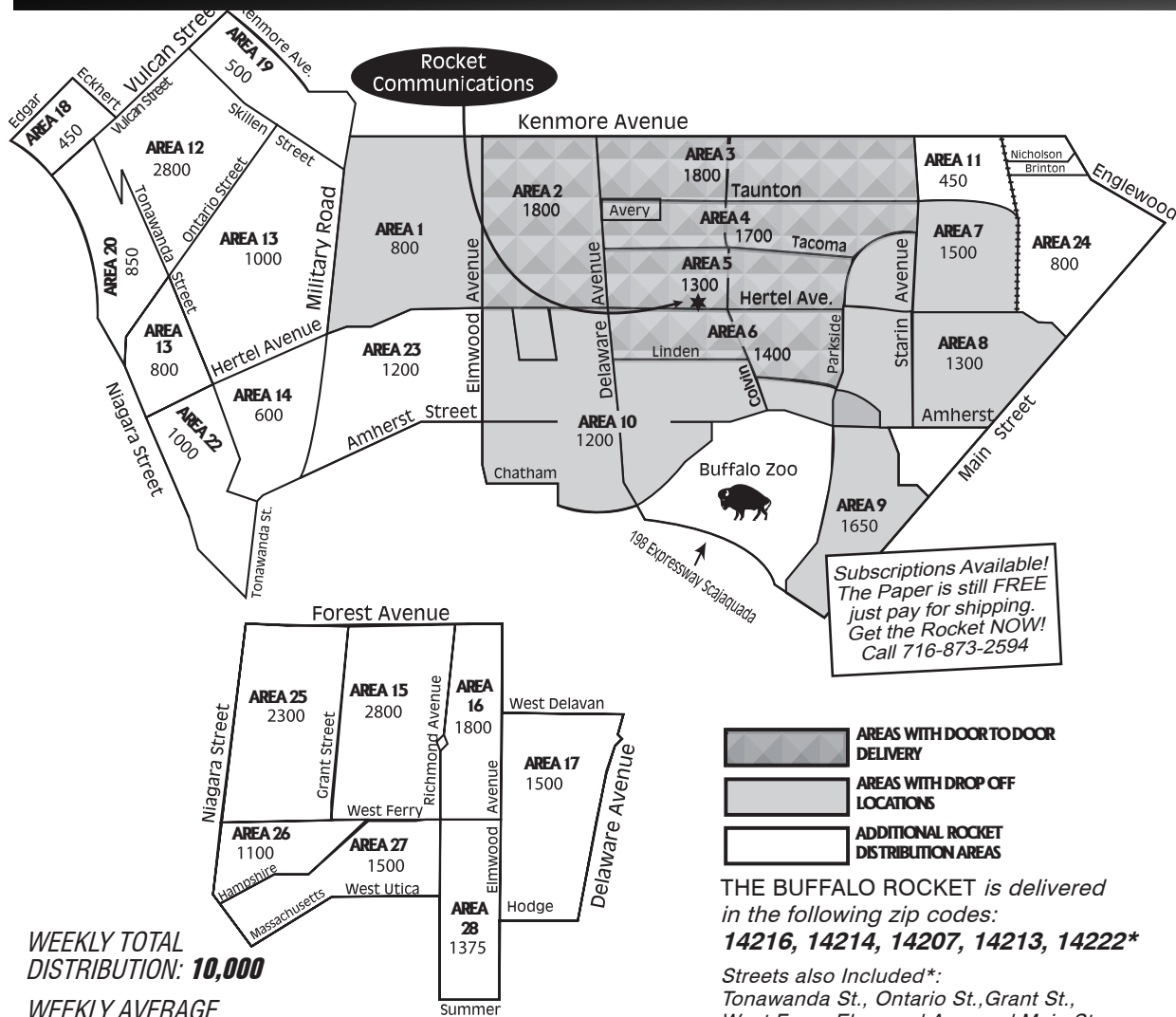


Buffalo Rocket

Distributing to North Buffalo, West Side and Riverside • Established in 1969

COMMUNITY NEWS

RATE CARD



WEEKLY TOTAL DISTRIBUTION: **10,000**

WEEKLY AVERAGE BUFFALOROCKET.COM HITS: **5,000**

Subscriptions Available!
The Paper is still FREE just pay for shipping. Get the Rocket NOW! Call 716-873-2594

