

2007 co-op ROP advertising rates

individual ROP (net)

All rates are per column inch.

	daily rate	sunday rate	daily readership	sunday readership	daily circulation	sunday circulation
ANN ARBOR NEWS	\$28.17	\$34.65	114,674	166,316	50,580	64,760
BAY CITY TIMES	27.78	34.23	66,200	90,079	33,465	42,935
FLINT JOURNAL	40.56	46.84	167,793	211,589	83,839	100,865
GRAND RAPIDS PRESS	53.01 saturday: 56.18	80.85	279,468	434,964	137,323	185,041
JACKSON CITIZEN PATRIOT	24.87	28.32	73,497	80,353	33,407	38,070
KALAMAZOO GAZETTE	mon-wed: 31.49 thurs-sat: 33.51	42.83	120,855	167,316	54,363	71,437
MUSKEGON CHRONICLE	35.68	41.64	92,115	115,196	43,988	48,847
SAGINAW NEWS	31.50	39.47	90,144	124,141	44,520	54,138
TOTAL	mon-wed: 273.06 thurs-fri: 275.08 sat: 278.24	348.83	1,004,746	1,389,954	481,485	606,093

Readership: Scarborough, Release 1, 2006. Circulation: ABC, December 2005.

multiple-paper discounts

Save money by advertising in more than one BoothMichigan newspaper.
All multiple-paper discounts include our convenient one-contact/one-order/one-invoice service.

- eight BoothMichigan newspapers / **17% Discount**
- four to seven BoothMichigan newspapers / **14% Discount**
- three BoothMichigan newspapers / **11% Discount**
- two BoothMichigan newspapers: Ann Arbor and Jackson / **11% Discount**

repeat discounts

- Daily ad repeated within six days with no changes—
20% off second and subsequent daily ad(s).
- Sunday ad repeated within six days with no changes—
25% off first daily repeat ad,
35% off off subsequent daily repeat ad(s).

one contact. one order. one invoice.

www.boothmichigan.com | Rates may be subject to change.

for more information

Erin Cicero

1789 Hamlet
Ypsilanti, MI 48198

Phone: 734.544.1503
Fax: 734.544.1504
ecicero@boothmichigan.com

or

BoothMichigan
155 Michigan Street NW
Grand Rapids, MI 49503

Phone: 616.222.5825
Fax: 616.222.5225

2007 co-op ROP advertising information

requirements

- All rates and discounts stated on this card are available to any manufacturer or distributor for ads, the cost of which will be funded by a legitimate published Co-Operative Advertising Plan.
- The manufacturer or distributor must accept group billing to qualify for multiple-newspaper rate discounts (local earned rates will apply to retailer billings).
- Eligibility for these rates is contingent upon the signing of a B-CAP Co-Op Advertising Stipulation Form.

other rates

Commissionable, Group Classified Display and Zoned ROP rates are also available Daily and Sunday. Contact Erin Cicero for details: 734.544.1503 or ecicero@boothmichigan.com.

repeat rate discounts

Repeating your ad builds valuable frequency:

- Frequent advertising reaches consumers when they're ready to buy.
- Frequent advertising builds awareness, awareness builds familiarity, and familiarity builds trust.
- Frequent advertising helps cut through the clutter of other advertising.
- Frequent advertising gets the best results over time—each ad builds on prior brand recognition.
- Frequent advertising helps close the deal with prospects.

REPEATING YOUR ROP AD MEANS A GENEROUS DISCOUNT:

- Daily ad repeated within six days with no changes—
20% off second and subsequent daily ad(s).
- Sunday ad repeated within six days with no changes—
25% off first daily repeat ad,
35% off subsequent daily repeat ad(s).

placement guarantees

- **Any BoothMichigan newspaper** – Placement guarantee is available for a 25% surcharge (subject to Publisher's option and ability to accommodate).
- **Grand Rapids Press** – Main News placement is available for a 10% surcharge (subject to Publisher's option and ability to accommodate).

please note:

Our newspapers occasionally provide bonus distribution around holidays; rate premiums apply for participation in bonus editions. Contact Erin Cicero for details: 734.544.1503 or ecicero@boothmichigan.com.

