



THE DAILY RECORD

WESTERN NEW YORK'S SOURCE FOR LAW, REAL ESTATE, FINANCE AND GENERAL INTELLIGENCE SINCE 1908



2012 Media Kit

Who We Are

For more than a century, *The Daily Record* has provided essential news to Western New York's legal, real estate and business communities. Insightful articles and columns keep you apprised of the latest industry trends, along with a comprehensive listing of up-to-date business transactions for Monroe County. From local, state and federal decisions to bankruptcies, judgments, foreclosures and public notice information, *The Daily Record* is your source for all things "law, real estate, finance and general intelligence."



Demographics

The Daily Record offers advertisers the opportunity to reach a select, professional audience that has both the means and desire to do business with you.

- **Average age:** 55
- **Education:** College and advanced degrees, primarily JD and MBA
- **Average individual income:** \$150,000
- **Careers:** CEOs, owners, partners, vice-presidents, managers (upper level and middle)
- **Leisure interests:** Art/theatre, professional sporting events, gardening/home improvement, vacation/travel, wine tasting, fine dining, music/concerts, reading
- **Investment interests:** Bonds, brokerage accounts, CDs, IRAs, real estate, money market accounts, mutual funds
- **Consumer interests:** Automobiles, electronics, home exercise equipment, antiques/art, fine jewelry, health/country club memberships, travel/cruise/vacation, sports equipment, boat/recreational vehicle, residence/vacation homes
- **Major business purchases:** Building materials/equipment, company vehicles, computers/software, office space, furniture, corporate outings, consulting/freelance services
- **71% of readers consider *The Daily Record* their most or equally important source of local, legal, real estate and business news.**

Display Rate Card

ROP

Weekly	1 wk	6 wks	13 wks	26 wks	52 wks
Full Page	\$2,600	\$2,080	\$1,768	\$1,503	\$1,300
Half Page	\$1,700	\$1,445	\$1,230	\$1,050	\$900
Quarter Page	\$1,100	\$935	\$795	\$681	\$579
Eighth Page	\$850	\$723	\$615	\$523	\$445
Sixteenth Page	\$490	\$417	\$355	\$302	\$257

*Prices are per week.

*Same ad must run on each day of the week in consecutive days.

*All rates are gross.

ROP

One Day	1 x	6 x	13 x	26 x	52 x
Full Page	\$650	\$618	\$588	\$559	\$532
Half Page	\$475	\$452	\$430	\$409	\$389
Quarter Page	\$350	\$333	\$317	\$302	\$287
Eighth Page	\$225	\$200	\$180	\$162	\$146
Sixteenth Page	\$100	\$90	\$83	\$75	\$68

*Prices are per time.

*All rates are gross.

*Preferred position - Back cover: earned rate +15%.

*Cancellations not accepted after space closing date.

Ad Sizes

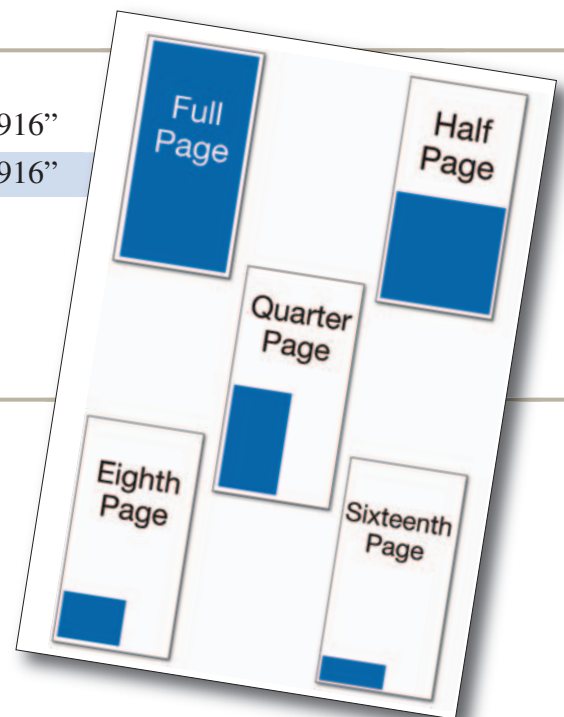
Full Page	10" x 16"	Eighth Page	4.917" x 3.916"
Half Page	10" x 7.916"	Sixteenth Page	4.917" x 1.916"
Quarter Page	4.917" x 7.916"		

Insertion Rates

Two Pages	\$225
Four Pages	\$450
Six Pages	\$675
Eight Pages	\$900

*Price per insertion.