- AREAS WITH DOOR TO DOOR DELIVERY
- AREAS WITH DROP OFF LOCATIONS
- ADDITIONAL ROCKET DISTRIBUTION AREAS

THE BUFFALO ROCKET is delivered in the following zip codes: **14216, 14214, 14207, 14213, 14222***

Streets also Included*: Tonawanda St., Ontario St., Grant St., West Ferry, Elmwood Ave. and Main St. *Plus to all subscription holders

PICK UP A COPY OF THE BUFFALO ROCKET at the following locations or online at www.buffalorocket.com

NORTH BUFFALO

Affinity Salon.....	3060 Delaware Avenue
Bella Mia Chocolate Shop.....	1096 Hertel Avenue
Bob & John's Pizzeria.....	1545 Hertel Avenue
Cafe Allegro.....	1374 Hertel Avenue
Caramici's.....	1501 Hertel Avenue
Caruso's Food.....	1212 Hertel Avenue
Century 21.....	1705 Hertel Avenue
Corner Store.....	2815 Delaware Avenue
Daddio's Pizzeria.....	1247 Hertel Avenue
Dashi's Supermarket.....	1770 Hertel Avenue
Delaware YMCA.....	2564 Delaware Avenue
European Continental Hair.....	1129 Kenmore Avenue
First Niagara Bank.....	2141 Elmwood Avenue
First Niagara Bank.....	1726 Hertel Avenue
Frank's Sunny Italy.....	2491 Delaware Avenue
Gallagher Printing.....	1249 Hertel Avenue
Ginnane Funeral Home.....	3215 Delaware Avenue
Gloria J. Parks Community Cr.....	3242 Main Street
Hertel News & Tobacco Shop.....	1416 Hertel Avenue
Hertel Park Senior Apartments.....	1631 Hertel Avenue
Hertel Parker Liquors.....	1859 Hertel Avenue
Imagine Salon.....	1527 Hertel Avenue
Johnny's Meats.....	1191 Hertel Avenue
Kenmore Bowling.....	1691 Kenmore Avenue
Key Bank.....	Delaware/Hertel Plaza
Knights of Columbus.....	1530 Kenmore Avenue
Korona Jewelers.....	1588 Hertel Avenue
Lake Effect Diner.....	3165 Main Street
Lonestar Fajita Grill.....	1857 Hertel Avenue
Marco's Deli.....	1744 Hertel Avenue
Mustachio's Pizza.....	2701 Elmwood Avenue
North Buffalo Community Center.....	203 Sanders Road
North Buffalo Dental.....	1600 Hertel Avenue
North Park Library.....	975 Hertel Avenue
Painted Lady Consignment.....	3147 Delaware Avenue
Parker Pharmacy.....	1388 Hertel Avenue
Parkside Community Center.....	2318 Main Street
Plaka Restaurant.....	2904 Delaware Avenue
Realty USA.....	2427 Sheridan Drive
Sandy's Sewing.....	1440 Hertel Avenue
Scissors.....	1497 Hertel Avenue
Shadow Lounge.....	1504 Hertel Avenue
Taste of Thai.....	1460 Hertel Avenue
TC Jr's.....	2941 Delaware Avenue
Terries Workout Center.....	1473 Hertel Avenue

The Palms.....	3054 Delaware Avenue
Theater Apts.....	1065 Kenmore Avenue
Vanity Salon.....	1413 Hertel Avenue
Wesselman's Inc.....	564 Colvin Boulevard
WNY Dental Group.....	1354 Amherst Street
Wellington Pub.....	1541 Hertel Avenue