Manufacturers and distributors, and their advertising agencies, receive one BoothMichigan group invoice when using group or repeat discounts. Please place ad orders with BoothMichigan by contacting Erin Cicero: 734.544.1503 or ecicero@boothmichigan.com.

The BoothMichigan group does not offer standby or ad-bank group rates.

one contact. one order. one invoice.

www.boothmichigan.com | Rates may be subject to change.

for more information

Erin Cicero

1789 Hamlet
Ypsilanti, MI 48198

Phone: 734.544.1503
Fax: 734.544.1504
ecicero@boothmichigan.com

or

BoothMichigan
155 Michigan Street NW
Grand Rapids, MI 49503

Phone: 616.222.5825
Fax: 616.222.5225

2007 co-op color advertising rates

individual color (net)

Add the following charges to black and white rates to determine the cost of an individual color ad. Discounts do not apply to color rates.

	one color up to 30"	one color over 30"	three color up to 30"	three color over 30"
ANN ARBOR NEWS	\$185.00	\$565.00	\$275.00	\$740.00
BAY CITY TIMES	daily 102.00 sunday 128.00	daily 306.00 sunday 408.00	daily 153.00 sunday 178.00	daily 357.00 sunday 459.00
FLINT JOURNAL	165.00	535.00	200.00	900.00
GRAND RAPIDS PRESS	daily 225.00 sunday 375.00	daily 575.00 sunday 795.00	daily 300.00 sunday 500.00	daily 955.00 sunday 1305.00
JACKSON CITIZEN PATRIOT	175.00	375.00	300.00	500.00
KALAMAZOO GAZETTE	mon.-wed. 260.00 thurs.-sun. 565.00	mon.-wed. 450.00 thurs.-sun. 580.00	mon.-wed. 335.00 thurs.-sun. 565.00	mon.-wed. 580.00 thurs.-sun. 900.00
MUSKEGON CHRONICLE	160.00	450.00	268.00	775.00
SAGINAW NEWS	daily 105.00 sunday 105.00	daily 510.00 sunday 510.00	daily 155.00 sunday 155.00	daily 850.00 sunday 850.00

requirements

- All rates and discounts stated on this card are available to any manufacturer or distributor for ads, the cost of which will be funded by a legitimate published Co-Operative Advertising Plan.
- The manufacturer or distributor must accept group billing to qualify for group rate discounts (local earned rates will apply to retailer billings).
- Eligibility for these rates is contingent upon the signing of a B-CAP Co-Op Advertising Stipulation Form.

for more information

Erin Cicero

1789 Hamlet
Ypsilanti, MI 48198

Phone: 734.544.1503
Fax: 734.544.1504
ecicero@boothmichigan.com

or

BoothMichigan
155 Michigan Street NW
Grand Rapids, MI 49503

Phone: 616.222.5825
Fax: 616.222.5225

one contact. one order. one invoice.

www.boothmichigan.com | Rates may be subject to change.

2007 co-op EMC advertising rates

extended market coverage (net)

The following Extended Market Coverage rates are for individual BoothMichigan markets. Rates apply to pick-up ads repeated from full-run Daily or Sunday ROP products within seven days in an EMC product.

