



# 2024 Media Guide

**Westside News**  
**Greece News**  
**My Hometown Magazine**  
**WN Digital Media**

# All About Community

We are a place where readers feel they belong and can relax and enjoy their local news stories, community events, opinions, photos, sports and feature stories. It is also the place where local businesses choose to advertise their company, a source for local goods and services. We are a voice for our communities. The loyalty of readers and advertisers is the key to our success and the reason *Westside News, Inc.* publications have been your local community newspapers, serving you, since 1953.

Our full color *Greece News* magazine is mailed and distributed throughout Greece reaching another 14,000 homes and businesses each month. *Greece News* is the only publication covering Greece, NY.

*My Hometown Magazine* is distributed throughout Gates, Chili, Ogden, Churchville and Scottsville reaching another 30,000 homes and businesses via print and email each month! Our exciting interactive multimedia digital edition features video interviews, commercials, clickable links to coupons, location maps, email, website and social media links. We're like no other publication in the area!

Our award-winning weekly community news publication *Westside News* is distributed to over 26,000 homes in the western suburbs of Rochester, New York including Bergen, Brockport-Sweden, Chili, Churchville-Riga, Clarendon, Clarkson, Hamlin, Hilton-Parma, Holley, Kendall, Murray, North Chili, North Greece, and Spencerport-Ogden. In 2023 we celebrated our 70<sup>th</sup> Anniversary!





By The  
Numbers

*\*Based on distribution and readership of a min 3 people in the family*

*On Average*  
**Over 400,000**  
**Westside Residents**

*Receive and Read Our Publications Each Month! \**

**Over 59,000 Westside Residents**

*Enjoy Our Interactive Digital Flip-Book Publications  
Each Month!*

*WestsideNewsNY.com Has Been Visited by Over*  
**350,000 Unique Users**

**Viewing Over 520,000 Pages!**

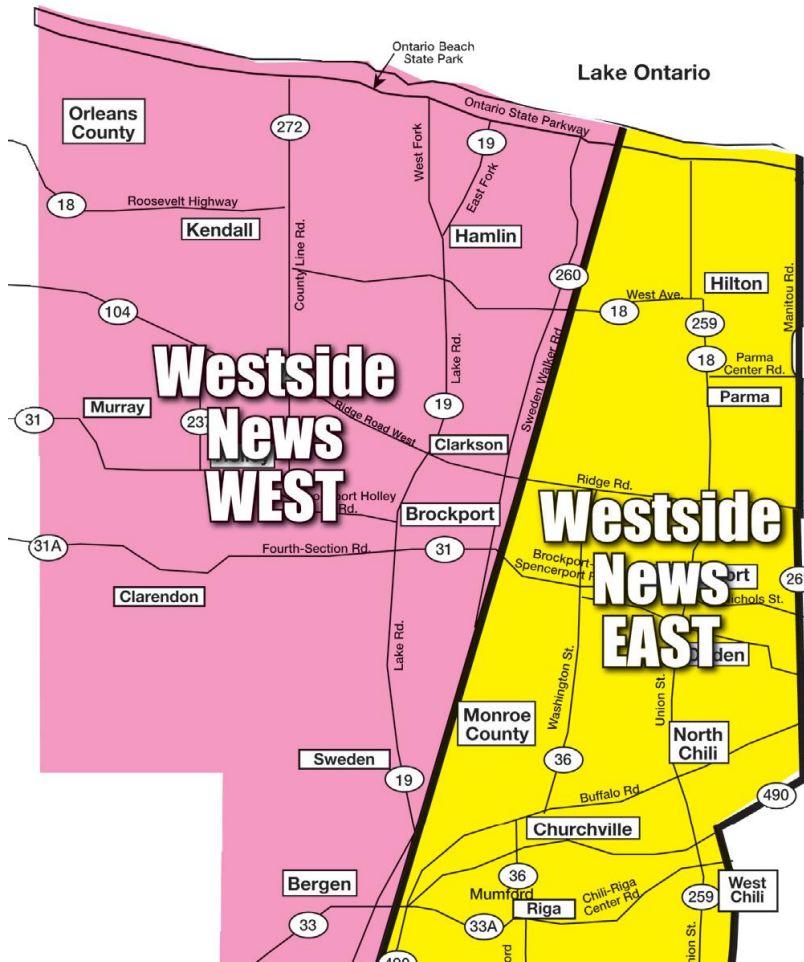
*Our Opt-In Email Distribution Is Over*  
**27,000 Per Month!**

*We Have a Database of Over*  
**1 MILLION!**

*Opt-In Personal and Business Emails in The  
Rochester Region!*

# WESTSIDE NEWS WEEKLY NEWSPAPER

## Distribution Areas



Reach Over  
**26,000 Homes**  
 Each Week!