WEST SIDE

Baptist Manor.....	276 Linwood Avenue
Between Yesterday & Tomorrow.....	88 Grant Street
Buffalo State College.....	1300 Elmwood Avenue
Dibble Hardware.....	262 W Ferry Street
Buffalo Public Library.....	Niagara at Porter
CWJ Lock & Key.....	183 Forest Ave
Concerned Ecumenical Ministry.....	286 Lafayette Avenue
Casa di Pizza.....	477 Elmwood Avenue
Corner Store.....	Forest & Grant
Delaware Apartments.....	1217 Delaware Avenue
Elmwood Square Apartments.....	505 Elmwood Avenue
Ferry Street Laundry.....	277 West Ferry Street
Frontier Liquor & Beverage Center.....	121 Grant Street
First Niagara Bank.....	Elmwood at W. Utica
M&T Bank.....	130 Grant Street
Paident International.....	81 Grant Street
Santasiero's.....	1329 Niagara Avenue
Timon Towers.....	1015 Delaware Street
Trinity Tower Apartments.....	33 Linwood Avenue
West Market.....	1032 West Avenue
West Side Community Center.....	Vermont at Fargo
YWCA.....	Grant Street

RIVERSIDE

AmVets.....	25 Review Place
Black Rock Beverage.....	538 Hertel Avenue
Boys & Girls Club.....	54 Riverdale Avenue
D District Police Station.....	669 Hertel Avenue
Gambino's Liquor.....	340 Amherst Street
Fast Stop Food Mart.....	326 Military Road
First Niagara.....	201 Amherst Street
M&T Bank.....	788 Tonawanda Street
Nickel City Bottle Return.....	2209 Niagara Street
Northwest Buffalo Community Cr.....	155 Lawn Avenue
Riverside Cafe.....	Tonawanda Street
Riverside Marketplace.....	740 Tonawanda Street
Roland Cannizzaro Insurance.....	432 Amherst Street
Tops Market.....	385 Amherst Street
West Hertel Liquor.....	699 Hertel Avenue

Publication Information

Internet:

We are available online: www.buffalorocket.com
Every Issue, Every Page, Every Week! Your ad also reaches our website at no additional charge, give us your URL and will link our readers to your webpage.

Artwork:

We will create your display ad for you, or you can e-mail your camera-ready artwork to: editor.buffalorocket@gmail.com.

Deadlines:

Space reservation—For display ads and copy, deadline is 5:00 pm Friday or Monday prior to Thursday & Friday delivery. See other side for details. Holidays- Deadlines at holiday times may vary. (Please call ahead to confirm holiday deadlines for specific issues).

Inserts

Your message could reach over 10,000 households. Save 86% over Direct Mail Costs. Insert your brochure, catalog, or direct mail piece in the North Buffalo Rocket, for as low as \$50.00 per 1,000.

The publisher reserves the right to examine each piece before finalizing exact quote. No third-party advertising can be accepted (ads sold to third party to be inserted in the Buffalo Rocket).

Restrictions: Inserts may not be smaller than 6" x 9" or larger than 10" x 13". Weight not to exceed 2 oz. inserts with a Bulk Permit or First Class Indicia are not acceptable, but inserts with a Business Reply Permit are acceptable. All inserts are subject to approval and must be submitted two weeks prior to publication date.

"Meet Your Merchant" & "Familiar Faces"

The Buffalo Rocket offers their advertisers who complete 13 or more contracted weeks of advertising a front page feature article.

The advertisements run consecutive weeks and must be at least 6 column inches or larger. The advertisements will be discounted according to length of contract. Advertisers will be featured only once as a "Meet Your Merchant." "Familiar Faces" articles are offered to advertisers who were featured as a "Meet Your Merchant" at least 5 years prior.

