



WESTSIDE NEWS INC.

(585) 352-3411 e-mail: info@westsidenewsonline.com

GREATER MARKET RATES EFFECTIVE 11/1/10

DEADLINE FOR ALL EDITIONS: WEDNESDAY AT 4 PM

The following areas are served by full tab editions. A full page is 6 col. x 16 inches. Ask about other sizes available.

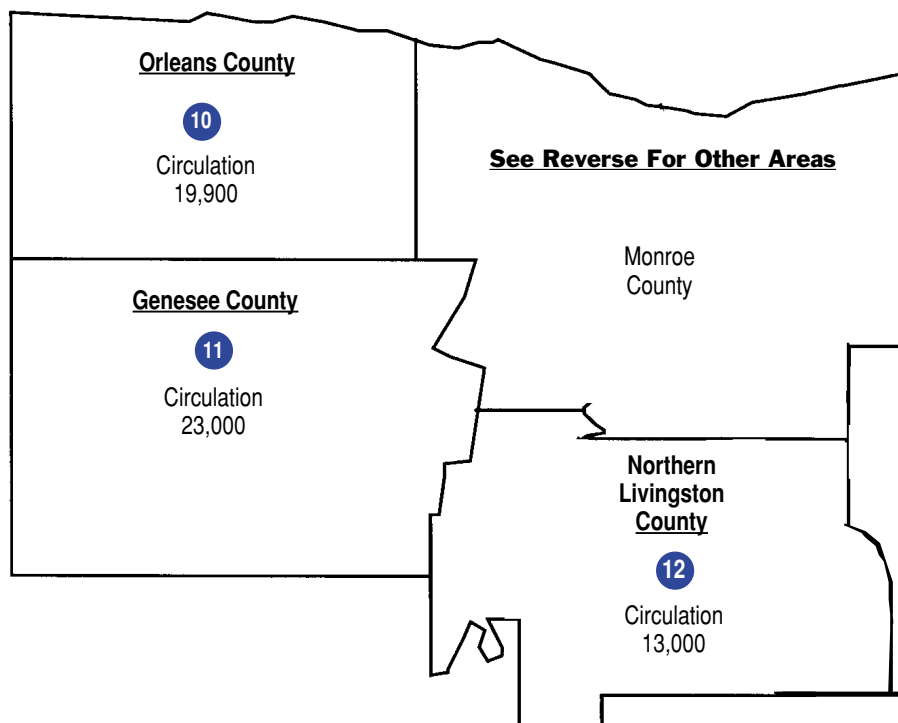
COLUMN INCHES >>	4	6	8	12	16	24	32	48	64	72	96
Orleans County 10	47	70	94	140	188	280	354	531	672	756	890

The following is served by a 10.5" tab edition. A full page is 5 col. x 10.5 inches. Ask about other sizes available.

COLUMN INCHES >>	4	6	8	12	14	21	26	31.5	42	52.5
Genesee County 11	39	59	78	118	136	203	246	290	396	486

The following area is served by a specially formatted edition. A full page is 5 col. (9.5 inches) x 11 inches.

COLUMN INCHES >>	4	5	6	8	11	12	15	22	24	33	44
No. Livingston County 12	45	57	68	90	123	133	166	241	258	352	451



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ROCHESTER METRO RATES EFFECTIVE 11/1/10

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- 6 Gates-Chili/Southwest Rochester
- 7 Henrietta/Brighton/City East
- 8 Pittsford/Penfield/Mendon/Victor/Fairport/E. Rochester
- 9 Irondequoit/Wester/City Northeast

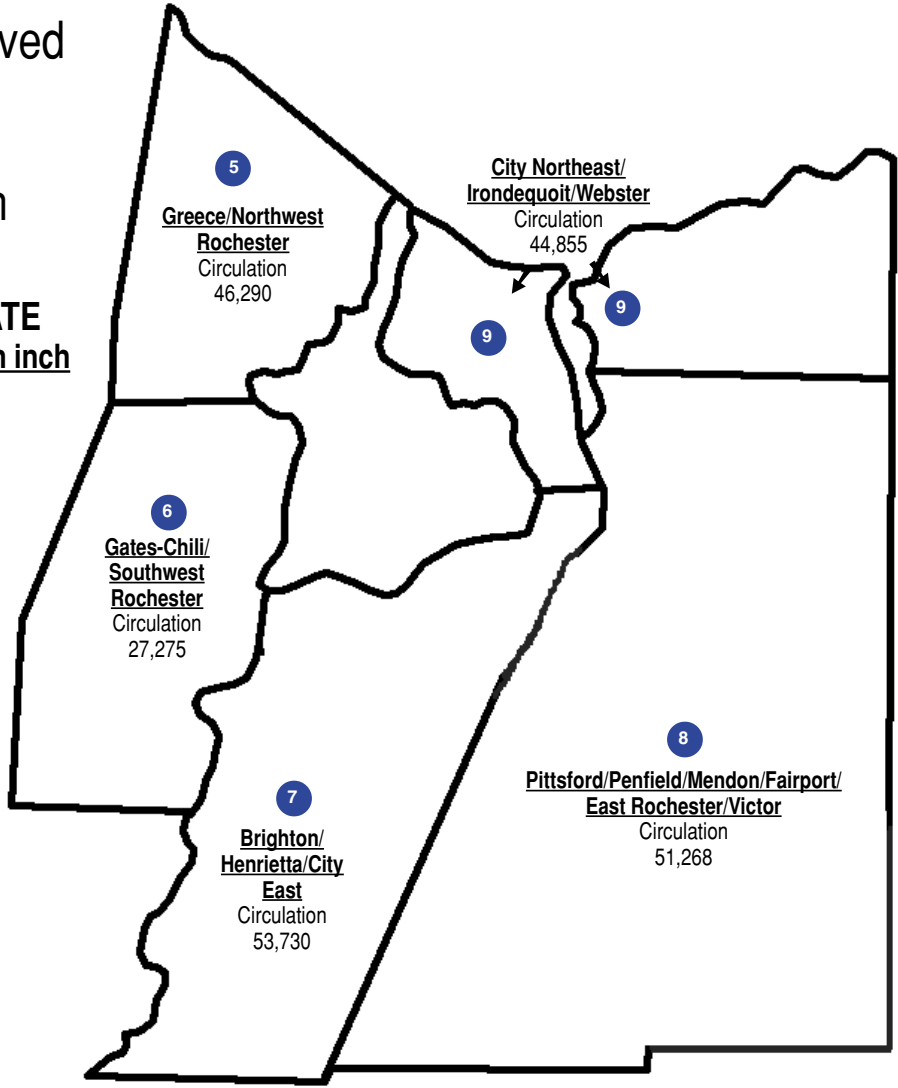
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