### West Edition

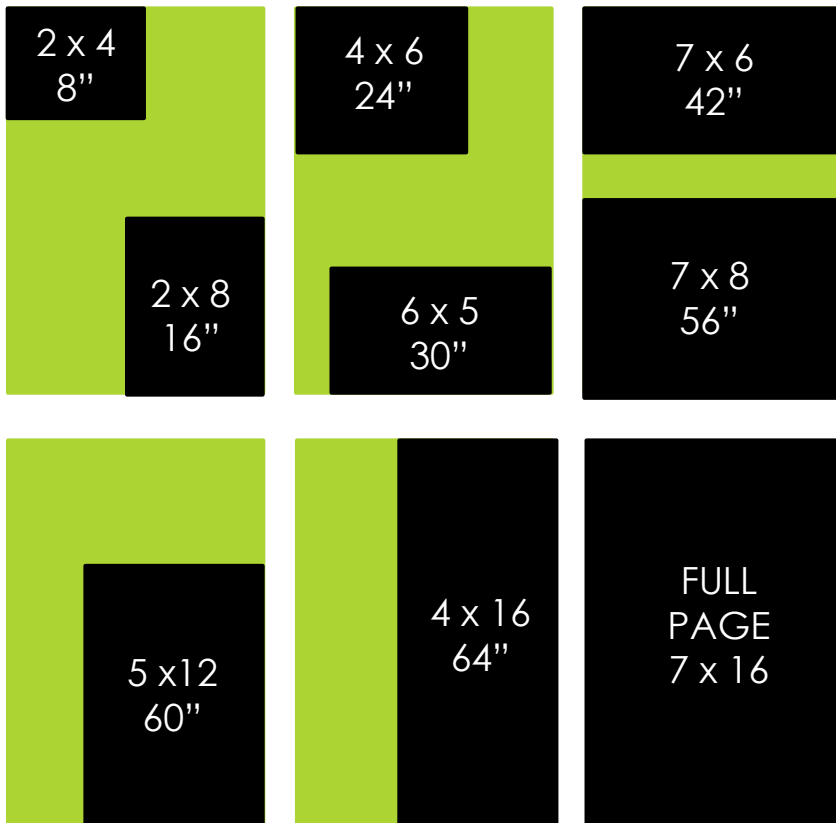
### East Edition

Bergen (14416)	1,025	Churchville (14428)	2,080
Brockport (14420)	5,380	Hilton (14468)	4,780
Hamlin (14464)	2,620	North Chili (14514)	1,500
Holley (14470)	2,400	Rochester (14624)	1,300
Kendall (14476)	875	Spencerport (14559)	4,850
Mailed	34	Mailed	138
<b>Total .....</b>	<b>12,334</b>	<b>Total .....</b>	<b>14,638</b>



# WESTSIDE NEWS WEEKLY NEWSPAPER

## Display Ad Rates & Sizes



### Column Widths

1 Col. = 1.375"    2 Col. = 2.9"  
 3 Col. = 4.4"    4 Col. = 6"  
 5 Col. = 7.5"    6 Col. = 9"  
 7 Col. = 10.625"

### Frequency Discounts

4+ Wks. 10% Off    26 Wks. 25% Off  
 8+ Wks. 15% Off    52 Wks. 30% Off  
 13+ Wks. 20% Off

