

FEATURE PUBLICATIONS



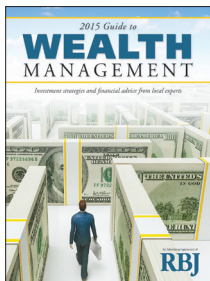
The *Athena Award* recognizes outstanding area businesswomen. The supplement serves as the official annual Athena Award luncheon program and has become an important resource for local decision-makers in identifying women for leadership positions.



The *Charitable Events Calendar* is a magazine-style supplement with an exclusive and comprehensive listing of over 400 area fundraising events taking place throughout the year. It is an opportunity for Rochester's cultural and human service non-profits to showcase their fundraising events in an easy-to-use reference. This publication will be referred to throughout the year by the business and professional communities as well as by non-profit organizations.



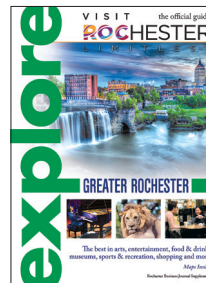
Meet, Stay & Play is the ultimate guide to selecting meeting, convention and hospitality facilities across the Albany, Syracuse, Rochester and Buffalo metropolitan regions. The supplement will be inserted in business journals in all four markets, providing your advertising message with regional exposure and readership exceeding 250,000.



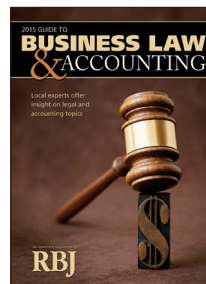
Rochester Business Journal readers are investors who continually look for input when making their investment decisions. With our *Guide to Wealth Management*, you have the opportunity to provide RBJ readers with the expertise they need to steer their investments in the right direction.



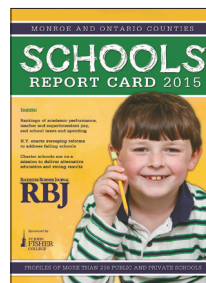
The *Health Care Achievement Awards and Spring Health Care Services Directory* puts critical health care services information in the hands of the area's decision-makers and health care consumers. This information-packed resource provides comprehensive listings of employee benefits consultants, wellness centers, hospitals and more. It also serves as the program for April's *Health Care Achievement Awards* luncheon and features profiles of the honorees.



The Rochester Business Journal and VisitRochester together publish *Explore Greater Rochester*, the area's official visitors' guide. The supplement is filled with information and colorful photos highlighting the region's retailers, arts and culture, food and wine, nightlife, sports and recreation, special events and more. Distributed to all RBJ subscribers, the guide also is seen in more than 4,500 hotel guest rooms throughout the region with another 150,000 copies distributed throughout New York State.



Guide to Business Law and Accounting gives our advertising partners the opportunity to provide RBJ readers with the expertise they need to steer their businesses in the right direction. Be the expert by writing a brief article on the topic of your choice, and provide valuable information in a resource publication readers refer to frequently.

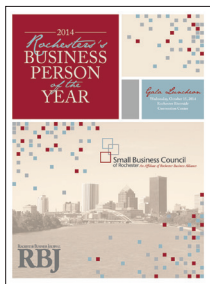


As parents and as employers, Rochester Business Journal readers are keenly interested in the quality of local education. The *RBJ Schools Report Card* is a special supplement that offers an in-depth evaluation of public and private schools in Monroe and Ontario counties. Using rating formulas designed to measure and compare academic performance among the schools, this exclusive guide is invaluable for families and businesses concerned with educational quality and for those who are planning to move to the Rochester region.

FEATURE PUBLICATIONS



RBJ 75: The Region's Top Employers is the definitive resource focused on companies that employ the largest number of people in the Rochester region. The top companies in the region that create and retain jobs here in Greater Rochester are ranked in a single list, drawing from publicly traded companies, privately held enterprises and non-profit organizations.



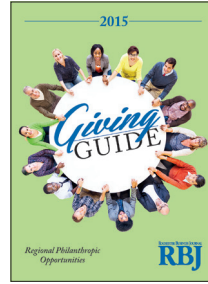
The *SBC Business Person of the Year* recognizes the Small Business Council's nominees for this prestigious award. Individuals are recognized for their outstanding leadership and community involvement. Align your business with Rochester's entrepreneurial companies by advertising in this official luncheon program.