*Insertion rates do not include composition and printing.



Classified Rate Card

Employment Advertising Rates - Per Column Inch/Per Week

Size	1 wk	2 wks	4 wks	26 wks	52 wks
Per column-inch	\$45	\$33	\$27	\$24	\$20.5

- Single column width 1.866" / Double column width 3.9"
- Ads sold in one inch increments
- Sizes start at 1 column x 2"
- All employment ads are boxed.
- All ads must run consecutive days.
- A blind box can be assigned by *The Daily Record* for a flat fee of \$15.

*Prices are per week.



Business & Legal Service Directory Rates

Size	Open Rate	6 wks	13 wks	26 wks	52 wks
Double Block Horizontal	\$73	\$68	\$62	\$57	\$52
Double Block Horizontal/Vertical	\$89	\$84	\$78	\$73	\$68

*Prices are per week.

Ad Sizes	Double Block Horizontal	3.9" x 1.854"
	Double Block Horizontal/Vertical	3.9" x 3.875"

Real Estate Showcase Directory Rates

Size	Open Rate	4 wks	13 wks	26 wks	52 wks
Double Block Vertical	\$102	\$85	\$77	\$70	\$63
Double Block Horizontal/Vertical	\$140	\$125	\$103	\$88	\$73

- All ads will run a minimum of 5 consecutive days.

*Prices are per week.

Ad Sizes	Double Block Vertical	1.866" x 3.875"
	Double Block Horizontal/Vertical	3.9" x 3.875"

Special Section Calendar

The Daily Record Special Sections 2012

APRIL - Law Day

Each year, the nation acknowledges its legal legacy with the celebration of Law Day. On April 24, *The Daily Record* will join the celebration with a special publication dedicated to the legal profession. The section will provide guest columns, an overview of Western New York's legal community and a report on how the local bar associations will celebrate.

Space Deadline: 4/9 Art Deadline: 4/16 Publish: 4/24

MAY - Up & Coming Attorneys

The Daily Record recognizes Rochester's Up & Coming Attorneys with a special publication and awards program. Recipients are nominated by their colleagues for demonstrating a strong commitment to the legal profession early in their careers.

Space Deadline: 4/27 Art Deadline: 5/9 Publish: 5/23

SEPTEMBER - Nonprofit Guide

Your company provides critical services that support the nonprofit sector: Valuations, tax and gift planning, benefits management, advertising and creative services and much more! Show nonprofits in the Rochester region how your company can help them achieve more with less. Be a part of *The Daily Record's* annual Nonprofit Guide.

Space Deadline: 9/12 Art Deadline: 9/19 Publish: 9/28

OCTOBER - Attorneys of the Year

The Daily Record will host its inaugural Attorneys of the Year event, honoring members of the legal community with three distinguished awards: Top Counsel, Leaders in Law, and The Nathaniel Award.

The Top Counsel recipients are in-house or general counsel who have a positive impact on the company or organization they serve. Candidates for the award demonstrate exceptional character, integrity and ethics, and must show a significant contribution to the success of their client.

The Daily Record also presents The Nathaniel Award, named in honor of newspaper founder Nathaniel B. Raymond, to one deserving member of our legal community who regularly goes above and beyond the call of duty in the name of justice. The Nathaniel Award recipient is selected from the 2012 class of Leaders in Law, who have shown tremendous dedication to the legal profession and selfless, tireless commitment to the community.

