



Bee Classified

A Number of Front Page Advertising Opportunities exist!

Contact the Classified Department for a complete list of theme pages or to reserve a full page.

632-4712
Classified@BeeNews.com

Bee Classified
May 13 & 14, 2008

home & garden

PBC
Pest Control
833-1144

J.K. SCHWARTZ
Pest Control
833-3923

ROCK'S Stone Grinding
833-3923

THE HOME TERMINAL
833-3923

LAND PRO
833-3923

WE STOCK WINDOWS
873-1800

Bee Classified
July 13 & 14, 2008

JOBS EMPLOYMENT
Work available in WNY

HIRE FORUM
833-4712

CONTRACTOR'S LIABILITY INSURANCE
DENNIS EXNERICH INSURANCE AGENCY

Bee Classified
July 13 & 14, 2008

Real Estate & Rentals

THE WOODLANDS SENIOR VILLAGE
833-4712

COME TO THE SOUTHWEST!
833-4712

BROWNSTONE HOMES
833-4712

Bee Classified
July 13 & 14, 2008

WELCOME

ROCK'S Stone Grinding
833-3923

J.K. SCHWARTZ
833-3923

MIAGARA
873-1800

WE STOCK WINDOWS
873-1800

Bee Classified
April 1 & 2, 2008

Spring Home & Garden

M.P. CARROLL HARDWOODS
833-3923

LAND PRO
833-3923

WE STOCK WINDOWS
873-1800

Bee Classified
July 13 & 14, 2008

Happy Birthday, America!
We Salute You.

1-800-TOPSOIL
C.J. Krantz Inc.
Organic Topsoil Farm

Bee Classified
September 17 & 18, 2008

Fall Clean-Ups & Shape-Ups

ROCK'S Stone Grinding
833-3923

MIAGARA
873-1800

WE STOCK WINDOWS
873-1800

FRONT PAGE FULL COLOR
All 9 Bee Newspapers
\$165 per unit
(2 1/4" w x 2" h)



MAIL ADDRESS

Bee Group Newspapers
Classified Department
5564 Main Street
Buffalo, NY 14221-5410



OFFICE • IN-PERSON

Monday - Friday 8:30 AM - 5:00 PM
Bee Group Newspapers
5564 Main Street
Williamsville, NY 14221-5410



**PHONE • FAX
E-MAIL • WEB**

716/632-4712 Classified Dept.
716/632-4700 General Office
716/633-8601 Fax
Classified@BeeNews.com ... E-Mail
www.BeeNews.com ... Web



**CLASSIFIED
AD DEADLINES**

DEADLINE: Monday at 4:00 PM for
line ads and bold type ads
DISPLAY DEADLINE: Friday at 5:00 PM
FINDS UNDER \$100: Thursday at 5:00 PM

www.BeeNews.com • www.BeeNews.com • www.BeeNews.com • www.BeeNews.com • www.BeeNews.com • www.BeeNews.com

**Place Your Ad • Your Time At Your Schedule
24 Hours a Day • 7 Days a Week**

**Bee
Classified**



www.BeeNews.com • www.BeeNews.com • www.BeeNews.com • www.BeeNews.com • www.BeeNews.com • www.BeeNews.com

Types Of Ads Available

LINE ADS

CLOCKS Repaired. All makes and models. Antique clocks restored and refinished. Hands of Time, 000-0000

REPAIRMAN Needed for clock restoration company. Full time, M-F, 10am-6pm. Some electronic knowledge required. Please contact The Hands of Time, 000-0000

BOLD TYPE ADS

Garden Bargains!

Save 15% on Spring Plants and Services through Memorial Day!
• Complete landscaping service
• Shrubs, bushes, annuals
• Stone, mulch, patio pavers
• Equipment rental
Green's Lawncare
000-0000

DISPLAY ADS

DR. CARPENTER
The House Doctor!
For all your home repair needs, from hammering a nail to adding a room.
FOR QUICK LICENSED, INSURED SERVICE, CALL
XXX-XXXX

Example shown
1 column
by 1 1/4"

Terms Of Sale

TERMS: All invoices are due within 10 days after receipt. MasterCard, Visa, Discover, American Express accepted. 2% p/month service charge (\$2 min.) over 30 days. \$35.00 charge for returned check.

ADVERTISER NOTICE: Advertiser must check their ad carefully. Bee Newspapers will not be responsible for errors after the first week's insertion.

EQUAL HOUSING OPPORTUNITY: All real estate advertising in this newspaper is subject to the Federal Fair Housing Act of 1968 which makes it illegal to advertise any preference, limitation or discrimination based on race, color, religion, sex or national origin, or an intention to make any such preference or discrimination. This newspaper will not knowingly accept any advertising for real estate which is in violation of the law. Our readers are hereby informed that all dwellings advertised in this newspaper are available on an equal opportunity basis.

