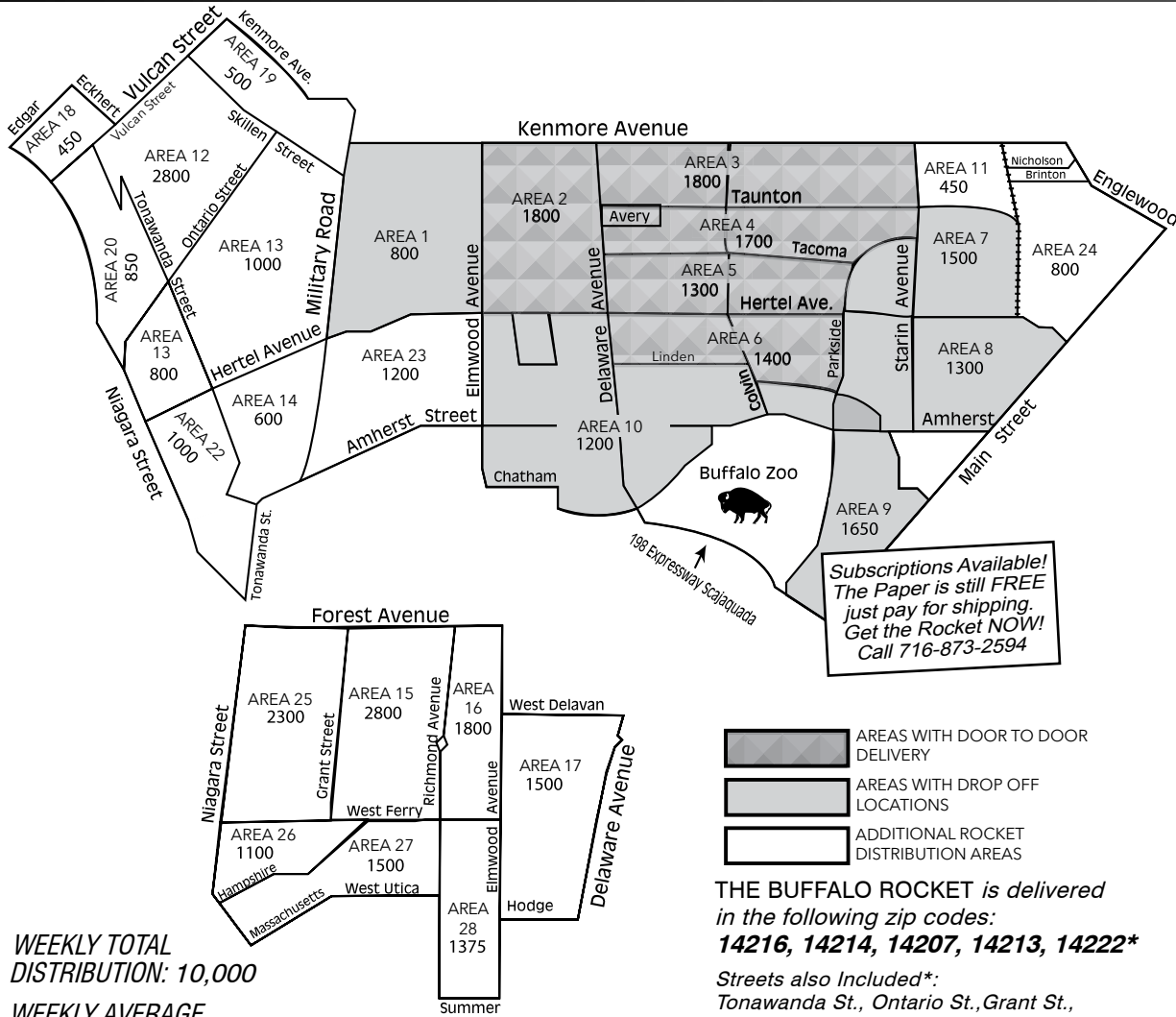


# Buffalo Rocket RATE CARD

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

COMMUNITY NEWS



**PICK UP A COPY OF THE BUFFALO ROCKET at the following locations or online at [www.buffalorocket.com](http://www.buffalorocket.com)**