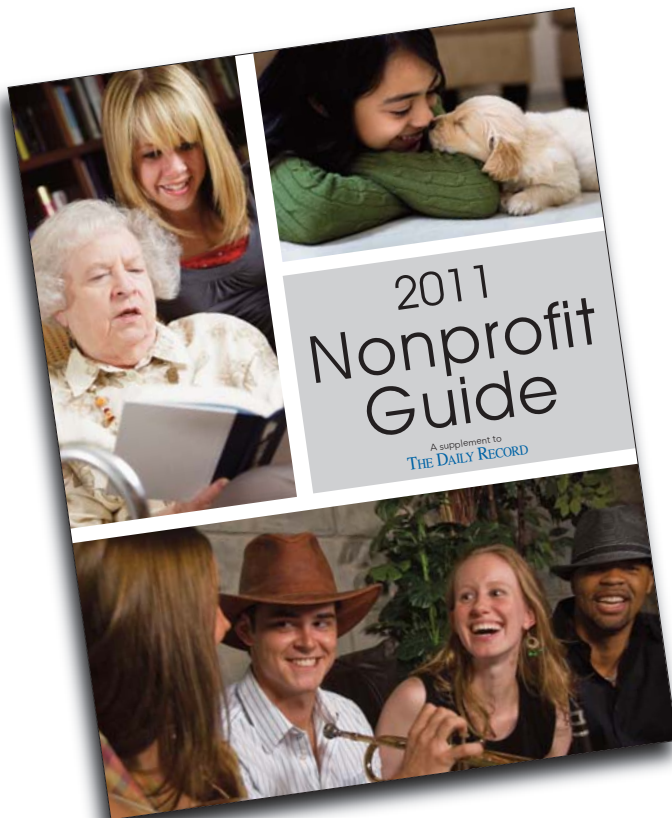
Space Deadline: 10/12 Art Deadline: 10/22 Publish: 11/1

Special Section Rate Card

Event Special Sections

Top Counsel, Up & Coming Attorneys,
Attorneys of the Year

Quarter Page	\$500
Half Page	\$670
Full Page	\$1,070
Inside Front Cover	\$1,500
Inside Back Cover	\$1,500
Back Cover	\$2,000



Special Sections

Law Day, Nonprofit Guide

Quarter Page	\$450
Half Page	\$600
Full Page	\$875
Inside Front Cover	\$950
Inside Back Cover	\$950
Back Cover	\$1,200

Color Charges: Earned Rate +10%
All rates are gross.

Online Rate Card & Specifications



nydailyrecord.com

The Daily Record website

	1 mo.	3 mo.	6 mo.	12 mo.
Leaderboard (728 x 90)	\$450	\$405	\$364	\$328
Medium Rectangle (300 x 250)	\$300	\$270	\$243	\$219
Half Banner (234 x 60)	\$220	\$198	\$179	\$162
Square Pop-Up (250x250)	\$300	\$270	\$243	\$219

*Prices are in 30 day increments.

Daily E-blast, Inbox Edition

	1 mo.	3 mo.	6 mo.	12 mo.
Box (300 x 250)	\$350	\$315	\$284	\$256

*Prices are in 30 day increments.

Specifications for Submission

Digital Ad Specifications:

Create your document in the exact ad size dimension (1/16 pg, 1/8 pg, 1/4 pg, 1/2 pg, full pg) in which it is to be reproduced.

Please submit Color ads in CMYK. Make sure your file is set up as B&W if it is to appear that way. Do not use rich black, use 100 percent K.

PDF format is the preferred format for all ads. Use press optimized settings, embed all fonts and downsize to 300 dpi when creating a PDF.

We also accept files in QuarkXpress (up to version 7.0), InDesign CS2, Illustrator CS2 and Photoshop CS2. If you choose to send in one of those formats, please convert all text to outline and include all fonts and graphics with your file.

Cautions & Avoidances:

Very small or very fine type, artwork with very small or fine

detailing, screened type, art or background may fill in on the press. We suggest no smaller than 8 point for normal text or 12 point for reversed text.

Dark images tend to darken on press. Lighten areas that may print too dark. Typical press dot gain is 20%.

Deadlines & Submissions:

Files will be accepted via e-mail to your ad representative.

ROP space reservation:

Camera Ready - Two days prior to publication.

Materials requiring ad production by *The Daily Record* art department - 12 p.m., five business days prior to publication.

Classifieds & Directories: 10 a.m., three days prior to publication.

Payment is required in advance by out-of-state customers and first time advertisers. We accept Visa/MC/AMEX.

THE DAILY RECORD

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