

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	BASWA	Full Year
1/16 Page.....2.07" w x 2.93" h.....	\$65.....	\$48.75.....	\$325 / \$243.75
1/8 Page.....4.3" w x 2.93" h.....	\$125.....	\$93.75.....	\$625 / \$468.75
1/4 Page horizontal.....8.75" w x 2.93" h.....	\$200.....	\$150.....	\$1000 / \$750
1/4 Page vertical2.07" w x 12.25" h.....	\$200.....	\$150.....	\$1000 / \$750
1/4 Page Block.....4.3" w x 6.025" h.....	\$225.....	\$168.75.....	\$1125 / \$843.75
1/2 Page horizontal.....8.75" w x 6.07" h.....	\$425.....	\$318.75.....	\$2125 / \$1593.75
1/2 Page vertical.....4.33" w x 12.25" h.....	\$425.....	\$318.75.....	\$2125 / \$1593.75
Full Page.....8.75" w x 12.25" h.....	\$825.....	\$618.75.....	\$4125 / \$3093.75
Back Cover.....8.75" w x 12.25" h.....	\$1500.....	\$1125.....	\$7500 / \$5624
Online Ads.....	\$25 per issue with print ad purchase. Design Services.....\$50 per ad		

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 25% 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 & CONTENT DEADLINE	CAMERA-READY DEADLINE
Winter 2017	February 1	January 1	January 10
Spring 2017	April 1	March 1	March 10
Summer 2017	June 1	May 1	May 10
Autumn 2017	September 1	August 1	August 10
Holiday 2017	November 1	October 1	October 10

Ads to be created in-house by SWQ design staff should be requested by the space reservation date shown above.
 Content submissions for each issue are due by the space reservation date shown above. This includes submissions for the style, bulletin board, updates and fun pages.

Ad Sales: Nancy Daley ads@southwedge.com 585.330.9768

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

2017 rate card