- Multiple-paper discounts apply:
 - eight BoothMichigan newspapers / **17% Discount**
 - three BoothMichigan newspapers / **11% Discount**
- four to seven BoothMichigan newspapers / **14% Discount**
- two BoothMichigan newspapers: Ann Arbor and Jackson / **11% Discount**
- Saturation marketing to non-subscribers
- ROP news and advertising vehicles
- Preprints accepted

	circulation / non-subscribers	delivery day	pick-up inch rate
ANN ARBOR NEWS			
<i>Ypsilanti Community News / Food Fun Fitness</i>	64,574	Sunday	\$7.75
<i>Livingston Community News</i>	51,789	Friday	7.75
BAY CITY TIMES / SAGINAW NEWS			
<i>Entertaining You</i>	47,000	Monday	13.04
FLINT JOURNAL			
<i>Community Newspapers: Burton News, Clio Messenger, Davison Flagstaff, Fenton Press, Flint Township News, Swartz Creek News, Flushing Observer, Grand Blanc News</i>	98,515 total	Sunday	18.95
GRAND RAPIDS PRESS			
<i>Lakeshore Extra</i>	61,500	Thursday	21.00
JACKSON CITIZEN PATRIOT			
<i>The Zone</i>	34,030	Tuesday	6.60
KALAMAZOO GAZETTE			
<i>Hometown Gazette North</i>	11,840	Monday	One Edition: 8.71
<i>Hometown Gazette South</i>	10,750	Monday	Two Editions: 15.06
<i>Hometown Gazette East</i>	10,844	Monday	Three Editions: 20.46
<i>Hometown Gazette West</i>	12,913	Monday	Four, Five or Six Editions: 22.89
<i>City Life</i>	15,099	Monday	
<i>Portage Gazette</i>	12,673	Monday	
MUSKEGON CHRONICLE			
<i>Muskegon Chronicle Weekly</i>	31,000	Monday	7.97
<i>North Ottawa Weekly (NOW)</i>	29,000	Saturday/Sunday	8.50

requirements

- All rates and discounts stated on this card are available to any manufacturer or distributor for ads, the cost of which will be funded by a legitimate published Co-Operative Advertising Plan.
- The manufacturer or distributor must accept group billing to qualify for multiple-newspaper rate discounts (local earned rates will apply to retailer billings).
- Eligibility for these rates is contingent upon the signing of a B-CAP Co-Op Advertising Stipulation Form.

one contact. one order. one invoice.

www.boothmichigan.com | Rates may be subject to change.

for more information

Erin Cicero

1789 Hamlet
Ypsilanti, MI 48198

Phone: 734.544.1503
Fax: 734.544.1504
ecicero@boothmichigan.com

or

BoothMichigan
155 Michigan Street NW
Grand Rapids, MI 49503

Phone: 616.222.5825
Fax: 616.222.5225

2007 co-op full-page advertising rates

	individual		full-page depth
	daily	sunday	
ANN ARBOR NEWS	\$3,549.42	\$4,365.90	21"
BAY CITY TIMES	3,333.60	4,107.60	20"
FLINT JOURNAL	4,867.20	5,620.80	20"
GRAND RAPIDS PRESS	6,202.17 saturday 6,573.06	9,459.45	19.5"
JACKSON CITIZEN PATRIOT	3,282.84	3,738.24	21.75"
KALAMAZOO GAZETTE	mon-wed 3,778.80 thurs-sat 4,021.20	5,139.60	20"
MUSKEGON CHRONICLE	4,335.12	5,059.26	20.25"
SAGINAW NEWS	3,780.00	4,736.40	20"

Qualifying multiple-paper discounts may be deducted from the above full-page rates.

ROP specifications

All eight BoothMichigan newspapers will convert to new web widths at different times over the course of 2007.

Thus, you have two options for sizing your ad:

1. Submit a single version of your ad using the new column widths.
2. Submit two versions of your ad—one using the new column widths and one using our former column widths.

We'll distribute your ads according to which newspapers have already converted and which have not yet converted.

