

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.

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.

BuffaloNews.com/section/gusto

Reach the young adult audience with our fresh approach to your sponsorships, contests and promotions.

For more online information, contact your Buffalo News sales representative or Shawn Buffum at (716) 849-6084 or sbuffum@buffnews.com.

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.

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

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