

national advertising rates

Electronic Delivery...

For Retail space reservations: jprokop@dailygazette.net
For Classified space reservations and ad copy: classified@dailygazette.net

For immediate delivery of camera-ready ads, we offer several options.

1. Third Party.

If you subscribe to a third party ad delivery system, we utilize AP AdSend and Ad Transit. If you do not subscribe to these third party ad delivery systems and would like to, please call them at the following telephone numbers: AP AdSend at 1-800-823-7363, or Ad Transit at 1-800-254-6533.

* These are all secure systems that guarantee delivery and confirmation of delivery

2. How to Upload your Ad:

This free service replaces e-mail as a method for sending us your ads. Now simply go to <http://www.dailygazette.com/aduploads>, fill out a short ad submission form and send us your ads. PDF format only please. NOTE: E-mail is not a secure method of sending ads, and we cannot guarantee delivery or that your ad will publish.

3. Disk & Cartridges.

We accept ads that are saved on CD ROM's formatted for Mac. Please remember to send a hard copy proof of all ads that are sent in by disk.

4. E-mail.

E-mail is not a secure method of sending ads, and we cannot guarantee delivery or that your ad will publish.
* We will however accept small ads via email at adservices@dailygazette.net.

*Please keep in mind, files sent as email attachments should be under 2 MB (2000K). Because of large file sizes, these files should be Adobe Acrobat files (.PDF) only.

Ad Formats:

We can only ensure the quality of your ad when we can work out any electronic problems ahead of deadline. \\ Please deliver your ad before the camera-ready deadlines listed above.

We accept electronic ads in Acrobat PDF file format. Please use a Press quality job options when creating your PDF, this ensures that all fonts are embedded and artwork is at a resolution suitable for printing.

If fonts are not embedded we reserve the right to substitute fonts.

If you have any questions concerning methods of sending ads to The Gazette, contact James Grandy, Production Manager at (518) 395-3094 or by email at jgrandy@dailygazette.net or Annmarie Fennicks, Ad Services Assistant Manager at (518) 395-3099

Policy...

The Gazette reserves the right to edit, omit or reject advertising and to determine the classification of advertising. The Gazette will not be responsible for more than one incorrect insertion of an advertisement, nor for more than the amount of that advertisement. Acceptance of advertising is subject to the approval of the Publisher. Publication of an advertisement does not constitute an agreement of continued publication.

The Gazette gladly accepts requests for specific positions in our newspaper for advertising, and we will always do our best to honor requests. However, location of an advertisement cannot be guaranteed and The Gazette will not be held liable for the location of any advertisement. Insertion orders will not be accepted on a position or omit basis.

Advertising of alcoholic beverages and tobacco products is accepted.

At the publishers discretion, advertising that resembles news must have the word "Advertisement" at the top of the ad.

The Gazette reserves the right to revise advertising rates upon 30 days. If the rate is not acceptable, the advertiser may cancel all advertising and advertising contracts without penalty or short rate. Advertising orders which do not conform to the rates or terms and conditions on the existing rate card(s) or contract will be regarded as clerical errors. Copy accompanying such orders will be inserted for publication and charged at the applicable effective rate.

Notwithstanding to whom bills are rendered, Advertiser, Agency and Service, jointly and separately shall remain obligated to pay The Gazette the amount of any bills rendered by The Gazette within the time specified, and until payment in full is received by The Gazette. Payment by Advertiser to Agency or to Service, shall not constitute payment to The Gazette.

Terms of Payment...

- Payment terms are net 30 days from day of invoice.
- All advertising is cash with order unless credit has been established with the Gazette.
- A finance charge of 1 1/2 % per month is added to all unpaid balances in excess of thirty days. (18% per annum).
- The advertiser and/or agency agree to pay all collection costs, and reasonable attorney fees which are acknowledged to be no less than one-third (1/3) of the total amount due, should it become necessary to place with an attorney or collection agency for non-payment.
- As a convenience Visa, MasterCard and Discover Novus cards are accepted for payment.
- Cash discounts are not available.

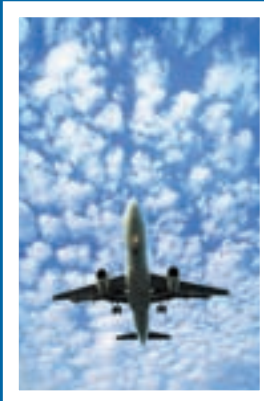
2011-2012



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THE
GAZETTE Schenectady, New York

Effective October 1, 2011



national advertising rates

Personnel...

Bo Berezansky
Advertising Director
(518) 395-3010
bberezansky@dailygazette.net

John Prokop
Major Accounts/National
(518) 395-3026
jprokop@dailygazette.net

Dave Decker
Interactive/Multi-Media Specialist
(518) 395-3041
ddecker@dailygazette.net

Office: 518-395-3020 Fax: 518-372-5986 www.dailygazette.com (Online media kit)
2345 Maxon Road Extension, P.O. Box 1090, Schenectady, New York 12301-1090

National Representatives...

Metro Suburbia, Inc.
New York • Atlanta • Chicago
Detroit • Los Angeles • Florida
711 Third Avenue, 15th Floor
New York, New York 10017
(212) 697-8020

Circulation...

The Daily Gazette (Mon.-Fri.)
Print 41,420 • Paid Online Digital Replica 19,195
The Daily Gazette (Saturday)
Print 41,559 • Paid Online Digital Replica 19,066
The Sunday Gazette
Print 41,716 • Paid Online Digital Replica 19,082
ABC Audit Report, December 31, 2010

Readership...

