

Big reach at reasonable rates

Our advertising rates are surprisingly affordable, given that BoothMichigan has one of the largest newspaper readerships in the U.S. Cost per thousand readers reached with a 2x2 ad on Sunday is just 74 cents.

Members of the tourism industry automatically receive lower rates than BoothMichigan's national customers. Eligible categories include:

- Agencies
- Amusements
- Attractions
- Casinos
- Concerts
- Cruise lines
- Destinations
- Festivals
- Lodgings
- Performances
- Resorts
- Travel bureaus
- Travel services

Substantial discounts apply to group buys.

Buy a group of our newspapers and you'll save even more off our already discounted rates for the tourism industry. Group discounts are yours with just one order and one bill—at the guaranteed best available rate. Rates on this page include our group discounts.

Booth Group Eight - 17% Discount

AnnArbor.com, Bay City Times, Flint Journal, Grand Rapids Press, Jackson Citizen Patriot, Kalamazoo Gazette, Muskegon Chronicle, Saginaw News

	Sunday	Daily
Readership	1,479,494	1,036,982
Circulation	496,241	366,887
Net Inch Rate	\$275.54	\$213.86

Booth Group East - 14% Discount

AnnArbor.com, Bay City Times, Flint Journal, Saginaw News

	Sunday	Daily
Readership	688,116	504,470
Circulation	234,439	186,911
Net Inch Rate	\$133.63	\$106.93

Booth Group West - 14% Discount

Grand Rapids Press, Kalamazoo Gazette, Muskegon Chronicle, Jackson Citizen Patriot

	Sunday	Daily
Readership	867,570	594,394
Circulation	292,376	205,938
Net Inch Rate	\$151.88	\$114.66

GKM Group - 11% Discount

Grand Rapids Press, Kalamazoo Gazette, Muskegon Chronicle

	Sunday	Daily
Readership	791,378	532,512
Circulation	261,802	179,976
Net Inch Rate	\$129.62	\$96.18

FSB Group - 11% Discount

Flint Journal, Saginaw News, Bay City Times

	Sunday	Daily
Readership	450,407	319,495
Circulation	155,903	121,092
Net Inch Rate	\$108.74	\$87.94

AAJ Group - 11% Discount

AnnArbor.com, Jackson Citizen Patriot

	Sunday	Daily
Readership	237,709	184,975
Circulation	78,536	65,819
Net Inch Rate	\$57.10	\$45.20

Readership: Scarborough, Release 1, 2009

2010 Net Advertising Rates
Effective January 1, 2010 - Payable in U.S. Funds

Add full color to your ad in all eight BoothMichigan newspapers starting at just \$852.

To calculate your total price for a color ad, use our group black and white rates, then add our group color charges. (Sorry, group and repeat discounts don't apply to color rates.)

Booth Group	10" or less	10.25" to 30"	30.25" to 59"	over 59"
Booth Group Eight <i>AnnArbor.com, Bay City Times, Flint Journal, Grand Rapids Press, Jackson Citizen Patriot, Kalamazoo Gazette, Muskegon Chronicle, Saginaw News</i>	\$812	\$1,483	\$2,793	\$6,079
Booth Group West <i>Grand Rapids Press, Jackson Citizen Patriot, Kalamazoo Gazette, Muskegon Chronicle</i>	\$510	\$850	\$1,617	\$3,495
Booth Group East <i>AnnArbor.com, Bay City Times, Flint Journal, Saginaw News</i>	\$302	\$633	\$1,176	\$2,584
GKM Group <i>Grand Rapids Press, Kalamazoo Gazette, Muskegon Chronicle</i>	\$414	\$690	\$1,217	\$2,995
FSB Group <i>Flint Journal, Saginaw News, Bay City Times</i>	\$252	\$533	\$976	\$2,209
AAJ Group <i>AnnArbor.com, Jackson Citizen Patriot</i>	\$146	\$260	\$600	\$875

All color rates apply to spot color or full color in Sunday or Daily ads.

2010 Net Advertising Rates
Effective January 1, 2010 - Payable in U.S. Funds

Our individual travel and entertainment rates are lower than the open national and retail rates at each BoothMichigan newspaper.

