

Classified Advertising Rates

Commercial Line Rates (Non-contract)

Rates per line:	1-2 times	3-6 times	7 times+
3-4 lines	\$ 4.73	\$3.72.....	\$3.36
5-8 lines	\$4.55.....	\$3.36.....	\$2.90
9-13 lines	\$4.22.....	\$3.36.....	\$2.90
14-2940.....	\$4.06.....	\$3.36.....	\$2.90

All Sunday ads will be surcharged \$.15 per line. 3 line minimum charge. Line charges for insertions within a 7 day period without change of copy. Each line rate includes additional \$0.68 line charge for one weekly insertion in Food, Fun & Fitness which is distributed to over 58,000 non - Ann Arbor News subscribers in Washtenaw county. Help Wanted, and Private Party Ypsilanti Community News \$1.00 per inch.

Short Term Frequency Contract Rates

Rates per line:	1-2 times	3-6 times	7 times+
3-13 lines	\$2.46.....	\$1.90.....	\$1.60
14-139 lines	\$2.22.....	\$1.78.....	\$1.50
140-615 lines	\$2.08.....	\$1.63.....	\$1.42
616-1,469 lines	\$1.94	\$1.56.....	\$1.29
1,470-2,939 lines	\$1.66.....	\$1.43.....	\$1.22
2,940+ lines.....	\$1.56.....	\$1.25.....	\$1.14

3 lines per day minimum for 13 to 51 weeks. Line rates for insertion within a 7 day period (Sun-Sat) without copy changes. Ads do not have to run consecutive days.

Long Term Frequency Contract Rates

Rates per line:	1-2 times	3-6 times	7 times+
3-13 lines	\$2.28.....	\$1.75.....	\$1.47
14-139 lines	\$2.01.....	\$1.62.....	\$1.33
140-615 lines	\$1.90.....	\$1.47.....	\$1.23
616-1,469 lines	\$1.66.....	\$1.37.....	\$1.12
1,470-2,939 lines	\$1.39.....	\$1.18.....	\$1.03
2,940+ lines.....	\$1.26.....	\$1.04.....	\$0.94

3 lines per day minimum for one year. Line rates for insertions within a 7 day period (Sun-Sat) without copy changes. Ads do not have to run consecutive days. Classified revenue contracts available. Automotive, Real Estate modular size frequency packages available. See your account representative for details.

30x Contract in column liner ad

Ad must run 30 consecutive days or billing will revert to commercial line rates. Includes 4 weeks in LCN and 4 weeks in FFF.
 4 lines - 294 linerate per line \$1.47

30x Display Ads

3 inch (42 line minimum). Total cost \$1,110.00. Ad copy may be changed once per week includes 4 weeks in LCN and 4 weeks in FFF.

Annual Bulk

1,000 lines over 12 month period for real estate, automotive or merchandise accounts. Contracts are self-renewing.

Rates per line:	1-2 times	3-6 times	7 times+
3-139	\$2.70.....	\$2.10.....	\$1.84
140+.....	\$2.29.....	\$1.84.....	\$1.62

Directory Rates

Home Services & Automotive. 3 line minimum. For \$152.00 monthly, includes 30 consecutive days of: The Ann Arbor News; inserts 4 each in Food, Fun, & Fitness (EMC), TV WEEK and Livingston Community News. Each additional line \$50.00 monthly. Ads cancelled early will revert to commercial line rate price.

Special Notices.....	\$1.27 per line
Auction.....	\$2.20 per line

Guaranteed Position - Additional Charges

Monday - Saturday Classified front page, 10 col. x 3", includes color. (contract only).....	\$500.00
Sunday Classified front page.....	\$100.00
Sunday Classified opposite real estate map.....	\$75.00
Builder Front Page.....	\$100.00

Recruitment Rates

Rates per line:	1 time*	2-6 times	7 times
Open (3-3,080)	\$7.00	\$3.50	\$8.50
500 line/\$2,000	\$5.26	\$2.63	\$6.76
1000 line/\$4,000	\$5.06	\$2.53	\$6.56
2500 line/\$7,500	\$4.66	\$2.33	\$6.16

Rates are gross. Recognized advertising agencies receive 15% commission. Line rates for insertions within a 7 day period without copy change. Open rate includes Business Review (Washtenaw/Livingston), Livingston Community News and Food, Fun & Fitness Weekly.

*1 time contract rate includes weekly Food, Fun & Fitness publication and Livingston Community News. 7 time packages are for 7 consecutive days in The Ann Arbor News and include weekly Food, Fun & Fitness and Livingston Community News plus an mlive.com online job posting. Contracts are self-renewing. All display ads are eligible for a \$2.10 per line flat rate pickup within 14 days of original insertion. Combination online recruitment packages on mlive.com starting at \$40.

Real Estate Agents

Licensed Real Estate Agents only. Classifications 1005 to 1115. 3-140 lines: \$2.68 per line per day.

Saturday Discounts

Pick-up Discount 40%. Ad must run 6 days before or after selected Saturday, no changes.

Display Ad Pickup Discounts

Classified display ads, 42 lines (3 inches) or larger, published in the Sunday paper, may be picked up with no copy changes for Monday through Saturday at a 40% discount from the applicable rate.

Package Values

- Automotive
 - Real Estate
 - Recruitment
- Contact your sales rep for details

Revenue Agreements

Annual revenue agreements valid for all Ann Arbor News products including Classified, R.O.P., inserts, direct mail and online available for high volume advertisers. Please ask your sales representative for details.