AD SIZE Col. inches	EAST		WEST		EAST & WEST COMBINED	
	B&W	w/Color	B&W	w/Color	B&W	W/COLOR
4"	81.00	98.00	54.00	72.00	120.00	152.00
6"	120.50	147.00	81.00	108.00	180.00	228.00
8"	162.00	196.00	108.00	144.00	240.00	304.00
9"	182.25	220.50	121.50	162.00	270.00	342.00
10"	202.50	245.00	135.00	180.00	300.00	380.00
12"	242.00	318.00	161.00	216.00	360.00	456.00
14"	283.50	370.00	189.00	252.00	420.00	532.00
15"	303.75	398.00	202.50	270.00	450.00	570.00
16"	324.00	424.00	216.00	288.00	480.00	608.00
18"	364.50	439.00	243.00	324.00	540.00	684.00
20"	405.00	488.00	270.00	360.00	600.00	760.00
21"	425.25	503.00	283.50	378.00	630.00	798.00
24"	432.00	515.00	292.00	386.00	640.00	815.00
27"	486.50	587.50	298.00	402.00	687.00	899.00
28"	504.00	609.00	305.00	416.00	712.00	950.00
30"	540.00	642.00	318.00	420.00	764.00	1018.00
32"	576.00	648.00	340.00	424.00	815.00	1085.00
36"	648.00	715.00	382.00	515.00	916.00	1145.00
40"	720.00	806.00	424.00	530.00	1018.00	1230.00
48"	790.00	916.00	484.00	610.00	1142.00	1299.00
50"	823.00	943.00	504.00	636.00	1166.00	1430.00
54"	887.00	1031.00	544.00	686.00	1260.00	1546.00
56"	920.00	1069.00	564.00	712.00	1306.00	1603.00
64"	1052.00	1152.00	645.00	746.00	1492.00	1758.00
72"	1120.00	1233.00	659.00	760.00	1537.00	1834.00
80"	1240.20	1368.00	715.00	841.00	1696.00	1920.00
112"(Full)	1415.00	1565.00	780.00	932.00	1775.00	1970.00

**Front Page  
Top Banner**

West Ed. = \$239/wk.  
East Ed. = \$339/wk.  
Both = \$539/wk.

**Full Color  
Included On All  
Premium Ad  
Positions!**

**Front Page  
Bottom Banner**  
East & West Eds.  
\$250/wk.

The screenshot shows the front page of Westside News, dated January 8, 2023. At the top, there is a banner for 'TOYS FOR TOTS' with a 'drop off location?' and contact information. Below this is the main masthead for 'Westside News' celebrating its 70th anniversary. The main headline is 'Spirit of the season brings community together at Golisano'. To the left, there are three vertical photo captions: 'New historic marker in Parma', 'SUNY Brockport Athletics donates \$2,500 to BCSD's toy shelf', and 'Sweden honors retiring ZBA Chairperson'. On the right side, there are three large advertisements: 'Salvatore's Old Fashioned Pizzeria' for pizza and football, 'Edward Jones' for financial services, and 'Churchville-Chili Central School District' for a job fair. A green arrow points from the 'Front Page Top Banner' text to the Toys for Tots banner. Another green arrow points from the 'Front Page Bottom Banner' text to the Edward Jones advertisement.

**Outside Wrap Appears  
In Both West &  
East Editions**

**Front Page  
Wrap Ads**  
¼ pg. = \$455  
½ pg. = \$865  
Full Pg. = \$1,529

**Inside Wrap  
Pages**  
¼ pg. = \$439  
½ pg. = \$819  
Full Pg. = \$1,465

**Frequency  
Discounts Apply!**

# Premium Display Ad Positions

Stand Out In The Crowd By Placing Your Ad In Our Most Popular Positions

# Business Display Ads

Showcase Your Special Products & Services  
In Our Classified and Service Mart Sections

## Display Classifieds

(Full Distribution)

**OPEN RATE**

**\$29/col. in**

### Column Sizes:

- 1 Col. = 1.5625"
- 2 Col. = 3.25"
- 3 Col. = 5"
- 4 Col. = 6.75"
- 5 Col. = 8.5"
- 6 Col. = 10.25"

### Discounts:

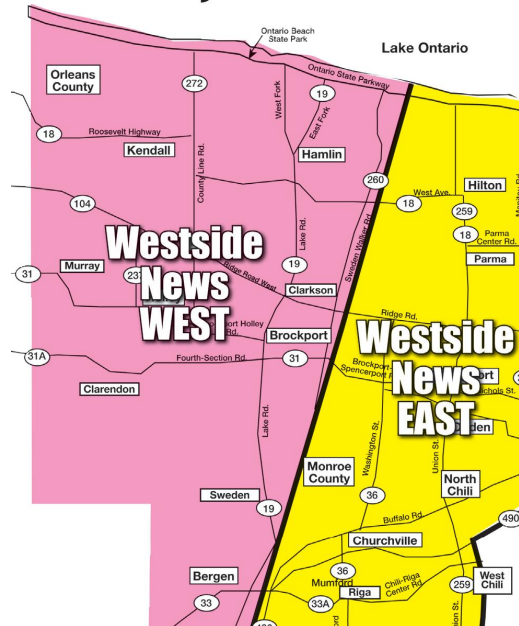
- 4 Wks. 10%
- 8 Wks. 15%
- 13 Wks. 20%
- 26 wks. 25%
- 52 Wks. 30%

