

The South Wedge Quarterly

A PUBLICATION OF THE BUSINESS ASSOCIATION OF THE SOUTH WEDGE AREA

Ad Size (w x h OR h x w)	One Issue	Full Year	BASWA
1/16 Page.....2.63" x 2.63"	\$ 65.....	\$ 325.....	\$ 48.75
1/12 Page.....2.63" x 3.33"	\$ 95.....	\$ 475.....	\$ 71.25
1/8 Page.....5.25" x 2.63"	\$ 125.....	\$ 625.....	\$ 93.75
1/6 Page.....3.33" x 5.25"	\$ 150.....	\$ 750.....	\$ 112.50
1/5 Page.....3.33" x 7.33"	\$ 175.....	\$ 875.....	\$ 131.25
1/4 Page.....2.63" x 10.5"	\$ 200.....	\$ 1000.....	\$ 150
1/4 Page Block.....5.25" x 5.25"	\$ 225.....	\$ 1125.....	\$ 168.75
1/3 Page.....3.33" x 10.5"	\$ 300.....	\$ 1500.....	\$ 225
1/2 Page.....10.5" x 5.25"	\$ 425.....	\$ 2125.....	\$ 318.75
Full Page.....10.5" x 10.5"	\$ 825.....	\$ 4125.....	\$ 618.75
Back Cover.....10.5" x 10.5"	\$ 1500.....	\$ 7500.....	\$ 1125
Online Ads.....	\$25 per issue with print ad purchase		

BASWA Members receive a 25% discount on print advertising only*

Businesses in the South East Area receive the neighbor discount of 15%*

Non Profit businesses receive a 15% discount*

Pre-Pay a full year and receive a 5% discount

Add 20% for color

Add 20% for inside front cover and inside back cover

Add 50% for back cover if not a full page ad

Back cover is full color only

*These discounts cannot be combined.

ONLINE ADS WILL BE POSTED ON 4 WEBSITES:

www.southwedge.com

www.southwedgequarterly.com

www.baswa.org

www.rochesterrealbeer.com

ISSUE	PUBLICATION DATE	SPACE RESERVATION DEADLINE	CAMERA-READY DEADLINE
Winter 2015	February 1	January 10	January 15
Spring 2015	May 1	April 10	April 15
Summer 2015	July 15	June 25	July 1
Autumn 2015	September 1	August 10	August 15
Holiday 2015	November 15	October 25	November 1

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585.705.7033

Join BASWA, a 501c6 organization committed to the revitalization of the South Wedge area. Visit www.baswa.org for details.

Business Association of the South Wedge Area (BASWA) 357 Gregory Street Rochester, New York 14620 southwedgequarterly.com

2015 rate card

