

RETAIL ADVERTISING RATES

BULK CONTRACT FOR YEARLY RATES

INCHES	DAILY	SUNDAY
Open Rate	\$35.09	\$46.58
100" or \$2,500	\$26.33	\$33.83
150"	\$26.11	\$33.59
250" or \$5,000	\$25.78	\$33.27
500" or \$7,500	\$25.51	\$33.00
750"	\$25.45	\$32.94
1,000" or \$15,000	\$25.30	\$32.79
1,375"	\$25.11	\$32.60
2,500" or \$25,000	\$24.76	\$32.24
3,750"	\$23.90	\$30.88
5,000"	\$23.06	\$29.70
7,500"	\$22.81	\$29.45
8,500"	\$22.17	\$28.56
10,000" or \$50,000	\$21.98	\$28.37
12,500"	\$21.91	\$28.31
15,000" or \$75,000	\$21.31	\$27.66
30,000"	\$20.70	\$27.01
40,000"	\$20.54	\$26.85
50,000" or \$100,000	\$20.49	\$26.77
60,000"	\$20.41	\$26.71
70,000"	\$20.34	\$26.65
80,000"	\$20.27	\$26.58
100,000" or \$200,000	\$20.12	\$26.42
110,000"	\$20.07	\$26.38
150,000" or \$300,000	\$19.88	\$26.18

Per Column Inch - 6 col format. Monday includes Metro Market Coverage, 10,000 extra newspapers delivered to selected non-subscribers in Ann Arbor area apartment complexes. Contracts are for one year. Thanksgiving Day - Sunday ROP rates & preprint distribution numbers apply.

MEGA AD

Sunday or daily Ann Arbor News, Livingston Community News, Ypsilanti Community News/ Food Fun & Fitness

Contract accounts	\$35.99 per inch
Non Contract accounts	\$41.70 per inch

GUARANTEED POSITIONS

Additional Charges

Page A2:..... \$125

3 col x 9" to 3 col x 10 1/2"

Opposite Forum: \$125

3 col x 10 1/2" or 3 col x 21", Monday thru Friday, Section A

Weather Page: \$125

3 col x 7" or 6 col x 7" Sat. & Sun. 6 col x 3" Daily

Sunday Market Page Island Position: \$125

3 col x 10 1/2"

Sports Football Double Truck:..... Strip Ad \$125

Position guaranteed to a specific section (if available)
at a 10% premium.

3 col. x 1 1/2" Ad Stand By: \$75.00 flat charge

3 col. x 1 1/2" Guaranteed \$125.00

color may be purchased if available.

COLOR RATES

Charges in addition to black & white rates. All colors generated from process color. Standard or tabloid page size

Black plus one color 1" to 18"
(418 classified lines)

Full color 1" to 18"
(418 classified lines).....\$140.00

Black plus one color 19" to 31.5"
(419 to 735 classified lines).....\$185.00

Full color 19" to 31.5"
(419 to 735 classified lines).....\$275.00

Black plus one color 32" +\$565.00

Full color 32" +\$740.00

Double truck/2 facing pages full color
(counts as 1 order)..... \$800.00

- Second color order in same issue earns a 50% discount off of applicable rate card color rates.
- Third color order in same issue earns 50% discount off all applicable rate card color rates.
- Based on availability.

COLOR SPECIALS

- Thursday Spotlight and Saturday At Home or Community Life and Sunday TV Week (4" minimum full color for \$50.00)
- Monday and Tuesday ROP 10" to 31.5" ad size no charge for full color.

COLOR FREQUENCY PROGRAM

Advertiser signs a letter of intent to run "x" amount of color ads for a 12 month period. Frequency contracts not available for ads under 31 1/2" or with weekly products.

26 time commitment 12% discount

39 time commitment 17% discount

52 time commitment 25% discount

104 time commitment 35% discount

Discounts apply to these time commitments only. Only largest single discount applies.

GRAND OPENING/ANNIVERSARY COLOR ADS

One ad with FREE full color on a 10 inch or larger ad for the grand opening of a new or satellite location in our market. Headline of ad must state "Grand Opening" in large type. Free color given once. One time 50% discount on full color for an anniversary sale. Headline must state "Anniversary" in large type. Ad must be 10 inches or larger.