



Psst...have you heard the buzz?

Have you heard about...

...the new downtown steakhouse everyone is talking about?

...Empire City's new hockey arena?

...great housing deals in the city?

**There's only one place to go for news
and information about downtown Empire City...**

THE DOWNTOWN BUZZ



More power for your advertising dollars

The Downtown Buzz is the only weekly newspaper exclusively devoted to downtown Empire City. With a circulation of 15,000 and a readership of more than 30,000, the Buzz offers the best way to reach Empire City's burgeoning professional community. Buzz readers represent the most upwardly mobile demographics in the city. They're mid-career professionals who work hard for their money and enjoy spending it. They come from households that typically:

- o Own a home
- o Own more than one automobile
- o Eat out at least twice per week
- o Own personal computers

With drop-off points at all of downtown's busiest pockets, the Buzz reaches more than 30,000 readers each week.¹

Demographics

Gender

Male	45%
Female	55%

Marital Status

Married	61%
Widowed/Divorced/Separated	15%
Single	24%

Age

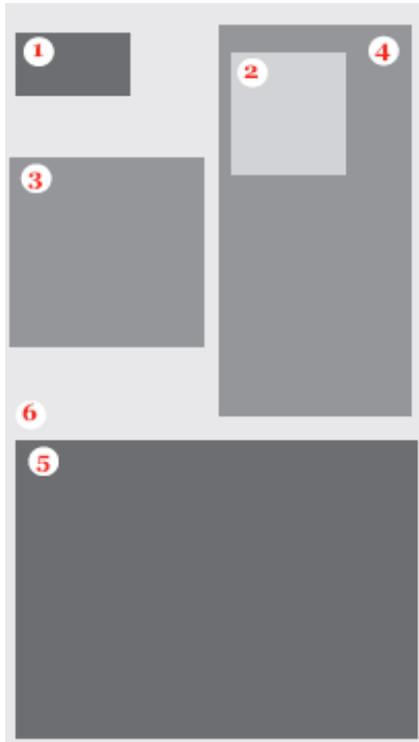
18 to 24	7%
25 to 34	20%
35 to 44	29%
45 to 54	26%
55 plus	18%

Household Income

\$25,000 - \$49,999	36%
\$50,000 - \$74,999	22%
\$75,000 - \$99,999	18%
\$100,000+	18%

Median	\$58,793
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¹ Readership numbers based on four-week cumulative total; 2003 Media Audit study.



Advertising Rates

Ad Size	Ad Cost Open rate [\$10 pci*]	Ad Cost 4 wk contract	Ad Cost 10 wk contract	Ad Cost 26 wk contract
1 Business Card 4 column/inches (2 column X 2 in)	\$40.00	\$36.00	\$32.40	\$31.60
2 1/16 Page 8 column/inches (2 columns X 4 in)	\$80.00	\$70.00	\$63.20	\$58.40
3 1/8 Page 15 column/inches (3 columns X 5 in)	\$150.00	\$130.00	\$109.50	\$103.50
4 1/4 Page 31.5 column/inches (3 columns X 10.5 in)	\$315.00	\$275.00	\$217.35	\$192.15
5 1/2 Page 63 column/inches (6 columns X 10.5 in)	\$630.00	\$565.00	\$384.30	\$365.40
6 Full Page 126 column/inches (6 columns X 21 in)	\$1,260.00	\$1,000.00	\$730.80	\$680.40

*Per column inch