per order

*Discounted color packages available based on frequency.

THE BUFFALO NEWS ONLINE

Target your customers by gender, age, income, interest, geographic location and more on the family of Buffalo News websites.

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

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.

For more information, see the separate "Guidelines and Policy" book. Advertising agreements are subject to the Terms and Conditions set forth in the Publisher's Advertising Rate Book and the Publisher's Policy and Guidelines, and any changes made thereto at the option of the Publisher.

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