CREDIT, PAYMENT, CASH DISCOUNTS:

All new and one-time display and classified advertisers must pay in advance of each issue date. Advertisers receive an invoice within a week of when the advertisement runs or on a month-end statement with terms of 30 days to approved accounts.

COMMISSIONS:

Standard 15% commission is allowed at the publisher's discretion to recognized advertising agencies on all display space, classified display ads over 8 inches, and special position surcharges if all materials are camera ready.

60 DAYS AFTER STATEMENT DATE:

Advertisers with balances in this stage of delinquency cannot be allowed to run without pre-paying future insertions and at least 20 percent of the account balance.

Advertising agencies' commission will not be allowed on any amounts falling into this category. Agencies will receive an invoice for the commission bill back.

FREQUENCY DISCOUNTS:

Advertising must be inserted within one year of the first insertion to earn frequency discounts. To qualify for frequency discounts insertions must run consecutive issues. Frequency discounts will be given in advance only on contracts specifying units of space. Otherwise, discounts will be allowed as space is used. Frequency is determined by number of weeks of insertions.

UNFULFILLED CONTRACTS:

Unfulfilled contracts or contracts cancelled by advertiser prior to completion will be short-rated at the lowest rate earned. Insertion orders may not be cancelled after closing dates.

LIABILITY FOR PAYMENT:

Publisher may hold advertiser and its agency jointly and individually liable for all sums and payable to the publisher.

ISSUANCE AND CLOSING DATES:

Published weekly, the publications are delivered in the North Buffalo area on Thursday and the West Side and Riverside areas on Friday. Reservation and copy close on Monday at 5 p.m. prior to Thursday and Friday deliveries. Earlier deadlines are required for holidays and/or special sections.

Visit our Website: www.buffalorocket.com

Mechanical Requirements:

Printing is done on a web offset on 30-pound newsprint, using 85 line screens.

CANCELLATIONS:

Ad cancellations are not accepted after space reservations closing date. When no acceptable material is furnished by material due date for space

reserved, publisher reserves the right to repeat the previous advertisement or to charge for the unused space.

COPY ACCEPTANCE:

Ads are placed according to the mechanical production requirements for each issue. Requests for special positioning of ads in the same issues will be accepted for a surcharge of 10% of the earned rate for each of the ads involved, subject to mechanical production requirements.

- On full-page ads, all vital copy (text or images) should be no closer than 3/16" to the trim.
- All colors in the color palette should be correctly defined as Spot or Process. All RGB, LAB and Index colors must be converted to CMYK, Grayscale or the appropriate Spot color.
- Do not use rules less than .25 point.
- All screened graphics (CMYK, grayscale, duotone, etc.) should have an effective resolution of 300 dpi.
- All bitmap graphics (line art) should have an effective resolution of 600 dpi.
- All Duotones should be created in a photo manipulation program, such as Photoshop. Graphics colorized in a page layout program may not print as expected.
- Please preflight before submitting to avoid delays in production.

Note: No allowance will be made for errors that do not materially affect the value of the ad.

EXCLUSIVITY AND POSITIONING:

Exclusivity and exact positioning cannot be guaranteed.

ORDER ERRORS:

Oral agreements will not be binding on the publisher. Orders containing incorrect rate or conditions will be inserted and charged for in compliance with the rates and conditions currently in use. Such errors will be considered clerical only.

PUBLISHERS LIABILITY:

The liability of the publisher for any error or omission or delay for which it may be held legally responsible, shall in no event exceed the cost of the space paid for and occupied by such individual advertisement.

