

Rochester's Newest Business Publication



... is the best advertising investment in town!

CONNECTING ROCHESTER magazine can help you get the greatest return on every ad dollar by efficiently targeting the most influential audience in town.

- **Strengthen Brand Awareness**
- **Increase Word of Mouth**
- **Drive Web Traffic and Search**

Independently published by



P.O Box 67129, Rochester, NY 14617

Magazine Publishing & Advertising
Writing & Content Development
Website Solutions & Design
www.ConnectingRochester.com

Writing & Content Development

The writing and content development services team at Spiritus Media Group is committed to providing businesses and organizations with clear, effective content for both printed and web-based formats.

We harness the talents of a wide network of experienced writers, photographers and videographers to assist your company with the development of professional content that places you in a position to successfully compete in today's ever-changing business environment.

We specialize in developing company brochures, web copy and video, press releases, marketing collateral, training materials, employee handbooks, company proposals, policy manuals, and other business documents.

As your content development experts, we work diligently with you to get your projects successfully completed on time and within budget, and we guarantee satisfaction. You can outsource your projects to us and be confident that your materials are well written and professional. We guarantee it.

Website Solutions & Design

Our solutions offer you powerful websites that support next generation web technologies to create an interactive online experience.

Our goal is to create a solution that improves your business by:

- * Reducing your process time
- * Marketing your products and services
- * Enhancing your relationship with your customers

SiteBrandBuilder is:

- Easy to Use - No technical knowledge required.
- Easy to Afford - No added cost to keep your content fresh.
- Easy to Manage - No software to download, no hardware, no programming
- Easy to Implement - You'll be up and running in days!

Contact us today to get started!

585.732.7644

The People

After receiving a journalism degree at Penn State University, **KAREN BOUGHTON SIEGELMAN** worked as the public relations director at a number of educational institutions before becoming a reporter for Messenger Post Newspapers and a writer at the Democrat & Chronicle.



Editor

Now in addition to joining the staff of CONNECTING ROCHESTER as Editor, she is the project manager for Spiritus Media Group's writing and content development services team.

Email: Karen@ConnectingRochester.com



Director of Sales

CONNIE CONTESTABLE followed up a successful 10 year management career in the banking industry by putting her talents to work helping business owners with their marketing needs.

As an advertising account executive with Messenger Post Newspapers, Connie displayed a tremendous natural ability for helping her clients find creative solutions.

As Director of Sales for CONNECTING ROCHESTER, Connie will be responsible for building a marketing and sales team dedicated to serving the needs of area businesses.

Email: Connie@ConnectingRochester.com

After nearly a decade in the newspaper business, **JERRY GRUNDMAN** formed Spiritus Media Group Inc. to help people and businesses connect, collaborate and grow. As the Publisher of CONNECTING ROCHESTER, he seeks to provide business owners with a valuable, affordable and effective marketing tool to help them succeed in any economy.



Publisher

As President of Spiritus Media group, Jerry intends to seek out unique partnership opportunities in the Greater Rochester area and promote a collaborative approach to business.

Email: Jerry@ConnectingRochester.com

Advertising Rates

Ad Size	Open Rate	Member* 20% off	3x 30% off	6x 40% off	10x 50% off
Full page	\$1200	\$960	\$840	\$720	\$600
1/2 page	\$750	\$600	\$525	\$450	\$375
1/3 page	\$550	\$440	\$385	\$330	\$275
1/4 page	\$450	\$360	\$315	\$270	\$225
1/6 page	\$350	\$280	\$245	\$210	\$175
1/8 page	\$250	\$200	\$175	\$150	\$125

*Members of participating chambers of commerce and other business groups automatically receive 20% off the Open Rate

Discount Programs

All Rates are Net and include Process Color
Black & White ads 10% Discount

2010 Publishing Schedule

Issue	Deadline	Distributed
Feb	01/15/10	01/29/10
Mar	02/12/10	02/26/10
Apr	03/12/10	03/26/10
May	04/16/10	04/30/10
Jun	05/14/10	05/28/10
Jul/Aug	06/18/10	07/02/10
Sep	08/13/10	08/27/10
Oct	09/17/10	10/01/10
Nov	10/15/10	10/29/10
Dec/Jan	11/19/10	12/03/10

All deadline and distribution dates are subject to change.
Contact us for more details.

Ad Specs & Dimensions

	WIDTH"	X	HEIGHT"
Full page	7.500	x	10
1/2 page (h)	7.500	x	4.75
1/2 page (v)	3.625	x	10
1/3 page (h)	7.500	x	3.25
1/3 page (v)	3.625	x	6.50
1/4 page (v)	3.625	x	4.75
1/4 page (h)	7.500	x	2.25
1/6 page (h)	3.625	x	3.25
1/8 page (v)	3.625	x	2.25

We accept: InDesign and Photoshop files, TIFF, PDF, and JPEG formats. We DO NOT accept: Pagemaker or Publisher. All color work must be CMYK. Images must be 300 dpi at the final size. Be sure to provide all support files, fonts and images.

Email: Design@ConnectingRochester.com

The Magazine

CONNECTING ROCHESTER is an exciting new magazine dedicated to highlighting the many innovative and successful business practices of local entrepreneurs in Monroe County, including the many dedicated members of our local chambers of commerce.

DELIVERED by mail to chamber of commerce members and other business owners in the Greater Rochester area 10 times each year, our publication always features a chamber of commerce information directory and a listing of locations that offer free wifi.

We also bring you a variety of local columnists who will challenge your thinking and help you discover new ways to prosper in any economy.

The Audience

Our readers have a disproportionate degree of influence on others and they can be extremely effective communications channels. They are a very desirable audience for your advertising message and capable of increasing your level of brand awareness in the community.

The audience of the magazine generally has a greater than average reach or impact through word of mouth in our marketplace. As a result, your advertising message is placed before the community builders and leaders driving economies throughout our area.

This is the audience that can grow and increase your "word of mouth" marketing efforts, and help you make efficient use of your advertising dollars.

COVERAGE AREA: Irondequoit, Greece, Hilton, Parma, Brockport, Churchville, Riga, Spencerport, Ogden, Gates, Chili, Henrietta, Rush, Rochester, Brighton, Pittsford, Honeoye Falls, Mendon, Victor, Perinton, Fairport, Penfield, Webster and Ontario.