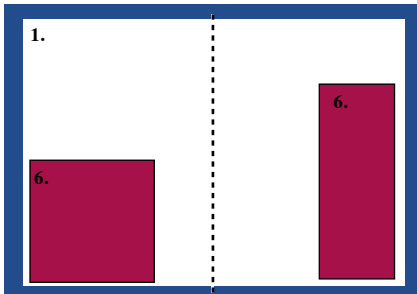


# Rate Card

See separate lawjournalbuffalo.com rate card for online advertising options.

**EFFECTIVE JANUARY 1, 2012**

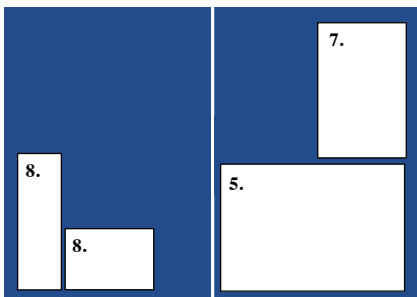
## Display RATES



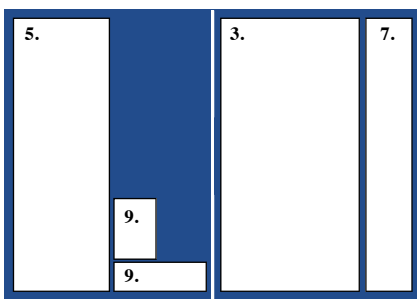
1. Two Page Spread, 21"x13 1/2"  
6. 3/8 Page (V), 4 3/4"x10"  
6. 3/8 Page (H), 7 1/2"x6 3/4"

1. Two-page spread
2. Full page
3. 3/4 page
4. Island
5. 1/2 page
6. 3/8 page
7. 1/4 page
8. 1/8 page
9. 1/16 page

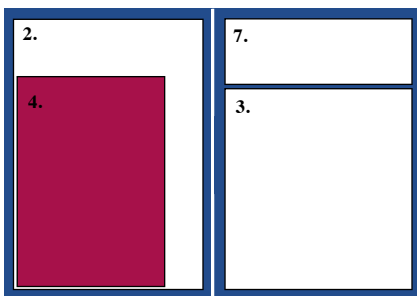
	Open	6x	13x	26x	39x	52x	104x
1. Two-page spread	\$1,311	\$1,179	\$1,038	\$912	\$820	\$729	\$639
2. Full page	874	786	692	608	547	486	426
3. 3/4 page	707	636	559	491	442	393	345
4. Island	655	589	518	455	409	364	320
5. 1/2 page	480	432	380	334	300	267	234
6. 3/8 page	374	336	296	236	212	189	166
7. 1/4 page	267	240	210	184	165	148	129
8. 1/8 page	148	133	116	103	93	82	73
9. 1/16 page	104	93	82	72	65	57	50



8. 1/8 Page (H), 4 3/4"x 3 1/4"  
7. 1/4 Page (S), 4 3/4"x 6 3/4"  
8. 1/8 Page (V), 2 1/4"x 6 3/4"  
5. 1/2 Page (H), 10"x 6 3/4"



5. 1/2 Page (V), 4 3/4"x13 1/2"  
3. 3/4 Page (V), 7 1/2"x13 1/2"  
9. 1/16 Page (V), 2 1/4"x 3 1/4"  
7. 1/4 Page (V), 2 1/4"x13 1/2"  
9. 1/16 Page (H), 4 3/4"x 1 5/8"



2. Full Page, 10"x13 1/2"  
4. Island, 7 1/2"x10"  
7. 1/4 Page (H), 10"x 3 1/4"  
3. 3/4 Page (H), 10"x10"

**COLOR CHARGES:** Black plus one spot color: add \$50. Black plus two spot colors: add \$75. Process 4-color: add \$250. (Spot Colors - Pantone Blue 288 & Pantone Red 208)

**FREQUENCY DISCOUNTS:** Frequency discounts are determined by combining the total number of insertions in the Buffalo Law Journal within the contract period. Contract begins with date of first insertion and must be fulfilled within a twelve-month period. Rates subject to change during contract period.

• Advertisers who are on contract with Business First of Buffalo can take advantage of discounted rates in the Buffalo Law Journal. If you are on contract with Business First and sign a contract with the Buffalo Law Journal (frequency of six times or more), you will be charged the next-lowest rate (i.e., for a contract for 26 runs in both papers, you would be charged the 52-time rate for your Buffalo Law Journal ads; for a six-time contract in both papers, you would be charged the 13-time rate.)

**DEADLINES:** The Buffalo Law Journal is published twice-weekly, every Monday and Thursday. Space reservations are due the previous Wednesday at 5 p.m. for Monday issues and the previous Monday at 5 p.m. for Thursday issues. All copy for ad workups is due with space reservations.

**CREDIT, PAYMENT AND COMMISSIONS:** All first-time advertisers must pre-pay by check, Visa, MasterCard or American Express. Payment must accompany all copy until credit has been established with our billing department. No cash discounts. Any discrepancies in advertising invoices must be questioned within 10 days of publication. All ads and inserts are net and non-commissionable. Ad materials that require production or camera work or electronic ads not meeting production requirements will be charged at the appropriate rate. All advertising transactions with the Buffalo Law Journal are subject to the publication's advertising terms and conditions, a copy of which is available upon request.

