



224 Mount Hope Ave, Rochester, New York 14620 Tel. (585) 256-1740 x 105 Fax (585) 256-1497

Dear Wedge Newspaper Supporters,

For more than three decades, The Wedge Newspaper has kept the community informed about new businesses, exciting personalities, local issues and events important to them. This year we've expanded our readership beyond the South Wedge to include drops on Monroe and Park Avenues, 12 Corners and Tops Plaza, and in Village Gate and downtown. Of course, the newspaper is always available online at [www.swpc.org](http://www.swpc.org).

An ad in the Wedge not only promotes your business, it helps to grow the local neighborhood economy. Your ad dollars enables the South Wedge Planning Committee (SWPC), the newspapers founder, to publicize its programs: increasing first-time homeownership, enabling income qualified residents to access urgent home repairs and encouraging healthy food choices through its South Wedge Farmers Market and South Wedge Victory Garden.

### Individual Ad Rates (full color)

General rates by ad size:	Cost for 1 issue	Cost for 6 issues	Cost/full year prepay (5% discount)
Business Card (4"x2")	\$30	\$180	\$171
1/8 Page (5.5"x4")	\$80	\$480	\$456
Quarter Page (8"x5.5")	\$165	\$990	\$940
Half Page (8"x10.5")	\$325	\$1,950	\$1,852
Full page (10.5"x16.5")	\$650	\$3,900	\$3,705

### Business Association of the South Wedge Area Ad Rates (full color)

BASWA members enjoy a 20% discount (no additional discounts apply).

	Cost for 1 issue	Cost for 6 issues
Business Card (4"x2")	\$24	\$144
1/8 Page (5.5"x4")	\$64	\$384
Quarter Page (8"x5.5")	\$132	\$792
Half Page (8"x10.5")	\$260	\$1,560
Full page (10.5"x16.5")	\$520	\$3,120

### 2012 Deadlines

February/March	January 24, 2012
April/May	March 23, 2012
June/July	May 15, 2012
Aug /Sept	July 15, 2012
October /November	September 4, 2012
December/January issue	November 12, 2012

E-mail all camera ready ads to [nodonnell@swpc.org](mailto:nodonnell@swpc.org). For more info, call 585.978.9638.



**ADVERTISING AGREEMENT 2012**

**Business:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State and Zip Code:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_ **Telephone:** \_\_\_\_\_

<p><b>Ad Size (Please check one)</b></p> <p><input type="checkbox"/> Full Page (\$650/issue)</p> <p><input type="checkbox"/> Half Page (\$325/issue)</p> <p><input type="checkbox"/> Quarter Page (\$165/issue)</p> <p><input type="checkbox"/> 1/8 page (\$80/issue)</p> <p><input type="checkbox"/> Business Card (\$30/issue)</p> <p><input type="checkbox"/> 4-line ad (\$120/six issues)</p>	<p><b>Contract Terms: (Please check one)</b></p> <p><input type="checkbox"/> Run my ad every issue (6 issues total)</p> <p><input type="checkbox"/> Run my ad only in specific issues (check which issues):</p> <p><input type="checkbox"/> February/March 2012</p> <p><input type="checkbox"/> April/May 2012</p> <p><input type="checkbox"/> June/July 2012</p> <p><input type="checkbox"/> August/September 2012</p> <p><input type="checkbox"/> October/November 2012</p> <p><input type="checkbox"/> Dec. 2012/January 2013</p>	<p><b>Payment Terms:</b></p> <p><input type="checkbox"/> Prepaid for year (see Rate tables above)</p> <p><input type="checkbox"/> Prepaid for selected issue(s)</p> <p><input type="checkbox"/> Bill me for each issue</p> <p>Total Cost: _____</p> <p>Payment Enclosed: _____</p> <p>Make check payable to: South Wedge Planning Committee</p>
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***The Wedge Newspaper Advertising Guidelines:***

- All ad copy must be submitted by the deadlines above.
- The same ad will run in each issue unless we receive changes by the deadline listed above.
- If you select "Bill me for each issue", you agree to pay within 30 days of the date on the invoice.
- The Wedge newspaper is not responsible for errors or omission in ad copy submitted by you. If we cause an error or omission, we agree to give you one free ad in the next issue.
- The Wedge newspaper is not responsible for any losses associated with advertising.

**Name (print):** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Signature:** \_\_\_\_\_