NEW widths	columns:	1	2	3	4	5	6
		1.729"	3.558"	5.387"	7.216"	9.045"	10.875"
former widths	columns:	1	2	3	4	5	6
		1.833"	3.791"	5.750"	7.708"	9.666"	11.625"

If you have questions about sizing your ad, please contact:
Nancy Flanders, Ad Production Coordinator for Booth Newspapers,
1.616.222.5282 or nflanders@boothmichigan.com

for more information

Erin Cicero

1789 Hamlet
Ypsilanti, MI 48198

Phone: 734.544.1503
Fax: 734.544.1504
ecicero@boothmichigan.com

or

BoothMichigan
155 Michigan Street NW
Grand Rapids, MI 49503

Phone: 616.222.5825
Fax: 616.222.5225

one contact. one order. one invoice.

www.boothmichigan.com | Rates may be subject to change.

2007 co-op preprinted-insert advertising rates

preprinted advertising inserts (net)

	daily	sunday full run	sunday zoned
CARD	\$26.50	\$27.05	\$28.65
4 TAB	31.60	32.25	34.35
8 TAB • 4 FULL	47.40	48.40	52.20
12 TAB • 6 FULL	57.60	58.75	63.60
16 TAB • 8 FULL	72.50	74.00	79.90
20 TAB • 10 FULL	84.65	86.35	93.50
24 TAB • 12 FULL	88.90	90.70	98.00

Please note: Some BoothMichigan newspapers increase their distribution during holiday periods and on non-Sunday holidays. For full distribution at these times, more inserts are needed (increased amounts will be charged). Contact Erin Cicero for details: 734.544.1503 or ecicero@boothmichigan.com.

daily and sunday circulation

	daily circulation	sunday circulation
ANN ARBOR NEWS	50,580	64,760
BAY CITY TIMES	33,465	42,935
FLINT JOURNAL	83,839	100,865
GRAND RAPIDS PRESS	137,323	185,041
JACKSON CITIZEN PATRIOT	33,407	38,070
KALAMAZOO GAZETTE	54,363	71,437
MUSKEGON CHRONICLE	43,988	48,847
SAGINAW NEWS	44,520	54,138
TOTAL	481,485	606,093

ABC, December 2005.

for more information

Erin Cicero

1789 Hamlet
Ypsilanti, MI 48198

Phone: 734.544.1503
Fax: 734.544.1504
ecicero@boothmichigan.com

or

BoothMichigan
155 Michigan Street NW
Grand Rapids, MI 49503

Phone: 616.222.5825
Fax: 616.222.5225

one contact. one order. one invoice.

www.boothmichigan.com | Rates may be subject to change.

2007 co-op advertising policies

general rate and credit policy

- 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.
 - Failure to publish copy as ordered or material typographical errors by Publisher shall entitle advertiser to credit for actual space of error, which credit shall be sole remedy to advertiser.
 - 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.
- 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 same calendar week to qualify for Group discount.
 - You will receive one invoice at the Group rate from BoothMichigan.
 - Advertisements are not subject to multiple discounts. When more than one discount may apply, only the largest single discount will be used.
 - Invoices must be paid in full by the 30th 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.

preprint policy

- Rates for other sizes quoted upon request.
- A retail preprint surcharge of \$8.50 net per thousand per accepted advertiser will be added to the total insert CPM for each page that includes promotion of businesses other than the sponsoring business. Accepted e-commerce surcharge: \$23.50 net per thousand per accepted advertiser. All e-commerce is subject to prior review.
- A travel preprint surcharge of \$9.50 net per thousand per accepted advertiser will be added to the total insert CPM for each page that includes advertising or editorial promotion for businesses other than the sponsoring advertiser.
- Preprint versioning is subject to an upcharge based on local newspaper policy and pricing.
- Increased distribution occurs in some BoothMichigan newspapers during holiday periods and non-Sunday holidays. More inserts will be needed if an advertiser desires full distribution (increased amounts will be charged). Contact Erin Cicero for details: 794.544.1503 or ecicero@boothmichigan.com.
- Advanced reservation is required—minimum of one month or as available.
- Please ship inserts directly to each BoothMichigan newspaper (see shipping addresses on separate sheet).
- Ship inserts on skids; bundles turned 50 per turn. Inserts must arrive 10 business days prior to insertion date.

one contact. one order. one invoice.

www.boothmichigan.com | Rates may be subject to change.

for more information

Erin Cicero

1789 Hamlet
Ypsilanti, MI 48198

Phone: 734.544.1503
Fax: 734.544.1504
ecicero@boothmichigan.com

or

BoothMichigan
155 Michigan Street NW
Grand Rapids, MI 49503

Phone: 616.222.5825
Fax: 616.222.5225

2007 co-op advertising material delivery

ROP material delivery addresses

For electronic delivery, we prefer BoothMichigan's upload site: <http://eads.boothnewspapers.com>.