**Great For  
Employment  
Ads!**

**JOB POSTING**  
**MOTOR EQUIPMENT OPERATOR**  
**OGDEN HIGHWAY DEPT.**  
The Town of Ogden seeks a full time Motor Equipment Operator. This position is responsible for the safe and efficient operation of special and standard equipment. Starting salary is \$24.30 per hour. Must have 2 years of experience and a valid NYS Class B CDL.  
Applications available from Receptionist at  
**Ogden Community Center**  
 269 Ogden Center Road, Spencerport  
or at [www.ogden.ny.us](http://www.ogden.ny.us) E.O.E.

**HELP WANTED**  
**Dunn's**  
 FURNITURE  
 Delivery Positions Available  
 Packing, Unpacking and Delivery  
 Full-Time & Part-Time Available  
 \$20.00 + tips  
 Please Call 637-3710  
 115 Main Street, Brockport

Reaching Over  
**75,000 Readers**  
On The Westside  
Each Week!



All ads are black & white. Prepayment required

## Improve Your Home

**Chinappi Enterprises**  
Fence & Landscape



**585-469-6334**

Add Greece 6x - \$65/mo.

### Single Block

(2.175" x 1.4")  
 East Ed. \$26/wk.  
 West Ed. \$22/wk.  
 Both Eds. \$40/wk.  
 \*13 wk. min.

**ROOFING & SIDING**  
 by **Lucien Brisson**  
 •Residential Specialist•



Complete Installation & Repair  
 Storm Damage  
 Insurance Claims  
 Tear Off, Reroof

**Lucien Brisson**  
 637-3348 • 943-3497 (cell)  
 3497 Sweden Walker Rd. • Brockport

Add Greece 6x - \$120/mo.

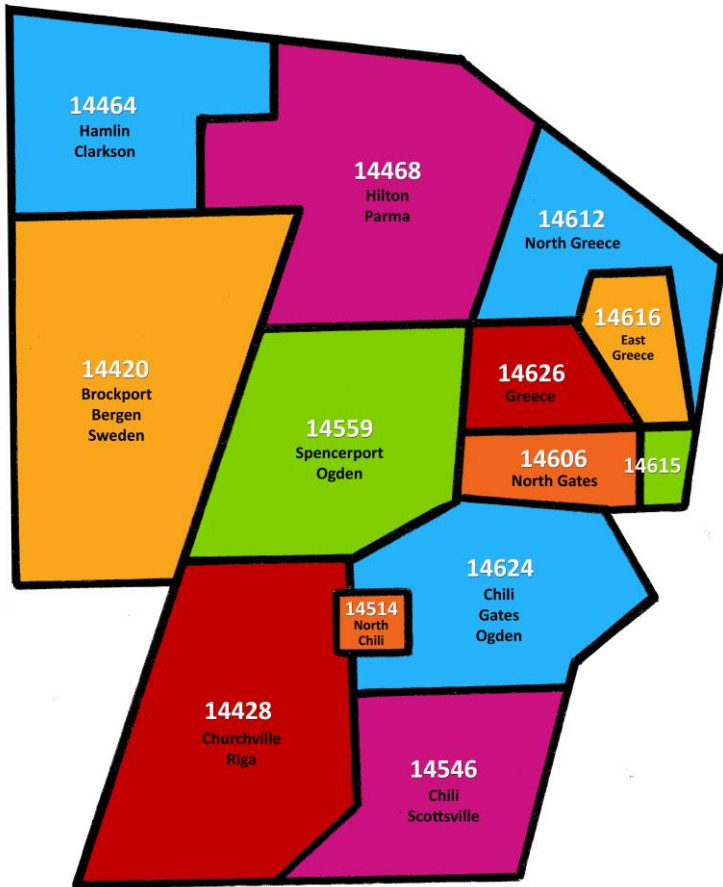
### Double Block

(2.175" x 2.8")  
 East Ed. \$45/wk.  
 West Ed. \$38/wk.  
 Both Eds. \$68/wk.  
 \* 13 wk. min.