**CANCELLATION:** Cancellation of an ad or a change in its schedule must be received by email or by calling before space reservation deadline. Ads canceled after reservation deadline will be billed at 100%.

**PRE-PRINTED INSERTS:** Insert your brochure, catalog or direct-mail piece in the Buffalo Law Journal for a fraction of the cost of a direct-mail campaign. Inserts must be no smaller than 6" x 9" and no larger than 10" x 13". Inserts must be delivered to our offices one week prior to publication date. \$200 per run. Additional charges apply for pieces weighing more than 1 oz.

**GUARANTEED POSITION FEE:** (First come, first serve basis) Contact Bo Sunshine at bsunshine@bizjournals.com or call (716) 541-1657 to learn whether guaranteed positioning is available for a 10% fee.

# Classified RATES

	1x	6x	13x	26x	52x+
1 column x 1"	\$20	\$16	\$14	\$12	\$9
1 column x 2"	33	26	24	21	17
1 column x 3"	47	37	34	30	24
1 column x 4"	56	42	39	35	29
1 column x 6"	79	62	56	50	40
1 column x 8"	97	77	70	62	49
1 column x 10"	107	87	79	69	55
2 columns x 2"	56	42	39	35	29
2 columns x 3"	79	62	56	50	40
2 columns x 4"	97	77	70	62	49
2 columns x 5"	107	87	78	69	55
2 columns x 6"	121	97	87	77	62
2 columns x 7"	135	108	94	80	60
2 columns x 8"	150	120	104	88	66
3 columns x 3"	120	96	83	70	52
3 columns x 4"	153	122	106	90	57

## Line rates

1x 13x 52x

\$5 \$4 \$3

### \$25 BLIND BOX RATE

*(Replies can be mailed OR e-mailed to our office)*

*Sent to your office, a private address or picked up at our offices*

# Digital SPECS

**Preferred format is Adobe Acrobat PDF.** Digital ad materials must be provided in PDF, Adobe InDesign, QuarkXpress, Adobe Illustrator or Freehand format, or as an Illustrator, Freehand or Photoshop EPS. We cannot accept ads created in any Microsoft programs, as these do not produce usable graphic files. Fonts must be 100% embedded, with no subsets, when providing ad in PDF format. Text in vector images (Illustrator or Freehand) must be converted to paths or outlines to eliminate font problems. All 4-color artwork must be saved in CMYK format, with all spot colors converted to CMYK. Conversely, all spot-color ads must NOT contain any CMYK elements. Spot-color and 4-color PDFs must be color composite documents (not multi-page, separated PDFs). Color graphics and images saved as RGB, Lab, indexed color or duotones are not acceptable. Artwork for black-only ads must contain no RGB, CMYK, or spot-color elements. All scanned halftone images should be sized at a resolution of at least 275 dpi (for 133 line screen output) at 100% of the size they are used in the file. 1-bit bitmap images such as logos require an image resolution of 1,000 dpi.

We accept materials via CD, e-mail, FTP, or AP AdSend. A publication-quality proof is required for 4-color ads. **Final, proofed materials are due Wednesday for Monday issues, and Monday for Thursday issues.** The e-mail address for submitting ad materials no larger than 7MB is [bsunshine@bizjournals.com](mailto:bsunshine@bizjournals.com). Ad material larger than 7MB must be submitted on CD or uploaded to our FTP site or to AP AdSend. Please contact your Account Executive for additional information regarding electronic ad submission.

#### SHIPPING INSTRUCTIONS

All orders, correspondence and advertising materials must be sent to:  
 The Buffalo Law Journal      Voice: 716.541.1650  
 465 Main Street              Fax: 716.854.3826  
 Buffalo, NY 14203-1793      Email: [bsunshine@bizjournals.com](mailto:bsunshine@bizjournals.com)

# About THE

## BUFFALO Law Journal

Position your marketing message where it's going to be most effective.

Create brand awareness, improve ROI and increase your customer base by advertising on [lawjournalbuffalo.com](http://lawjournalbuffalo.com). We're the perfect fit for companies of all sizes, across many fields. Through our site, you can deliver your message to an audience that includes:

- *Practicing lawyers and legal professionals*
- *Decision-makers at top WNY law firms*
- *Business owners*
- *Real estate investors*
- *Private households*

Based in Buffalo since 1929, the Buffalo Law Journal is a twice-weekly news-paper of general circulation covering legal, financial, real estate, insurance and general news. It is an official paper for all notices of New York State Supreme, Erie County, Erie County Family and Erie County Surrogate's courts. The Buffalo Law Journal, as a newspaper of general circulation, is qualified to meet all of your regional legal notice and public notice publishing needs.

In addition to news stories and guest columns about the people and trends that shape legal practice and business today, we publish more public record from Erie and Niagara\* counties than is available in any other publication, including:

- *Bankruptcy filings*
- *Building permits*
- *Classified & display advertisements*
- *Erie County deeds*
- *Federal tax liens\*/releases*
- *Lis pendens\**
- *Mechanics liens\**
- *Mortgages\**
- *New corporations*
- *State tax warrants\*/releases*
- *City Court judgments/satisfactions*
- *Supreme/County Court judgments\**
- *Supreme/County Court satisfactions*
- *Vital statistics*

**The Buffalo Law Journal is a member of the National Newspaper Association, New York Press Association and American Association of Court and Commercial Newspapers.**