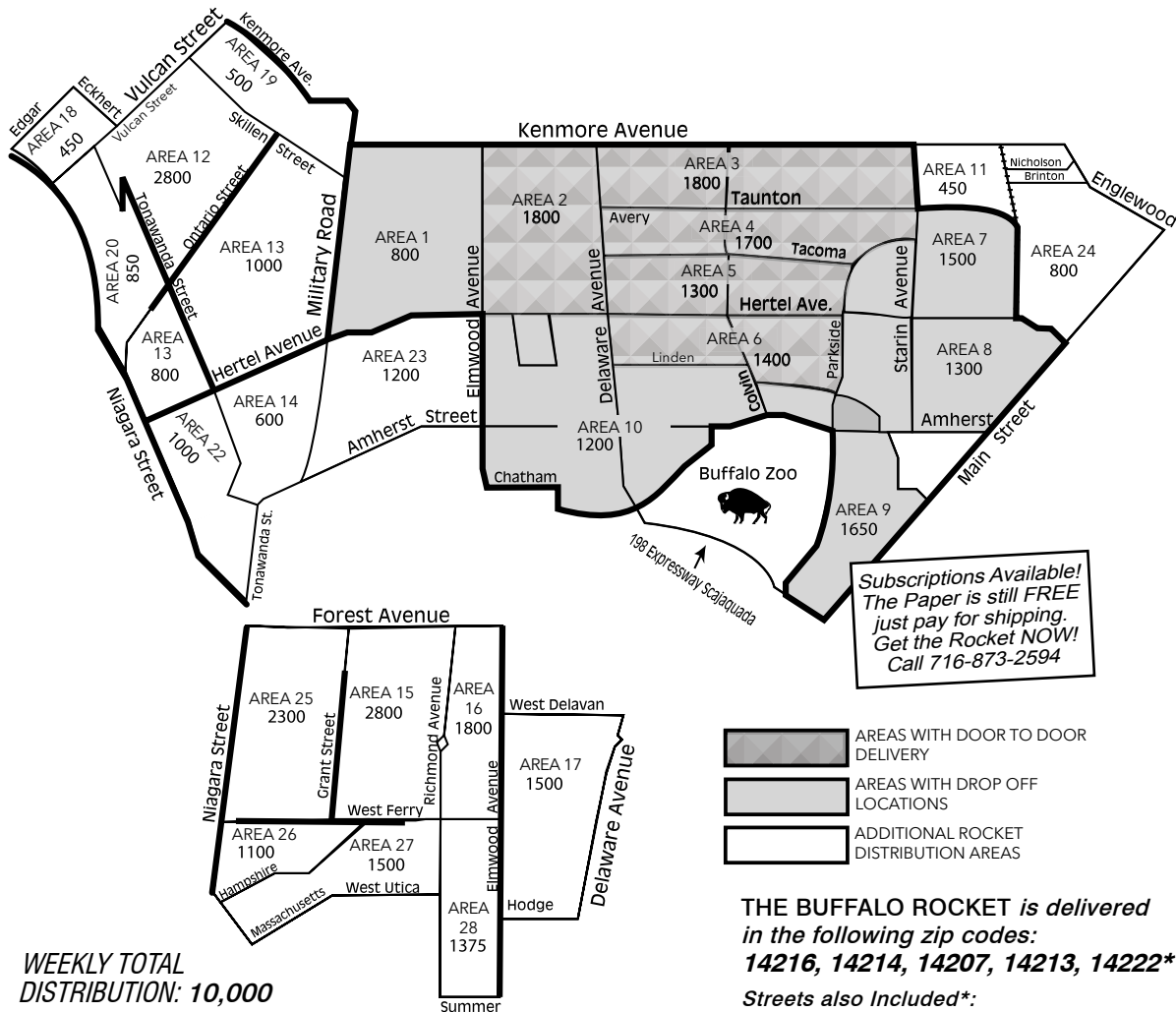


Buffalo Rocket

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

COMMUNITY NEWS

RATE CARD



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

WEEKLY TOTAL DISTRIBUTION: 10,000

WEEKLY AVERAGE BUFFALOROCKET.COM HITS: 5,000

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

NORTH BUFFALO

- 7-Eleven 460 Hertel Avenue
- Aspire Dental 476 Hertel Avenue
- Bellamore Boutique 3086 Delaware Avenue
- Black Rock Beverages 538 Hertel Avenue
- Blue Marble Sweet Shop 1096 Hertel Avenue
- Bob & John's Pizzeria 1545 Hertel Avenue
- Caz Mini Mart 572 Hertel Avenue
- CBD Store 3191 Delaware Avenue
- Call Phone Repair 3163 Delaware Avenue
- Century 21 1705 Hertel Avenue
- Corner Store 2815 Delaware 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 Mora's 1465 Hertel Avenue
- Great Clips 2678 Delaware Avenue
- Hertel Coin Laundry 1274 Hertel 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 83 Niagara Street
- 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
- Price Rite Market 1716 Kenmore Avenue
- Record Baron 3048 Delaware Avenue
- Salon Avanti 3086 Delaware Avenue
- Salon Coronado 2870 Delaware Avenue
- Salon D Capelli 3104 Delaware Avenue
- Scissors 1497 Hertel Avenue
- Studio Sophia 1094 Hertel Avenue

- Sunoco Gas Station 4505 Main Street
- Theater Apts 1065 Kenmore Avenue
- Vince's Pizza 1803 Kenmore Avenue
- Wesselman's Inc. 564 Colvin Boulevard
- Wellington Pub 1541 Hertel Avenue

WEST SIDE

- Baptist Manor 276 Linwood Avenue
- Buffalo Public Library Niagara at Porter
- CWJ Lock & Key 183 Forest Avenue
- Corner Store Forest & Grant
- Delaware Apartments 1217 Delaware Street
- Dibble Hardware 262 West Ferry Street
- Elmwood Square Apts 505 Elmwood Avenue
- Fast Stop Food Mart 326 Military Road
- Frontier Liquor & Beverage Cr 121 Grant Street
- First Niagara Bank Elmwood at West Utica
- M&T Bank 130 Grant Street
- Military Coin Laundry 1134 Military Road
- Santasio'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
- Black Rock Pharmacy 431 Tonawanda Street
- Boys & Girls Club 54 Riverdale Avenue
- Buffalo Wine & Liquors 2067 Niagara Street
- D District Police Station 669 Hertel Avenue
- Doyles Deli 1981 Niagara Street
- Faso Restaurant 2126 Niagara Street
- Fast Stop Food Mart 236 Military Road
- First Niagara Bank 2141 Elmwood Avenue
- First Niagara 201 Amherst Street
- Hearst Thrift Shop 890 Tonawanda Street
- House of Sandwich 800 Tonawanda Street
- M&T Bank 788 Tonawanda Street
- Niagara Deli Pizzeria 2043 Niagara Street
- Nickel City Bottle Return 2209 Niagara Street
- Northwest Buffalo Community Cr 155 Lawn Avenue
- Pat's Pizzeria 544 Ontario Street
- Pizza Bella 1133 Tonawanda Street
- Riverside Market 740 Tonawanda Street
- Riverside News Stand Tonawanda Street
- Roland Cannizzaro Insurance Agency 432 Amherst Street
- Sun Restaurant 1989 Niagara Street
- Up To You Deli 2189 Niagara Street

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

Buffalo Rocket

9195 Main St. • Clarence, NY 14031 • (716) 873-2594 • Fax (716) 632-8586
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