### Additional Discounts:

**26 Wks. 15%**  
**52 Wks. 20%**





# Greece News

Total Monthly Distribution

**14,000**

**Zip Codes Covered:**

14612  
14616  
14626  
14468

**Direct Mail +  
Free Store Drops!**

## The Highest Distribution

*No Other News Publication Covers The Town of Greece*

*Like We Do!*



# GREECE NEWS MAGAZINE

## Display Ad Rates & Sizes



*The only community news publication in the Town of Greece!*

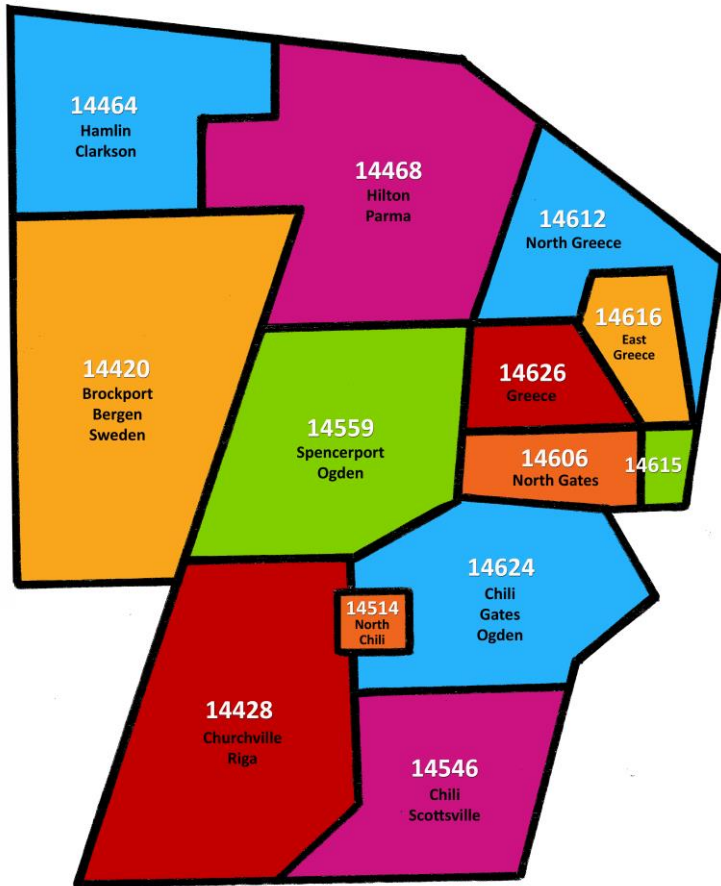
# FREE!

**Business Profile Video  
For All 12 Month Advertisers!**

Size	Open Rate	6x Rate	12x Rate
¼ Page	\$295	\$265	\$219
½ Page	\$489	\$439	\$359
Full Page	\$829	\$745	\$619
Inside Front	\$1,045	\$915	\$789
Back Cover	\$1,195	\$1,079	\$929
Inside Back Cover	<b>Sold Out!</b>		

### Mechanical Specs

¼ Page (V)	3.5" x 4.67"	¼ Page (H)	7.25 x 2.25"
½ Page (H)	7.25" x 4.67"	½ Page (V)	3.5" x 9.625"
¾ Page	7.25" x 7.25"	Full Page	7.25" x 9.625"



# My Hometown Magazine

Total Monthly Distribution

**30,000**

**Zip Codes Covered:**

- 14624
- 14606
- 14514
- 14428
- 14546

*Home Delivery, Email & Store Drops!*

## The Highest Distribution

*No Other News Publication Covers The Gates & Chili Like We Do!*

# MY HOMETOWN MAGAZINE

## Display Ad Rates & Sizes



**We're the ONLY  
interactive multimedia  
publication in the area!**

Size	Open Rate	6X Rate	12X Rate
1/8 Page	\$150	\$135	\$125
1/4 Page	\$195	\$175	\$165
1/2 Page	\$395	\$355	\$335
Full Page	\$495	\$445	\$420
Inside Back	\$595	\$535	\$505
Inside Front	<b>SOLD</b>		
Back Cover	<b>SOLD</b>		