The Daily Gazette 118,795
The Sunday Gazette 127,173
2011 Scarborough: Albany, Schenectady, Troy DMA

Online/Mobile Advertising

Expand your reach. Many options available.

DailyGazette.com
• Average Monthly Page Views - 1.2 Million
• Average Monthly Visitors - 307,000

Mobile Site - m.DailyGazette.com
• Average Monthly Page Views - 68,000
• Average Monthly Visitors - 23,000
+472% increase 2011 over 2010 (Jan. 1 thru Aug. 31)
Source: Google Analytics

Print/Online Combo Packages Available
Ask your Gazette Representative for rate information.

THE GAZETTE

National Advertising Rates...

Per Column Inch Rates & Combination Rates*

	Gross	Net
Daily/Sunday	\$48.00	\$40.80
2 Time Combination	\$81.60	\$69.36
3 Time Combination	\$110.40	\$93.84

Co-Op

Per Column Inch Rates & Combination Rates*

	Gross	Net
Daily/Sunday	\$46.34	\$39.39
2 Time Combination	\$78.78	\$66.97
3 Time Combination	\$106.61	\$90.61

*Combination must be completed within seven days.
Copy must remain the same.

2 Time Combination includes 30% discount on repeat ad.

3 Time Combination includes 30% & 40% discount on repeat ads.

* Bulk Contracts Available.

Color Rates...

General Color Rates (Gross)

1 Color	\$400.00
2 Colors	\$465.00
3 Colors	\$530.00

Deadline: Order and Materials—3 business days.

30% & 40% Combination Discounts also apply to Color Costs.

Premium Innovative Advertising

Break through the clutter with unique positioning designed to attract attention!

- Front Page Ad Notes - Put your company's message on the front page above the fold.
- Billboard Ads - Located prominently on the front cover of the section.
- Spadea - High profile. Be the first thing readers see with front page exposure.
- Insert Wrap - Each Sunday The Gazette produces a 12"x21 1/2" wrap on 55 lb. stock paper to hold our inserts.
- Diagonal Ad - Stand out with a distinctive shape and size for your ad. Proven to catch the eye of any reader. Create high visibility.

General Classified Rates...

Daily or Sunday	\$5.18
2 Time Combo per line	\$8.81
3 Time Combo per line	\$11.92

* Combination Discounts available within a seven day period.
No copy changes.

Special Classifications...

Sports Scoreboard Banner Position
6 column x 2"

	Gross	Net
Daily/Sunday	\$51.19	\$43.52
2 Time Combo	\$87.04	\$73.98

Some restrictions apply

Front Section Banner Ads

Front Page - 10 3/8 x 1" or 2"

Section Fronts - 6 column x 1", 2" or 3"

Ask your representative for rate information.

Political/Public Opinion

	Gross	Net
Daily/Sunday	\$51.19	\$43.52
2 Time Combo	\$87.04	\$73.98

Payable in advance.

Political Advertising Deadline is 3 working days prior to publication.

Pre Print Insert Rates...

Pages	CPM (Net)
Single Sheet**	\$52
2-8	56
10-16	59
18-24	61
26-32	66
34-40	68
42-48	70
50+	73

All rates are based on CPM.

**Single Sheet maximum size is 11" x 12 1/2".

Zoned: \$8 per M additional charge for less than 35,000 .

Sunday zoning is not always available.

Full run bill based on most recent ABC Audit Report.

Some restrictions apply.

Ship to: The Gazette Newspapers
(Loading Dock B)
2345 Maxon Rd. Ext.,
Schenectady, New York 12308

Receiving Hours: Daily 7:30 a.m.-3:00 p.m.,
Saturday 7:30 a.m.-11:00 a.m.
Closed on Sundays and all holidays.

Deadline for pre-print delivery is 10 days prior to publication.

Special Pages & Features...

Sunday Gazette
Business, Travel, Lifestyles, Education,
Regional, USA Weekend, Color Comics

Daily Gazette
Wednesday -Food
Thursday -Outdoors
Thursday/Friday -Arts & Entertainment

Seasonal
Monday -Pro Football Monday (Aug.-Dec.)
Friday - Ski (Nov.-Apr.)
Sunday - Golf (Apr.-Sept.)
Saratoga Race Track - July & August
Call for Special Sections Calendar (518) 395-3020

Sunday Color Comics...

Rates available upon request.
Production charges if applicable are extra and billed separately.

Call 518 395-3026 for more information.

Display Advertising Deadlines...

Publication Day	Deadline	
Monday	Friday	3 p.m.
Tuesday	Friday	3 p.m.
Wednesday	Monday	3 p.m.
Thursday	Tuesday	3 p.m.
Friday	Wednesday	3 p.m.
Saturday	Thursday	3 p.m.
Sunday	Thursday	3 p.m.
Sunday Pre-Print: Travel, Lifestyles, Arts & Entertainment	Tuesday	3 p.m.
TV Plus	Monday	3 p.m.

These deadlines are for space and copy.
For information on holiday or special section deadlines,
call 518 395-3026.
(National Advertising)

Mechanical Measurements...

Widths of Columns (SAU Accepted)

1 Column	1 7/8 inches
2 Column	3 7/8 inches
3 Column	5 7/8 inches
4 Column	7 7/8 inches
5 Column	9 7/8 inches
6 Column	12 inches

- Full page is 12 x 21 1/8 inches
- Billing for Full Page Ad/Type Space is 129 column inches
- Size of type page = 12 x 21 1/8 inches
- Double truck, 24.5 inches wide, charged as 13 columns
- Halftone screen requires:
85 lines Black & White
85 lines Color
- Flexography Printing Process