AnnArbor.com

	Sunday	Daily
Readership	237,709	184,975
Circulation	78,536	65,819
Net Inch Rate	\$33.20	\$25.52

Bay City Times/Saginaw News

	Sunday	Daily
Readership	231,979	159,452
Circulation	75,711	55,121
Net Inch Rate	\$71.22	\$56.87

Flint Journal

	Sunday	Daily
Readership	218,428	160,043
Circulation	80,192	65,971
Net Inch Rate	\$50.96	\$41.94

Grand Rapids Press

	Sunday	Daily
Readership	470,003	307,633
Circulation	162,969	103,422
Net Inch Rate	\$72.82	\$50.24

Jackson Citizen Patriot

	Sunday	Daily
Readership	237,709	184,975
Circulation	78,536	65,819
Net Inch Rate	\$30.96	\$25.27

Kalamazoo Gazette

	Sunday	Daily
Readership	201,981	123,133
Circulation	59,745	43,489
Net Inch Rate	\$37.07	\$28.76

Muskegon Chronicle

	Sunday	Daily
Readership	119,394	101,746
Circulation	39,088	33,065
Net Inch Rate	\$35.75	\$29.06

Scheduling your ad more than once during a seven-day period means more of our readers will notice you. On any given Sunday, 1,479,494 Michigan adults read one of our newspapers. That number grows to 1,547,012 during any given week.

- Sunday/daily ad combination within six days with no changes: **50% off** first daily repeat ad (at our already discounted daily ad rates) and **50% off** subsequent daily repeat ads.

- Daily ad, repeated within six days with no changes: **35% off** second and subsequent daily repeat ads.

Add full color to your ad in individual BoothMichigan newspapers starting at just \$50.

To calculate your total price for a color ad, use our individual black and white rates, then add our individual color charges.

(Sorry, group and repeat discounts don't apply to color rates.)

Newspaper	10" or less	10.25" to 30"	30.25" to 59"	over 59"
AnnArbor.com	\$50	\$100	\$200	\$375
Bay City Times	\$60	\$178	\$306	\$459
Flint Journal	\$102	\$200	\$435	\$900
Grand Rapids Press	\$180	\$300	\$530	\$1,370
Jackson Citizen Patriot	\$96	\$160	\$400	\$500
Kalamazoo Gazette	\$144	\$240	\$424	\$850
Muskegon Chronicle	\$90	\$150	\$263	\$775
Saginaw News	\$90	\$155	\$235	\$850

All color rates apply to spot color or full color in Sunday or Daily ads.

Our newspapers occasionally provide bonus distribution around holidays. Rate premiums will apply for participants in bonus editions.

Requests for placement in Main News are subject to a rate premium of 10%.

Readership: Scarborough, Release 1, 2009
Circulation: ABC, September 2009
Rates are non-commissionable.
Agency commissionable rates available on request.

2010 Net Advertising Rates
Effective January 1, 2010 - Payable in U.S. Funds

- All advertising rates subject to revision by Publisher.
- Publisher reserves the right, at its absolute discretion and at any time, to reject any advertising copy, whether or not it has been previously acknowledged and/or published.
- Failure to meet position requests will not constitute cause for adjustment, refund or rerun.
- Advertiser and Agency shall be jointly and severally liable for the payment of all bills and charges incurred.
- In the event (a) Advertiser uses or pays for less advertising than that agreed upon or the Advertiser or Agency otherwise breaches the terms of this rate card, or (b) if at any time Publisher in its reasonable judgment determines that Advertiser is not likely to have published the total amount of advertising specified herein during the term of the agreement, any rate discount will be retroactively nullified and Advertiser and Agency will be charged the difference between the rates charged and the rates applicable for the volume of space actually used and paid for, in accordance with Publisher's applicable rate schedules.
- Advertiser and Agency recognize that the copyright in any advertisements created by Publisher is owned by Publisher. As to all other advertisements, Advertiser and Agency agree that Publisher has the non-exclusive right, for the full term of copyright, by itself or through third parties, to republish and re-use any advertisements submitted in any form in which the advertisements may be published or used (in any media now in existence or hereafter developed) in whole or in any part, whether or not combined with material of others.
- Failure to publish copy as ordered or material typographical errors by Publisher shall entitle Advertiser to credit for actual space of error. Credit shall be the sole remedy to Advertiser.
- Advertiser shall indemnify and save Publisher harmless from any loss or expense, including reasonable attorney's fees, resulting from all claims or suits based on the contents of the copy submitted to Publisher and published.
- Same advertising must appear in all newspapers within selected group during the same calendar week to qualify for group discount.
- Advertisements are not subject to multiple discounts. When more than one discount may apply, only the largest single discount will be used.
- On some (non-Sunday) holidays, the Sunday circulation base and Sunday rate may apply. Repeat rate discounts will be honored if ad qualifies. Please call for specific details.
- Invoices must be paid in full by the 25th day of the month following publication. Unpaid amounts may be subject to a 1.25% monthly service charge.
- All advertising is subject to the non-conflicting terms and conditions of each newspaper's rate card.