

FREQUENCY PACKAGES FOR CONTRACT ADVERTISERS

3 DAY FREQUENCY

- Ad runs 3 days in Sun.-Sat. time frame, no copy changes, no additional discounts \$71.20 per inch for three day coverage, your choice of three days. Includes your choice of Livingston Community News or Ypsilanti Community News.
- Add Color for \$100 per day for AAN and weekly.

7 DAY FREQUENCY

- Ad runs for 7 consecutive days, no copy changes, no additional discounts. \$123.50 per inch for 7 day coverage. Includes your choice of YCN or LCN weekly.
- Add color for additional \$50 per day for AAN and weekly.

30 DAY FREQUENCY

- 1 to 15 inches
Ad runs 30 consecutive days plus 4 weeks in LCN or YCN
Total \$415.60 per inch.
- 16 inches up
Ad runs 30 consecutive days plus 4 weeks in LCN or YCN
Total \$350.20 per inch.
Add color for additional \$50 per day for AAN and weekly.

FREQUENCY PACKAGES FOR NON-CONTRACT ADVERTISERS

3 DAY FREQUENCY

- Ad runs 3 days in Sun.-Sat. time frame, no copy changes, no additional discounts \$76.75 per inch for 3 days coverage. Your choice of three days includes your choice of Livingston Community News or Ypsilanti Community News.
- Add Color for \$100 per day for AAN and weekly.

7 DAY FREQUENCY

- Ad runs for 7 consecutive days, no copy changes, no additional discounts. \$133.75 per inch for 7 day coverage. Includes your choice of YCN or LCN weekly.
- Add color for additional \$50 per day for AAN and weekly

BULLETIN BOARD

Published Sunday through Saturday on page A4. 2 line minimum. Logos accepted. BB Referral to ROP / Classified \$3.15 per line. Consecutive days, per line rate.

Deadline: 3:00 pm the day prior to publication, 3:00 pm Friday for Sun and Mon.

	Mon-Sat	Sunday
1-2 days	\$7.50	\$7.85
3-6 days	\$3.50	\$3.65
7-14 days	\$3.00	\$3.15

SPECIAL CLASSIFICATION RATES

	Daily	Sunday
B-CAP (Co-op), Distributor & Travel tie-in	\$28.17	\$34.65
Churches, Schools & Government	\$24.24	\$31.01
Service Clubs, Recognized Charities	\$29.52	\$36.18
Political (Contract rate same as retail rates, cash with order.)	\$35.09	\$46.58
Weekly Directory	\$25.30	\$32.79

Special section advertisers qualify for 100" bulk rate.

DISCOUNTS

SINGLE/MULTIPLE PAGE R.O.P. DISCOUNTS

Advertisements are not subject to multiple discounts. When advertisements qualify for more than one established discount, only the largest single discount will apply. Discounts available for large volume revenue contracts for pre-prints or ROP. See your sales representative for details.

DAILY/SATURDAY DISCOUNTS

Sunday - Daily	second ad 10%	
Daily - Daily	second ad 10%	
Sunday - Daily - Daily	second ad 10%	third ad 40%
Daily - Daily - Daily	second ad 10%	third ad 40%
Saturday Pickup	Discount 40%	

Ad must run 6 days before or after selected Saturday, with no changes. Multiple ads in same day earn 25% discount on 2nd and subsequent ads. Minimum 31.5"

FULL PAGE R.O.P. DISCOUNTS

1 Full / 2 Tab	8%
2 Full / 4 Tab	13%
3 Full / 6 Tab	18%
4 Full / 8 Tab	35%
6 Full / 12 Tab (or 4 Full / 2 time, same month*)	38%
8 Full / 16 Tab (or 4 Full / 4 time, same month*)	40%

Camera-ready, same day's issue (except where noted*). High volume full page full color ROP program available. All lineage counts toward contract fulfillment. Additional multiple page discount programs available. See your sales representative for details.

FRIDAY/SATURDAY CONTRACT

63 to 84 inches of advertising	20%
85 to 125 inches of advertising	30%
Full page discount	40%

Discount applies to space only. Advertiser contracts for 13 insertions during 12 month period to earn discount.

ANNIVERSARY DISCOUNTS

A local advertiser celebrating a major anniversary (beginning with the 5th, and continuing in five year increments) will be eligible for a special incentive during their designated anniversary month. All ROP, display, and classified advertising that exceeds the dollar volume of advertising placed in the same month of the previous year will be discounted by 33%. Ad copy must state "Anniversary".