LINE ADS

Open Rate
 4 week contract
 13 week contract
 26 week contract
 52 week contract
 Additional lines

Regular Rate/ Contract Rates

\$25.00 per week, 3 lines
 \$21.50 per week, 3 lines
 \$19.00 per week, 3 lines
 \$17.00 per week, 3 lines
 \$15.00 per week, 3 lines
 \$4.00 per line/per week

Employment/Rentals Financial

\$33.00 per week, 3 lines
 \$30.00 per week, 3 lines
 \$26.00 per week, 3 lines
 \$23.00 per week, 3 lines
 \$20.00 per week, 3 lines
 \$5.00 per line/per week

BOLD TYPE ADS

Open Rate
 4 week contract
 13 week contract
 26 week contract
 52 week contract

Regular Rate/ Contract Rates

\$38.00 per week, per inch
 \$33.00 per week, per inch
 \$30.00 per week, per inch
 \$28.00 per week, per inch
 \$25.00 per week, per inch

Employment/Rentals Financial

\$44.00 per week, per inch
 \$38.00 per week, per inch
 \$36.00 per week, per inch
 \$33.00 per week, per inch
 \$30.00 per week, per inch

DISPLAY ADS

Open Rate
 4 week contract
 13 week contact
 26 week contact
 52 week contact

\$62.00 per week, per inch
 \$55.00 per week, per inch
 \$50.00 per week, per inch
 \$47.00 per week, per inch
 \$43.00 per week, per inch

EMPLOYMENT COLOR DISPLAY ADS

Open Rate
 4 week contract
 13 week contact
 26 week contact
 52 week contact

\$67.00 per week, per inch
 \$63.00 per week, per inch
 \$60.00 per week, per inch
 \$55.00 per week, per inch
 \$50.00 per week, per inch

REAL ESTATE

Line ad
 Bold Ad
 Photo Ad
 Photo Ad

5 lines, approx. 25 words
 1 column inch, max. 40 words
 1 column x3" **FULL COLOR**
 2 column x2" **FULL COLOR**

\$51.00 total for 3 weeks
 \$66.00 total for 3 weeks
 \$165.00 total for 3 weeks
 \$195.00 total for 3 weeks

MERCHANDISE FOR SALE

\$100 - \$499
 \$500 - \$2,499
 \$2,500 - ?

\$21.00 total, ad published 3 weeks
 \$36.00 total, ad published 6 weeks
 \$39.00 total, ad published 6 weeks

NOT-FOR-PROFIT

10% off open rate listed above. Must be pre-paid when ordered.

**FINDS UNDER \$100**

- 15 - Activities and Events
- 20 - Adoption
- 25 - Announcements
- 30 - Exhibits & Shows
- 32 - Foster Families
- 35 - Lost & Found
- 40 - Personal
- 43 - Research Studies/Participants
- 45 - Reunions
- 50 - Wanted

**FINANCIAL**

- 205 - Business Opportunities
- 210 - Services

**KID STUFF**

- 305 - Camps
- 310 - Child Care Provided
- 315 - Child Care Wanted
- 320 - Day Care
- 322 - Entertainment
- 325 - Kid Stuff Miscellaneous
- 330 - Nursery Schools
- 335 - Kid Services

**ANIMALS & PETS**

- 405 - Animals and Pets
- 406 - Animal Services/Boarding

**MERCHANDISE**

- 410 - Antiques
- 420 - Articles for Sale
- 422 - Auctions
- 425 - Bridal
- 427 - Computers
- 430 - Consignment
- 435 - Crafts/Craft Shows
- 440 - Estate Sales
- 442 - Farmers' Market
- 445 - Firewood
- 450 - Flea Market
- 455 - Garage Sales
- 457 - Gift Suggestions
- 460 - Health & Nutrition
- 461 - Home Party Sales
- 470 - Rummage Sale
- 480 - Travel/Tours/Vaca.
- 485 - Wanted to Buy

**REAL ESTATE**

- 502 - Agents
- 503 - Apartment Buildings
- 505 - Auctions
- 507 - Duplexes for Sale
- 510 - Commercial Property
- 512 - Country Property
- 515 - Florida Property
- 520 - Houses For Sale
- 525 - Income Property
- 530 - Land for Sale
- 535 - Miscellaneous
- 540 - Mobile Homes for Sale
- 545 - Open House
- 547 - Out of State
- 549 - RE Maintenance Svcs.
- 550 - Seminars
- 555 - Real Estate Services
- 560 - Townhouse/Condo
- 565 - Vacation Property
- 570 - Real Estate Wanted
- 575 - Zoned Professional

