

# Bee Group Newspapers



## INDIVIDUAL RATES/DISCOUNTS

### Individual Newspaper Rates

Newspapers	Open Rate (Non-Contract)	6 Ads within 13 Weeks 14% Discount *	13 Ads within 52 Weeks 20% Discount *	26 Ads within 52 Weeks 27% Discount *	52 Ads within 52 Weeks 34% Discount *
Amherst Bee	\$33.65	\$28.94	\$26.92	\$24.56	\$22.21
Clarence Bee	\$25.89	\$22.27	\$20.71	\$18.90	\$17.09
Ken-Ton Bee	\$23.00	\$19.78	\$18.40	\$16.79	\$15.18
Lancaster/Depew Bee	\$26.13	\$22.47	\$20.90	\$19.07	\$17.25
Cheektowaga Bee	\$22.77	\$19.58	\$18.22	\$16.62	\$15.03
West Seneca Bee	\$26.13	\$22.47	\$20.90	\$19.07	\$17.25
Orchard Park Bee	\$21.16	\$18.20	\$16.93	\$15.45	\$13.97
East Aurora Bee	\$21.16	\$18.20	\$16.93	\$15.45	\$13.97
<b>NINE-PAPER OPEN RATE</b>	<b>\$199.89</b>	<b>\$171.91</b>	<b>\$159.91</b>	<b>\$145.92</b>	<b>\$131.93</b>
<b>NINE-PAPER DISCOUNT RATE</b>	<b>\$91.95*</b>	<b>\$79.08*</b>	<b>\$73.56*</b>	<b>\$67.12*</b>	<b>\$60.69*</b>

Rate(s) are per column inch, per insertion. Minimum ad size for contract rate(s)... 2 inches.

\*Discounts taken off the "Open Rate."

## Multiple Newspaper Discounts

Place your advertisement in more than one newspaper and save from 10% to 54% on the newspaper combination, plus reach a much larger audience for your message.

Any two newspapers = 10% discount

Any three newspapers = 21% discount

Any four newspapers = 31% discount

Any five newspapers = 39% discount

Any six newspapers = 45% discount

Any seven newspapers = 49% discount

**All nine newspapers (Total Market Buy) ... Save 54%**

\*\*\* Rates effective as of December 30, 2022 \*\*\*

# Insertion Rates (Cost Per Thousand)

PAGE SIZE	OPEN RATE	6 TIMES	13 TIMES	26 TIMES	52 TIMES
Single sheet or card	55.00	53.35	51.15	48.40	44.00
4 Page tabloid size	60.00	58.20	55.80	52.80	48.00
8 Page tabloid size	65.00	63.05	60.45	57.20	52.00
12 Page tabloid size	70.00	67.90	65.10	61.60	56.00
16 Page tabloid size	75.00	72.75	69.75	66.00	60.00
20 Page tabloid size	80.00	77.60	74.40	70.40	64.00
24 Page tabloid size	85.00	82.45	79.05	74.80	68.00

**Rules for inserts:**

1. Insert must comply with postal regulations for periodical mail.
2. Size must not exceed 8.5 inches by 11 inches or folding is required.
3. Pre-print must be inserted into the entire press run of the newspaper.
4. Pre-print must be delivered by **12 noon Tuesday, the week prior to publication.**
5. Inserts with a bulk mail permit cannot be inserted.
6. Insert discount applies to use within one year from contract date.
7. Folding charge \$20 per/M; single sheet. Minimum folding charge \$125.
8. All rates are quoted net; no discount allowed.
9. Single sheet stock 24 lb. bond or 60 lb. offset minimum.
10. Insert with the word “Catalog” cannot be accepted.
11. Use 52x rate only if **PRE-PAID** Friday before insertion.

*Please label each box with newspaper's name(s), date of run and customer's name.*

## Full-Page Promotion



**Promotion Limits:**

*Only one special page rate per advertiser/per newspaper/per month!*

Amherst Bee	\$1,262	(Save \$1,262)	Ken-Ton Bee	\$862	(Save \$862)
Cheektowaga Bee	\$854	(Save \$854)	Lancaster/Depew Bee	\$980	(Save \$980)
Clarence Bee	\$971	(Save \$971)	Orchard Park Bee	\$794	(Save \$794)
East Aurora Bee	\$794	(Save \$794)	West Seneca Bee	\$980	(Save \$980)

**Promotion Terms:**

- Ad must be pre-paid by 5 p.m. Friday before publication to qualify for above rates
- No combination newspaper rates available
- **No political** advertising accepted for this promotion only
- Color charges as listed in rate booklet; no discounts
- No other discounts available (No non-profit available)

# Regional Rate Packages

Many of our advertisers like the idea of reaching areas around their business location. Our Regional Rate Agreements offer a reduced rate for these regions plus additional discounts for frequency.