# FREE!

**Business Profile Video  
For All 12 Month Advertisers!**

### Mechanical Specs

1/4 Page (V)	3.5" x 4.67"	1/4 Page (H)	7.25" x 2.25"
1/2 Page (H)	7.25" x 4.67"	1/2 Page (V)	3.5" x 9.625"
3/4 Page	7.25" x 7.25"	Full Page	7.25" x 9.625"

# All Inclusive Print & Deliver Inserts

## Our Beautiful Inserts Are:

- Full Color
- Printed on Glossy White Paper
- 2-Sided ~ 8.5 x 11"
- Custom Design & Layout
- Inserted Within Publications
- Choose by Zip, Town or Full Distribution



### Print & Deliver Rates

10,000+	15¢ ea.	\$1,500*
20,000+	12¢ ea.	\$2,400
30,000+	11¢ ea.	\$3,300
50,000+	10¢ ea.	\$5,000

\* Minimum Print

Copy needed a min. 3 weeks prior to insertion date.

Proof approval needed a min. 2 wks. Prior to insert date.

50% Deposit ~ Balance due prior to insertion date.

**Frequency Discounts Available!**  
 6x = 5%  
 13x = 10%  
 52x = 20%

### Have Your Own Inserts?

#### Single Insertion Rates:

25,001 & Over	\$40/m
20,000 – 25,000	\$44.35/m
15,001 – 20,000	\$49.25/m
10,001 – 15,000	\$54.70/m
5,001 – 10,000	\$67.50/m
3,001 – 5,000	\$67.50
Up To 3,000	\$100/m



★ ONLY SEEING DENTAL EMERGENCIES AT THIS TIME ★  
AVAILABLE 7 DAYS A WEEK TO SERVE YOU DURING THESE CHALLENGING TIMES  
• ACCEPTING MEDICAID libertydentalarts.com 434-2090  
2749 W. Ridge Rd., Rochester next to Ridgeman/Highways

2 days ago  
**Churchville's Mary Hull honored for more than 40 years of 4-H volunteerism**  
On Tuesday, March 10, in recognition of her volunteerism through 4-H, and service to the youth of Monroe County, Churchville...

2 days ago  
**Social Security benefits will be paid on time**

3 days ago  
**How to mail and ship from home**

3 days ago  
**Go Fish**

3 days ago  
**Spencerport CSD named 2020 Top Workplace**

Charlotte appliances | furniture | bedding  
**BUY IT TODAY, TAKE IT TODAY!**  
**OPEN** TO PROVIDE EMERGENCY NEEDS  
MANY WAYS TO SHOP  
• CALL US at 585-663-9050  
• EMAIL US at sales@charlotteappliance.com  
• SHOPPING and LIVE CHAT on our website

KITCHENS by Charlotte  
Brand New  
Virtual Design Consultations  
In the comfort of your own home!  
KITCHENS8COUNTYNY.COM

Header  
Leaderboard  
728 x 90

Size	*Imp./mo.	Per Mo.	12 Mo.
Header	38,000	\$249/mo.	\$199/mo.
Category	38,000	\$199/mo.	\$159/mo.
Sidebar	25,000	\$99/mo.	\$79/mo.

• Approx. impressions per. mo.

Ads will rotate throughout the site when refreshed.

Category  
Leaderboard  
728 x 90

Sidebar  
Banner  
300 x 250

*\*Impressions refer to the number of times a visitor sees a specific element of a page - usually an advertisement. Each time a person loads a page, and the ad pops up, it counts as one impression. \*Impressions are the average delivered monthly and will vary based on monthly visitors and audience. Number of Impressions are not guaranteed.*

# WESTSIDENEWSNY.COM ADVERTISING

Over 350,000+ Unique Visitors And  
Over 520,000+ Page Views In 2023!



# Targeted Email Marketing

Email your weekly newsletter, advertisement, menu, coupons, announce special events and much more!