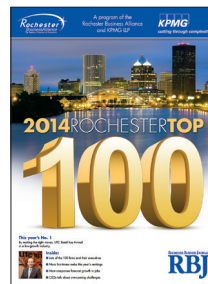
The *Rochester Business Hall of Fame* recognizes achievement and entrepreneurial spirit. Honorees are recognized at a dinner sponsored by the Rochester Business Journal and Junior Achievement as well as in an exhibit hosted by the Rochester Museum & Science Center. Congratulate this year's honorees in this official dinner program.



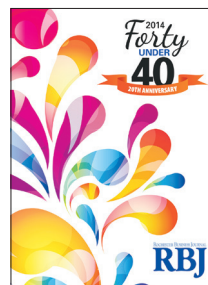
As the population continues to age, the demand for senior services is on the rise. RBJ's *Senior Living and Long-Term Care* supplement provides resources for seniors and covers issues ranging from self-sufficiency and health to recreation and lifelong learning. This special supplement lists key non-profit resources for seniors, and the Long-Term Care Directory contains comprehensive resource listings of adult day care providers, assisted-living facilities, enriched-living facilities, home health care providers, hospice providers and more.



The *Giving Guide* provides non-profits with a great opportunity to tap into the region's leaders willing to donate their time, treasures and talent. Non-profits play a huge role in the quality of life within the region, and this publication showcases their missions, governance, program initiatives and funding opportunities.



In recognition of Rochester's innovative and entrepreneurial spirit, the Rochester Business Alliance and KPMG LLP present the *Rochester Top 100*, recognizing the fastest-growing privately owned companies in the Greater Rochester region. Our annual special publication honors the companies with a full-color glossy supplement distributed to all RBJ subscribers and overprinted for nearly 2,000 attendees at the *Rochester Top 100* luncheon.



Forty Under 40 features profiles of 40 up-and-coming local business professionals under the age of 40. Nominated by the community and selected by a committee of business leaders, these individuals have demonstrated professional accomplishment and significant community involvement. This exclusive publication serves as the official program at the annual luncheon, hosted by the Rochester Business Journal, to honor these special individuals.



The Book of Lists is an annual compilation of lists published each week in the newspaper, plus other demographic information. Referred to throughout the year, the book is a reference tool for individual businesses and libraries. It is the best business-to-business advertising opportunity of the year.