**RENTALS**

- 602 - Renter's Services
- 605 - Apartments
- 607 - Apartments - Smoke Free
- 608 - Campgrounds/Seasonal Sites
- 610 - Commercial
- 612 - Condo/Townhouse
- 613 - Duplexes
- 614 - Garages
- 617 - Florida Rentals
- 620 - Houses
- 625 - Rooms
- 627 - Senior Housing
- 630 - Storage
- 635 - To Share
- 640 - Vacation
- 645 - Wanted

**SERVICES**

- 703 - Appliances
- 704 - Beauty
- 705 - Bridal: Services Photography/Music
- 706 - Carpeting
- 707 - Catering
- 710 - Cleaning Services
- 712 - Computer Services
- 713 - Dental/Medical Plans
- 715 - Drapes & Decorating
- 720 - Entertainment/Parties
- 725 - Furniture Repairs
- 728 - Health & Nutrition
- 730 - Home Decorating
- 732 - Home Health Care/Senior Services

- 735 - Income Tax Preparation
- 740 - Instructions / Tutoring
- 742 - Insurance
- 743 - Legal Services
- 745 - Miscellaneous
- 750 - Moving & Carting
- 752 - Pest Control
- 755 - Photography
- 760 - Sewing
- 765 - Professional Services
- 770 - Snowplowing
- 775 - Swimming Pools
- 776 - Telephone Services
- 777 - Typing/Business Services
- 780 - TV/Video/Satellite
- 785 - Upholstery
- 790 - Window Cleaning

**SERVICES HOME IMPROVEMENT**

- 801 - Basement
- 802 - Blacktop
- 804 - Blueprints & Design
- 806 - Building & Remodeling
- 808 - Building Supplies
- 810 - Cabinetry
- 811 - Caulking
- 812 - Ceramic Tile
- 814 - Chimneys
- 816 - Concrete
- 817 - Contractor Insurance
- 818 - Decks & Patios
- 819 - Demolition
- 820 - Doors & Windows
- 822 - Drainage
- 823 - Duct Cleaning
- 824 - Electrical
- 826 - Excavating
- 828 - Fences
- 830 - Fireplaces
- 832 - Flooring
- 833 - Garage Doors
- 834 - Foundations
- 835 - Gutters
- 836 - Handyman
- 838 - Heating & Cooling
- 840 - Insulation
- 841 - Mailboxes
- 842 - Painting
- 844 - Paperhanging
- 846 - Plastering
- 848 - Plumbing
- 849 - Post Holes
- 850 - Power Washing & Sealing
- 852 - Roofing

**SERVICES LAWN & GARDEN**

- 905 - Landscaping
- 910 - Lawn Mower/Snowblower Service
- 915 - Mulch
- 920 - Stone & Gravel
- 925 - Supplies
- 930 - Topsoil
- 935 - Tree Service

**AUTOMOTIVE**

- 1000 - Autos—Used
- 1001 - New Cars
- 1002 - Auto Auctions
- 1005 - Autos Wanted
- 1010 - Boats
- 1015 - Campers & Trailers
- 1020 - Classic & Antique
- 1025 - Financing
- 1027 - Junkyards
- 1030 - Lease
- 1032 - Limos/Taxis/Carriages
- 1035 - Motorcycles
- 1040 - Recreational
- 1045 - Auto Services
- 1050 - Snowmobiles
- 1055 - Tires, Parts & Accessories
- 1059 - Tractors/Heavy Equipment
- 1060 - Truck & Van

**EMPLOYMENT HELP WANTED**

- 1105 - Help Wanted
- 1110 - Position Wanted
- 1115 - Resume Services
- 1120 - Seminars
- 1125 - Vocational Training
- 1130 - Volunteers

How To Write A Classified Ad

1.) STATE THE ITEM - Start your ad with the merchandise you are selling or the position for which you are hiring. Starting with a key word makes it easier for the reader to locate what it is they are looking for.

2.) GIVE ENOUGH INFORMATION - An ad that is too short may short you of response. Include brand names, colors and other specific information.

3.) STATE THE PRICE - Always include the price of the item you are selling. 52% of classified readers do not respond to ads that do not include a price.

4.) KEEP ABBREVIATIONS TO A MINIMUM - Make the ad easy for readers to understand.

5.) BE HONEST - Don't omit obvious flaws. Readers want to buy from someone they can trust.

6.) MAKE SURE CUSTOMERS CAN REACH YOU - Just a phone number is not enough if you will not be at home to take the call. By adding "after 6 pm" your customer will know exactly when you can be reached.