

WESTERN NEW YORK HERITAGE

ADVERTISING RATES & INFORMATION

Rate Card #8A, effective November 2009

Full Color Included	1X	2X	3X	4X
Outside Back Cover	2400	2300	2200	2100
Inside Covers	1625	1520	1415	1325
Full page	1450	1350	1250	1125
2/3 page	975	925	875	795
1/2 page Island	925	850	785	725
1/2 page (vert., horiz.)	845	800	755	675
1/3 page (horizontal)	775	665	625	575
1/3 page (square, vert.)	595	560	525	485
1/6 page (vertical)	395	370	335	320
Less than 1/6 page: \$75/column inch				
example: 1 col x 3" is \$75 x 3 = \$225				

BLEED – Full and half page bleeds – no charge.

SPECIAL PAGES

\$75 per column inch

4 consecutive insertions for the price of 3 – with full prepayment

1. Antiquers Alley
2. Communities
3. Great Education in WNY
4. Professional Services
5. Treasures of WNY

For further information, contact:

Western New York Heritage Press
495 Pine Ridge Heritage Blvd.
Cheektowaga, NY 14225-2503

Phone 716-893-4011 • Fax 716-893-4013

email: ads@wnyheritagepress.org

CLOSING DATES: PUBLISHED QUARTERLY

ISSUES	CLOSING RSVP	DEADLINE DIGITAL FILES	DELIVERY
WINTER	NOV 10	DEC 1	JAN 15
SPRING	FEB 10	MAR 1	APR 15
SUMMER	MAY 10	JUNE 1	JULY 15
FALL	AUG 10	SEPT 1	OCT 15

FILE SUBMISSION

Digital files furnished by email:

1. E-mail to: wnyheritage@printleader.us **and copy** ads@wnyheritagepress.org

- Identify your company name in the subject line.
- For files over 5 mgs or for any file concerns you may have please contact Michelle at 716-852-5011 for information.

2. Files can be CMYK, Grayscale, or B&W. Spot colors must be converted to CMYK before sending.

- Name advertising files as follows:
ABCCompany_ad_wnyh

3. Fax a hard copy proof of your digital ad to Printing Prep at 716-852-3150, Attn: Ads for Heritage Magazine.

Design, layout, copy, composition, or conversion from any other form other than those mentioned, will be billed at cost.

Microsoft Word and Publisher files will incur charges to convert to a printable PDF.

If you are not sending PDFs, include your file and any support files and/or typefaces (picture res. – min. 300 dpi, do not embed art in Word documents).

DIMENSION SIZES FOR ADS

Trim size: 8½" x 11"

Bleed size: 9" x 11½" (1/4" bleed all around)

Column size:

2⁵/₁₆" (13p10.5 wide) x 10" (60 picas deep)

Full page size: 7½" W x 10" H *no bleed*
9" W x 11½" H *w/bleed*

2/3 page size: 4⁷/₈" W x 10" H

1/2 page size:

Horizontal: 7½" W x 5" H

Vertical: 3³/₈" W x 10" H

Island: 4⁷/₈" W x 7½" H

1/3 page size:

Square: 4⁷/₈" W x 4⁷/₈" H

Vertical: 2⁵/₁₆" W x 10" H

Horizontal: 7½" W x 3¹/₈" H

1/6 page size:

Vertical: 2⁵/₁₆" W x 4⁷/₈" H

To add a bleed to any of the ad sizes listed, please add an additional 1/2" to width and depth (i.e.: place 1/4" spaces on the top/left/bottom/right edges)