2015	SPECIAL REPORTS / FEATURE PUBLICATIONS	THE LISTS	AD SPACE DEADLINE
Jan. 2	Health Care: Affordable Care Act Update	Fine-Dining Restaurants	Dec. 23
Jan. 9	Legal and Accounting Services	Engineering Firms	Dec. 30
Jan. 9	Charitable Events Calendar		Dec. 6
Jan. 16	Senior Living	Web Design Firms / Internet Service Providers (1/2 list)	Jan. 8
Jan. 16	Athena Awards	Woman-Owned Businesses	Dec. 27
Jan. 23	Downtown Development	Commercial Insurance Firms	Jan. 15
Jan. 30	Education / Workforce Development	Real Estate Developers	Jan. 22
Feb. 6	Health Care: Men's Health	Home Mortgage Lenders	Jan. 29
Feb. 13	Banking and Finance Quarterly	Residential Real Estate Firms	Feb. 5
Feb. 20	Human Resources and Employee Benefits	Office Furniture and Equipment Dealers	Feb. 12
Feb. 27	Technology and Innovation	Commercial Printers	Feb. 19
Feb. 27	Meet, Stay, Play		Jan. 23
March 6	Commercial Lending	Private Schools / IP Law Firms (3/4 list)	Feb. 26
	In-Paper Section: Best of the Web		Feb. 26
March 13	Commercial Real Estate and Design	Workforce Training Programs (3/4 list)	Mar. 5
March 13	Guide to Wealth Management		Jan. 30
March 20	Small Business Growth Strategies	Banquet and Meeting Facilities	Mar. 12
March 20	Health Care Services Directory and Awards	Physician Group Practices / Hospitals (1/2 list)	Feb. 27
March 27	Education: Graduate Degree Programs	Computer Companies	Mar. 19
April 3	Women's Health Care	Downtown Rental Properties / Apartment Complexes	Mar. 16
April 10	Tech and Telecom	COMIDA-Assisted Projects / REDCO-Assisted Projects	Apr. 2
	In-Paper Section: Rochester Engineering Society Awards		Apr. 2
April 17	Real Estate and Construction: Green Building	Graduate Degree Programs	Apr. 9
April 17	Explore Greater Rochester		Jan. 30
April 24	Financial Planning / Investing	Homebuilders / Employee Benefit Administrators	Apr. 16
May 1	Legal and Accounting Services	Electrical Contractors	Apr. 23
May 8	Retirement Living	Money Managers / IT Support Firms (3/4 list)	Apr. 30
May 15	Construction and Engineering	Marketing Communications Firms	May 7
	In-Paper Section: Financial Executive of the Year Awards		
May 22	Banking and Finance Quarterly	Physical Therapy and Sports Rehab Practices	May 14
May 29	Hospitality and Tourism	MBA Programs (3/4 list)	May 21
June 5	Human Resources and Employee Benefits	Townhouse Rental Properties	May 28
	Guide to Business Law & Accounting		Apr. 17
	In-Paper Section: Wealth of Health		May 28
June 12	Litigation	Cultural Attractions	June 4
June 12	RB J 75	Rochester's Top Employers	May 22
June 19	Health Care: Cancer Care	Architectural Firms	June 11
June 26	Financial Planning / Investing	Hotels and Motels	June 18
July 3	Best Places to Work	Auto Dealers	June 25
July 10	Small Business: Growth Strategies	Food and Beverage Manufacturers	July 2
July 10	Schools Report Card	School Taxes	July 19
July 17	Senior Living and Elder Care	Software Developers	July 9
July 24	Banking and Finance Quarterly	Employee Placement Firms	July 16
July 31	Commercial Construction and Safety	Law Firms, Parts 1 and 2	July 23
Aug. 7	Education: College and University Update	Property Management Firms / Telecommunications Providers	July 30
Aug. 14	Health Care: Heart Care	Retirement Communities / Urgent Care Centers	Aug. 6
Aug. 21	Fall Arts and Entertainment	Manufacturers, Parts 1 and 2	Aug. 13
Aug. 28	Human Resources and Employee Benefits	Highest-Paid Public Company Executives, Parts 1 and 2	Aug. 20
Sept. 4	Tech and Telecom	Wineries / Credit Unions	Aug. 27
Sept. 11	Construction and Design	Highest-Paid Public School Officials, Parts 1 and 2	Sept. 3
	In-Paper Section: Business Ethics		Sept. 3
Sept. 18	Legal and Accounting Services	Private Companies, Parts 1 and 2	Sept. 10
Sept. 25	Private Schools	Class A Office Parks / Public Companies	Sept. 17
Sept. 25	Rochester Business Hall of Fame		Sept. 4
Oct. 2	Green Business: Energy	Brokerage Firms / Energy Suppliers (1/2 list)	Sept. 24
Oct. 9	Health Care: Technology and Research	CPA Firms / SBA Lenders	Oct. 1
	In-Paper Section: Best Lawyers		Oct. 1
Oct. 9	SBC Business Person of the Year		Sept. 4
Oct. 16	Wealth Management	Telecommunications Equipment Providers	Oct. 8
Oct. 16	Greater Rochester Awards		Oct. 8
Oct. 16	Senior Living and Long-Term Care Directory	Skilled Nursing Providers / Assistive Living Facilities / Ind. Living Communities	Sept. 18
Oct. 23	Human Resources and Training	Banks / Commercial Builders	Oct. 15
Oct. 23	The Giving Guide		Oct. 2
Oct. 30	Philanthropy	Environmental Services Providers / Exporters	Oct. 22
Oct. 30	Rochester Top 100		Sept. 11
Nov. 6	Education: Health Care	Highest-Paid Elected Officials	Oct. 29
Nov. 13	Banking and Finance Quarterly	Veteran-Owned Businesses	Nov. 5
Nov. 13	Forty Under 40		
Nov. 20	Commercial Construction and Design	Colleges and Universities	Nov. 12
Nov. 27	Guide to Taxes and Financial Planning	Optics and Imaging Firms	Nov. 19
Dec. 4	Executive Education	Ontario County Employers	Nov. 25
Dec. 11	Corporate Law	Home Health Care Agencies	Dec. 3
Dec. 18	Real Estate and Construction: Growth Report	Non-Profits, Parts 1 and 2	Dec. 10
	In-Paper Section: Forecast: 2016		Dec. 10
Dec. 28	The Lists		Oct. 30