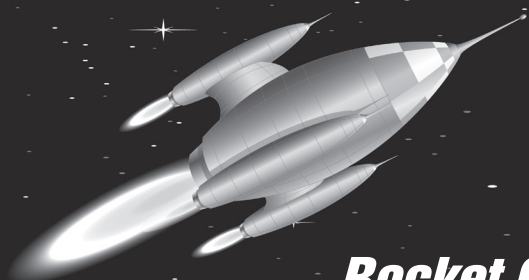
SHIPPING INSTRUCTIONS:

All correspondence, insertion orders and printing materials should be addressed to:

Rocket Communications
1249 Hertel Avenue • Buffalo, NY 14216
(716) 873-2594 • Fax: (716) 873-0809

Buffalo Rocket

1249 Hertel Ave • Buffalo, NY 14216 • (716) 873-2594 • Fax (716) 873-0809
Web site: www.buffalorocket.com • E-mail: editor.buffalorocket@gmail.com



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Rocket Communications Display Advertisement Rates

14 inches – Full Page Height

Display Ad Pricing

1 column x 1 inch = \$10

Ads are priced \$10 per column inch, which means ads are measured in columns WIDE by inches HIGH.

For example:

2 col. x 4 inches = 8 col. inches, so
8 col. inches x \$10 = \$80

How Wide is a Column?

- 1 column = 1-7/8 in. (1.875 inches)
- 2 columns = 3-15/16 in. (3.938 inches)
- 3 columns = 6 inches
- 4 columns = 8-1/8 (8.125 inches)
- 5 columns = 10-1/4 in. (10.25 inches)

Common Sizes*

Full Page

5 col. x 14 inches = \$700.00

Half Page-Horizontal Ad

5 col. x 7 inches = \$350.00

Vertical Ads

- 2 col. x 5 inches = \$100
- 2 col. x 7 inches = \$140
- 3 col. x 8 inches = \$240
- 3 col. x 10 inches = \$300

Horizontal Ads

- 2 col. x 2 inches = \$40
- 2 col. x 3 inches = \$60
- 3 col. x 4 inches = \$120
- 4 col. x 6 inches = \$240

Square Ads (approximately)

- 2 col. x 4 inches = \$80
- 3 col. x 6 inches = \$180
- 4 col. x 8 inches = \$320

* Additional Sizes are available.

Artwork:

Need someone to design your ad? We can create your display ad for you, or you can e-mail your camera-ready artwork to: editor.buffalorocket@gmail.com.

Color Ads:

Color is available for an additional cost. Please ask for details.

Deadlines: Space reservation

For Display Ads needing design—all artwork and copy needs to be submitted by Friday at 5:00 pm Proofs will be available the following week. For Camera Ready Display Ads or any Display Ad over \$200 the deadline is Monday at 5:00 pm
Holidays – Deadlines at holiday times may vary. Please call ahead to confirm holiday deadlines.

2 col. x 2"
\$40

PRINTING • MAILING

GALLAGHER PRINTING, Inc.
716-873-2594
www.gallagherprinting.com

THE MORE YOU RUN, THE MORE YOU SAVE!

SAVE 10%

by running your ad 4 times or more.

SAVE 15%

by running your ad 13 times or more.

SAVE 20%

by running your ad 26 times or more.

Pay in FULL for 13 weeks or more get a
Meet your Merchant Article
on the front page for FREE!

*Only one discount applies at one time.
Ad must be at least 2 columns x 2 inches or larger.*

2 col. x 4"
\$80

Want more ways to advertise?

You can advertise in the *Buffalo Rocket* using Classified Display Ads and Classified Line Ads. Classified Display is a display ad located only on the Classified Pages of the paper. Classified line ads are word ads priced per word, also located within the Classified Pages. Classified Display ad rate is \$15 per column inch and Classified Lines ads are \$10 for 20 words or less and 50¢ per each additional word.

Inserts are another way to advertise, place a flyer, brochure, catalog or direct mail piece for as low as \$50.00 per 1,000! Need to get items designed and printed we can help you with that too! See back page for restrictions and call 716-873-2594 for more details!

14 inches | 13 inches | 12 inches | 11 inches | 10 inches | 9 inches | 8 inches | 7 inches | 6 inches | 5 inches | 4 inches | 3 inches | 2 inches | 1 inch