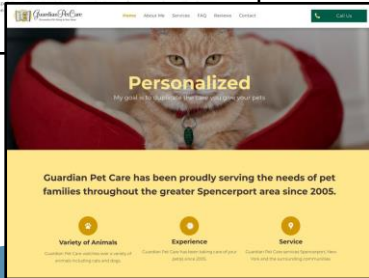
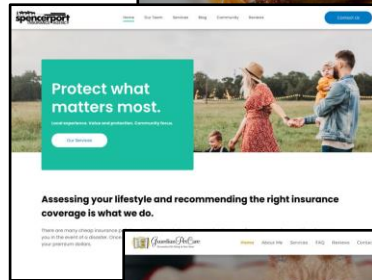
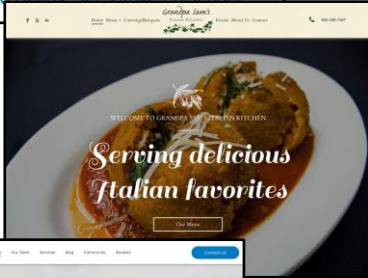
## Choose your audience by:

- Geography ● Zip Code ● Gender ● Age
- Interests ● Intender ● Income
- Occupation ● Ethnicity ● Religion
- Buying Activity ● Shopping Habits
- And More!

Reach your prospective customers with powerful email messaging specifically targeted to your special consumer and/or business audience!

## EMAIL RATES

QUANTITY	CPM	CLIENT COST	EA.
10,000	\$50	\$500	.05
20,000	\$40	\$800	.04
30,000	\$40	\$1,200	.04
40,000	\$40	\$1,600	.04
50,000	\$40	\$2,000	.04
60,000	\$35	\$2,100	0.35
70,000	\$35	\$2,450	0.35
80,000	\$35	\$2,800	0.35
90,000	\$35	\$3,150	0.35
100,000	\$30	\$3,000	0.3



## Our Custom Websites Include:

- Experienced website design and management
- Monthly hosting\*
- Eye-catching page design, layout & easy navigation
- Responsive designs for tablets and smart phones
- Inclusion of interactive widgets and video player
- Content writing assistance
- SEO enhancement with Keyword content
- Library of 1000's of images, photos and graphics
- Incorporation of social media feeds
- Domain search and assistance with purchase
- E-commerce websites\*

## Additional Services Available

- Professional video & audio production
- Targeted email marketing
- TV & Radio advertising
- Digital publications & newsletters
- Social media channel set-up, strategy and community engagement
- Creative content development
- QR Code development

### Approximate Pricing Per Page of Navigation:

Up to 3 pages	\$1,295
4 Page Site	\$1,465
5 Page Site	\$1,625
6 Page Site	\$1,795
7 Page Site	\$1,965
8 Page Site	\$2,125
9 Page Site	\$2,295
10 Page Site	\$2,455
<i>Ea. Additional Page</i>	\$150

# Website Design & Maintenance

We'll help you design a beautiful, high-quality professional website to promote your business, showcase your work, or open your online store!

[Click Here For A Quote!](#)



# Multimedia ePublications

*WN digital can custom design or turn your existing brochure or publication into an exciting interactive digital showpiece!*

## Features

- Stunning 3D Digital Flip-book technology
- Viewable on any screen or device; desktop, laptop, tablet, & smart phones
- Professional custom design and layout with full Color Photos & Graphics
- Contains click-able links to your website, email, and social media pages
- Captivate your viewers with audio, video, and commercials
- Clip & Share content via email, text and/or social media
- Built-in email features and contact forms
- Free QR Code with links to your content
- Your own online newsstand featuring all your publications
- Basic & Google Analytics
- Your publication can be distributed through your website, email and/or social media pages.



## Our Digital Products

- eBrochures
- eMagazines
- eNewsletters
- eMenus
- eCatalogs
- eEvent Programs
- Sales Collateral
- Wedding Invitations
- Line Cards
- Product Information
- Yearbooks
- Membership Directories
- Sports Programs

## Perfect For

Retailers  
Home Improvement  
Car Dealers  
Sports Organizations  
Health & Wellness

Realtors/Real Estate  
Heating & Cooling  
Travel & Tourism  
Healthcare Services  
Manufacturers

Community Organizations  
Schools & Colleges  
Event Promoters  
Financial Services  
Trade Show Collateral

**Click Images  
For Samples!** →







*For Additional Information Please Contact*

*Our Office at*

**585-352-3411**

**[info@westsidenewsny.com](mailto:info@westsidenewsny.com)**