Contact Erin Cicero for details: 734.544.1503 or ecicero@boothmichigan.com.

Contact Nancy Flanders for production details: 616.222.5282 or nflanders@boothmichigan.com.

Or send suitable hardcopy photo-composition printing material directly to each BoothMichigan newspaper at the following addresses.

Ann Arbor News

340 East Huron Street
Ann Arbor, MI 48104
734.994.6989

Preferred/upload:
<http://ads.annarbornews.com>
Email: advert@annarbornews.com

Bay City Times

311 Fifth Street
Bay City, MI 48708
989.895.8551

Email: bctads@baycitytimes.com

Flint Journal

200 East First Street
Flint, MI 48502
810.766.6100

Preferred/upload:
<http://ads.flintjournal.com>
Email: displayads@flintjournal.com

Grand Rapids Press

155 Michigan Street NW
Grand Rapids, MI 49503
616.222.5565

Preferred/upload:
<http://advertising.gr-press.com>
FTP: <ftp://ftp.gr-press.com>
Email: ads@gr-press.com

Jackson Citizen Patriot

615 Hupp Avenue
Jackson, MI 49201
517.787.2300

Email: prepress@citpat.com

Kalamazoo Gazette

401 South Burdick Street
Kalamazoo, MI 49007
269.345.3511

Preferred/upload:
<http://ads.kalamazoogazette.com>
User name: kzelectronic
Password: clever
Email:
gztads@kalamazoogazette.com

Muskegon Chronicle

981 Third Street
Muskegon, MI 49440
231.722.3161

Email:
muprod@muskegonchronicle.com

Saginaw News

203 South Washington Avenue
Saginaw, MI 48607
989.752.7171

Email: ads@thesaginawnews.com

preprint material delivery addresses

Please send preprinted inserts to the following addresses:

Ann Arbor News

5690 Hines Drive
Ann Arbor, MI 48108
734.827.3723

Bay City Times

Valley Publishing Company
5215 Mackinaw Road
Bay City, MI 48706
989.671.1262

Flint Journal

Packaging & Distribution Center
300 East First Street
Flint, MI 48502
810.766.6126

Grand Rapids Press

Printing & Packaging Center
3100 Walker Ridge Drive
Walker, MI 49554
616.222.5565

Jackson Citizen Patriot

5690 Hines Drive
Ann Arbor, MI 48108
517.787.2159

Kalamazoo Gazette

410 South Burdick Street
Kalamazoo, MI 49007
269.388.8459

Muskegon Chronicle

Muskegon Transfer
1922 Park Street
Muskegon, MI 49441
231.725.6316

Saginaw News

Valley Publishing Company
5215 Mackinaw Road
Bay City, MI 48706
989.671.1262

insertion orders

Please send insertion orders to:

BoothMichigan
Attn: Erin Cicero
1789 Hamlet
Ypsilanti, MI 48198

Phone: 734.544.1503
Fax: 734.544.1504
ecicero@boothmichigan.com

for more information

Erin Cicero

1789 Hamlet
Ypsilanti, MI 48198

Phone: 734.544.1503
Fax: 734.544.1504
ecicero@boothmichigan.com

or

BoothMichigan
155 Michigan Street NW
Grand Rapids, MI 49503

Phone: 616.222.5825
Fax: 616.222.5225

one contact. one order. one invoice.

www.boothmichigan.com | Rates may be subject to change.