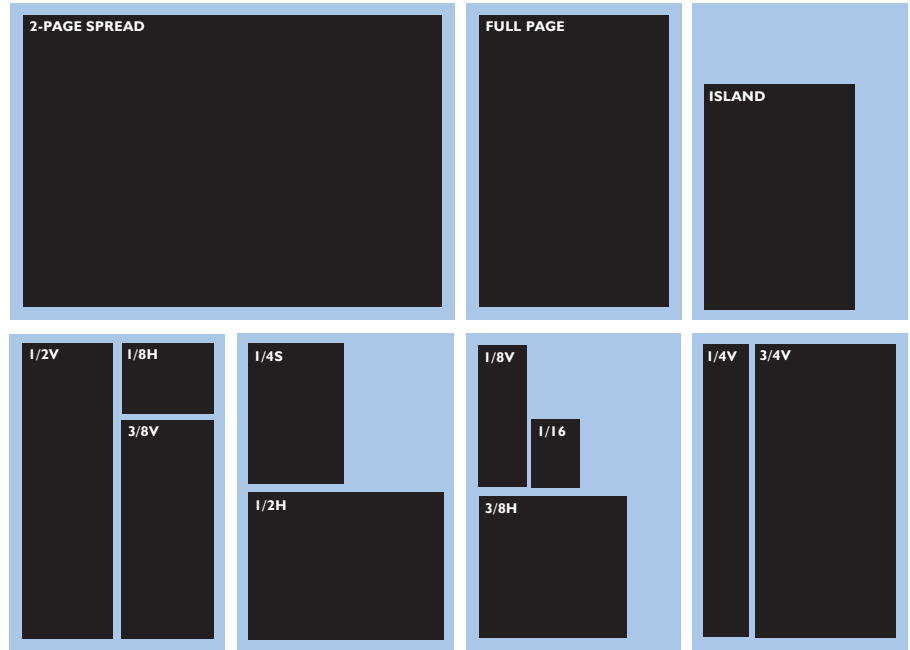


Display Specifications

| Space | Inches | Picas/Points |
|------------------|--|--------------|
| 2-Page Spread | 21 ¹ / ₄ " x 14" | 127.5 x 84 |
| Full Page | 10" x 14" | 60 x 84 |
| 3/4 Vertical | 7 ¹ / ₂ " x 13 ¹¹ / ₁₆ " | 45 x 82.4 |
| 3/4 Horizontal | 10" x 10" | 60 x 60 |
| Island | 7 ¹ / ₂ " x 10" | 45 x 60 |
| 1/2 Vertical | 4 ⁷ / ₈ " x 13 ¹¹ / ₁₆ " | 29.8 x 82.4 |
| 1/2 Horizontal | 10" x 6 ³ / ₄ " | 60 x 40.6 |
| 3/8 Vertical | 4 ⁷ / ₈ " x 10 ³ / ₁₆ " | 29.8 x 61 |
| 3/8 Horizontal | 7 ¹ / ₂ " x 6 ³ / ₄ " | 45 x 40.6 |
| 1/4 Vertical | 2 ³ / ₈ " x 13 ¹¹ / ₁₆ " | 14.4 x 82.4 |
| 1/4 Standard | 4 ⁷ / ₈ " x 6 ³ / ₄ " | 29.8 x 40.6 |
| 1/8 Vertical | 2 ³ / ₈ " x 6 ³ / ₄ " | 14.4 x 40.6 |
| 1/8 Horizontal | 4 ⁷ / ₈ " x 3 ¹ / ₄ " | 29.8 x 19.6 |
| 1/16 | 2 ³ / ₈ " x 3 ¹ / ₄ " | 14.4 x 19.6 |
| Front Page Strip | 6 ³ / ₁₆ " x 1 ¹ / ₄ " | 37.2 x 7.6 |



General Information

Copy Acceptance

The publisher reserves the right to reject any advertisement regarded as objectionable in wording or appearance and may require the word "advertisement" in any ad. All advertisements are accepted and published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and the subject matter of the advertisement. The agency and/or advertiser will indemnify and hold the publisher harmless from any loss or expense resulting from claims or suits for defamation, libel, violation of right of privacy, plagiarism or copyright infringement, including but not limited to trademarks, trade names and patents.

Liability for Payment

Publisher may hold advertiser and its agency jointly and severally liable for all sums due and payable to the publisher.

Frequency Discounts

Advertising must be inserted within one year of first insertion to earn frequency discount rates. Insertions must run in 52 consecutive issues to earn 52-time rate. Frequency discounts will be allowed in advance on those contracts that specify units of space. **Multiple ads in one issue are counted as one insertion.** Advertising contracted at a frequency discount rate and not earned within one year from insertion will be billed at the actual earned rate (short rate). Mixed sizes of ads in a campaign are welcomed.

Commissions and Billing

A standard 15% commission is paid to recognized advertising agencies on all display space and special position surcharges, and all classified ads over 6 column inches, when camera-ready art is provided and the account is paid in full within 90 days of invoice date. Agencies must submit a credit application. Bills are rendered on the date of publication. Agency disclaimers will be honored only after the client submits a credit application and written acknowledgement of financial responsibility for all advertising placed on their behalf by their Agency of Record.

Terms

Prepayment is required with all new accounts for the first four (4) insertions. Payment must accompany all copy unless credit has been previously established with the Credit Department. All advertisers wishing to establish credit must submit a completed credit application. Term of credit extension to all advertisers is net 30 days. No cash or prepayment discounts. Accounts extending beyond 90 days are subject to forfeiture of agency discount and could incur legal and collection fee charges if collection proceedings are necessary.

Cancellations

Ads cancelled after 5 p.m. on the Monday prior to publication will be billed at 100%.

Limitation of Liability for Error

The Rochester Business Journal will not be liable for any error in any advertisement published hereunder unless proof of such advertisement is requested in writing by the advertiser and is returned to the newspaper's office with such error or correction plainly noted in writing thereon, and, in that case, if any error so noted is not corrected by the newspaper, its liability shall not exceed the cost of the space occupied by the error.

Agencies and advertisers forwarding orders that contain incorrect rates or conditions understand and agree that the advertising called for will be inserted and charged at the regular schedule of rates now in force and in accordance with the current regulations. A failure to make an order correspond to current price or rules will be regarded as a clerical error only, and the advertising will be inserted without further notification.

The publisher is not liable for any failure to publish or circulate all or any part of any issue because of circumstances beyond publisher's control.

Shipping

All correspondence, insertion orders and display advertising printing materials should be addressed to: Rochester Business Journal, 45 East Ave., Suite 500, Rochester, New York 14604.



45 East Avenue, Suite 500, Rochester, New York 14604 ■ 585.546.8303 ■ Fax 585.546.3398
 advertising@rbj.net ■ production@rbj.net