NORTH BUFFALO	
Bellmore Boutique	3086 Delaware Avenue
Blue Marble Sweet Shop	1096 Hertel Avenue
Bob & John's Pizzeria	1545 Hertel Avenue
CBD Store	3191 Delaware Avenue
Cell Phone Repair	3163 Delaware Avenue
Corner Store	1705 Hertel Avenue
Daddio's Pizzeria	1247 Hertel Avenue
Dash's Supermarket	1770 Hertel Avenue
Delaware YMCA	2564 Delaware Avenue
Enchanted Hair Salon	3030 Delaware Avenue
Evans Bank	2670 Delaware Avenue
Fig Tree Patisserie	3062 Delaware Avenue
Finishing Touches	2820 Delaware Avenue
Frank's Sunny Italy	2491 Delaware Avenue
Ginnane Funeral Home	3215 Delaware Avenue
Gloria J. Parks Community Cr	3242 Main Street
Gramma Mara's	1465 Hertel Avenue
Great Clips	2678 Delaware Avenue
Hertel Park Senior Apartments	1631 Hertel Avenue
Hertel Parker Liquors	1859 Hertel Avenue
Home Taste (Chinese Cuisine)	3106 Delaware Avenue
Imagine Salon	1527 Hertel Avenue
Jacobi & Sons	3100 Delaware Avenue
Joe's Place	1122 Hertel Avenue
Joe's Panini Grill	3024 Delaware Avenue
Johnny's Meats	1191 Hertel Avenue
Knights of Columbus	1530 Kenmore Avenue
Korona Jewelers	1588 Hertel Avenue
Marco's Deli	1518 Hertel Avenue
North Buffalo Community Cr	203 Sanders Road
North Buffalo Dental	1600 Hertel Avenue
North Park Library	975 Hertel Avenue
Parkside Community Center	2318 Main Street
Paul Wolf Agency	2890 Delaware Avenue
Plaka Restaurant	2904 Delaware Avenue
Record Baron	3048 Delaware Avenue

WEST SIDE	
Baptist Manor	276 Linwood Avenue
Buffalo Public Library	Niagara at Porter
CWJ Lock & Key	183 Forest Ave
Corner Store	Forest & Grant
Delaware Apartments	1217 Delaware Avenue
Dibble Hardware	262 W Ferry Street
Elmwood Square Apts	505 Elmwood Avenue
Frontier Liquor & Beverage Cr	121 Grant Street
First Niagara Bank	Elmwood at W. Utica
M&T Bank	130 Grant Street
Santasiero's Restaurant	1329 Niagara Street
Timon Towers	1015 Delaware Avenue
Trinity Tower Apartments	33 Linwood Avenue
West Market	1032 West Avenue
West Side Community Center	Vermont at Fargo

RIVERSIDE	
AmVets	25 Review Place
Boys & Girls Club	54 Riverdale Avenue
D District Police Station	669 Hertel Avenue
Fast Stop Food Mart	236 Military Road
First Niagara Bank	2141 Elmwood Avenue
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 Marketplace	740 Tonawanda Street
Roland Cannizzaro Insurance Agency	432 Amherst Street

## Publication Information

### Internet:

We are available online: [www.buffalorocket.com](http://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](mailto: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](http://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.

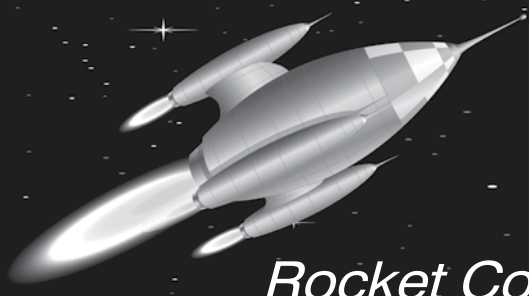
### SHIPPING INSTRUCTIONS:

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

Rocket Communications  
9195 Main Street • Clarence, NY 14031  
(716) 873-2594 • Fax: (716) 632-8586

# Buffalo Rocket

9195 Main St. • Clarence, NY 14031 • (716) 632-0808 • Fax (716) 632-8586  
Website: [www.buffalorocket.com](http://www.buffalorocket.com) • E-mail: [editor.buffalorocket@gmail.com](mailto:editor.buffalorocket@gmail.com)



# Buffalo Rocket

COMMUNITY NEWS

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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**

Dennis

**GALLAGHER PRINTING, Inc.**

716-873-2594

www.gallagherprinting.com

Daryl

# 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