## Regional Package Combination Specials \*

### North Region

Amherst, Clarence, Ken-Ton  
Readership: 93,240

**\$65<sup>21</sup>** Non-Contract

	Regular	Special
6 ads in 13 Weeks	\$56.08	<b>\$53.27</b>
13 ads in 52 Weeks	\$52.17	<b>\$46.95</b>
26 ads in 52 Weeks	\$47.60	<b>\$40.46</b>
52 ads in 52 Weeks	\$43.04	<b>\$34.43</b>

### Central Region

Cheektowaga, Depew, Lancaster  
Readership: 28,280

**\$44<sup>02</sup>** Non-Contract

	Regular	Special
6 ads in 13 Weeks	\$37.86	<b>\$35.96</b>
13 ads in 52 Weeks	\$35.21	<b>\$31.69</b>
26 ads in 52 Weeks	\$32.13	<b>\$27.31</b>
52 ads in 52 Weeks	\$29.05	<b>\$23.24</b>

### South Region

East Aurora,  
Orchard Park, West Seneca  
Readership: 24,080

**\$54<sup>08</sup>** Non-Contract

	Regular	Special
6 ads in 13 Weeks	\$46.50	<b>\$44.18</b>
13 ads in 52 Weeks	\$43.26	<b>\$38.93</b>
26 ads in 52 Weeks	\$39.47	<b>\$33.55</b>
52 ads in 52 Weeks	\$35.69	<b>\$28.55</b>

NOTE: Above rate(s) are per column inch, per insertion. Minimum ad size for contract rate(s)...2 inches.

\*Under a Regional Contract, you must run your ad in all three(3) regional papers listed each time your ad runs. Agreements must be completed within the contract time period. If the total contracted ads are not published, all previously published ads will be rerated to the earned/open rate.

## Color Rates

**Color Ads increase readership**

**Call 204-4933 For More Information**

up to  
**70%**

**5%\* OFF OPEN OR CONTRACT RATE**

**Not-For-Profit ROP Discount Rate**

Terms:

\*Not available with Full-Page Promotions, Inserts or other Special Rates



**Bee Publications, Inc.**

Amherst Bee • Cheektowaga Bee • Clarence Bee • Depew Bee • East Aurora Bee  
Ken-Ton Bee • Lancaster Bee • Orchard Park Bee • West Seneca Bee

5564 Main Street • Buffalo, NY 14221-5410 • 716/632-4700 • FAX 716/633-8601 • www.BeeNews.com

## General Information and Deadlines

### WEDNESDAY PUBLICATIONS

Friday, 5 p.m. preceding publication date

Amherst Bee  
Clarence Bee  
Ken-Ton Bee

### THURSDAY PUBLICATIONS

Friday, 5 p.m. preceding publication date

Cheektowaga Bee  
Depew Bee  
East Aurora Bee  
Lancaster Bee  
Orchard Park Bee  
West Seneca Bee

**Same schedule applies to space cancellations.**

(Tobacco and Fireworks  
advertising not accepted)

### 5 Column Format

1 column width 1-3/4" (1.75)  
2 column width 3-23/32" (3.71875)  
3 column width 5-11/16" (5.6875)  
4 column width 7-21/32" (7.65625)  
5 column width 9-5/8" (9.625)  
Double Truck 19-5/8" x 15 3/8" (19.625 X 15.375)

### Mechanical Requirements

1. Page size: five (5) columns to the page, Image area 9-5/8" x 15-3/8" (9.625 x 15.375).
2. Ad depth over 14" deep will be billed at 15" depth.
3. Full page image 9" x 15" (75").

## Receiving Electronic Files

**WE PREFER an Adobe Acrobat PDF v4 or higher at 300 dpi with all fonts embedded.**

**PLEASE NOTE: We DO NOT ACCEPT ads in Microsoft Word, PowerPoint, Publisher or WordPerfect**



**Send to: [production@beenews.com](mailto:production@beenews.com)**

*Please include in your email the name of the merchant, publication date(s), the Bee Publications Sales Representative's Name and your telephone number.*

**Please call our production manager at (716) 204-4948 for more information.**

### Production Schedule for Electronic Files

Please send your electronic files by 4 p.m. Friday prior to the publication date. Bee Group Newspapers production staff will do everything possible to make sure the file runs properly. You may send a laser proof of the ad so output may be checked to ensure accuracy against your original. We will also print and return a copy of the completed ad for approval, if you so desire. All electronic files are checked using Enfocus PitStop and Adobe Acrobat programs.

**Photographs: We would prefer 150 pixels per inch. Best size: 1,200 pixels x 1,200 pixels at 300 dpi**