

## 2008 preprinted inserts / multi-market retail rate card

### preprint rates

Effective January 1, 2008

|                         | 26 time |         |                 | 48 time/3 – 4.5 million |         |                 |
|-------------------------|---------|---------|-----------------|-------------------------|---------|-----------------|
|                         | daily   | sunday  | sunday FAS-FAX* | daily                   | sunday  | sunday FAS-FAX* |
| CARD                    | \$26.50 | \$28.65 | \$27.05         | \$26.25                 | \$28.40 | \$26.75         |
| 2 FULL • 4 TAB • 8 MINI | 31.60   | 34.35   | 32.25           | 31.40                   | 34.15   | 32.00           |
| 6 TAB • 12 MINI         | 39.50   | 43.25   | 40.30           | 38.85                   | 42.55   | 39.60           |
| 4 FULL • 8 TAB          | 47.40   | 52.20   | 48.40           | 46.35                   | 50.95   | 47.25           |
| 6 FULL • 12 TAB         | 57.60   | 63.60   | 58.75           | 56.50                   | 62.40   | 57.60           |
| 8 FULL • 16 TAB         | 72.50   | 79.90   | 74.00           | 70.25                   | 77.55   | 71.65           |
| 10 FULL • 20 TAB        | 84.65   | 93.50   | 86.35           | 81.80                   | 90.25   | 83.45           |
| 12 FULL • 24 TAB        | 88.90   | 98.00   | 90.70           | 84.65                   | 93.30   | 86.35           |
| 14 FULL • 28 TAB        | 93.20   | 102.80  | 95.05           | 88.95                   | 98.05   | 90.75           |
| 16 FULL • 32 TAB        | 97.60   | 107.65  | 99.50           | 93.35                   | 102.90  | 95.20           |
| 18 FULL • 36 TAB        | 101.85  | 112.35  | 103.90          | 97.60                   | 107.65  | 99.50           |
| 20 FULL • 40 TAB        | 108.25  | 119.30  | 110.40          | 104.00                  | 114.70  | 106.00          |
| 22 FULL • 44 TAB        | 112.65  | 124.10  | 114.85          | 108.35                  | 119.45  | 110.50          |
| 24 FULL • 48 TAB        | 116.95  | 129.00  | 119.20          | 112.65                  | 124.15  | 114.85          |

### maximum full-run billing quantities based on ABC 9/30/07 FAS-FAX. *May be adjusted twice annually.*

|              | sunday  | daily   | saturday |
|--------------|---------|---------|----------|
| ANN ARBOR    | 58,416  | 45,998  | 48,441   |
| BAY CITY     | 40,418  | 31,415  | 32,891   |
| FLINT        | 97,337  | 80,681  | 80,842   |
| GRAND RAPIDS | 182,482 | 127,848 | 158,817  |
| JACKSON      | 35,980  | 31,579  | 31,692   |
| KALAMAZOO    | 68,232  | 50,477  | 61,228   |
| MUSKEGON     | 47,488  | 42,391  | 44,294   |
| SAGINAW      | 49,726  | 40,310  | 40,891   |
| TOTAL        | 580,079 | 450,699 | 499,096  |

- Additional pages in excess of 48 printed Tab will be billed at \$1.25 per thousand per additional Tab page. The earned paid circulation rate applies to EMC. Livingston Community Edition will earn Daily rates.
- Thanksgiving Day premium of 5 percent on the Daily earned rates.
- Preprint billing measurements:  
85.125 to 131.5 square inches - Tab  
Eight and 12 Mini-Tab pages must measure 51.0 to 85.0 square inches to qualify for the Mini-Tab half-page billing.  
Under 51.0 square inches - Subject to Publisher's ability to handle.
- Combine insertions in each market to determine frequency or volume.
- Distribution of preprints is available in full-run, zoned or EMC non-subscriber delivery.
- Select Market Coverage, including but not limited to sub-zip code distribution and preprint versions, is subject to an up-charge based on local newspaper policy and premium.
- Each newspaper determines its full-run quantities. For assistance, please call Kim Brown at 616.222.5821 or Steve Davis at 616.222.5565.

### how to reach us

Please contact us for a customized rate quote or for more information about our markets.

#### Kim Brown

Multi-Market Sales Manager  
BoothMichigan  
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#### Steve Davis

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## market information

|                         | 2007 readership<br>sunday | 2007 readership<br>daily | 2007 readership penetration<br>sunday (home county) | 2007 readership penetration<br>daily (home county) |
|-------------------------|---------------------------|--------------------------|---|--|
| ANN ARBOR NEWS          | 170,006                   | 135,941                  | 53.7% (Washtenaw County)                            | 43.2% (Washtenaw County)                           |
| BAY CITY TIMES          | 96,111                    | 70,405                   | 74.6% (Bay County)                                  | 57.5% (Bay County)                                 |
| FLINT JOURNAL           | 243,549                   | 190,597                  | 70.5% (Genesee County)                              | 54% (Genesee County)                               |
| GRAND RAPIDS PRESS      | 492,425                   | 333,046                  | 67.9% (Kent, Ottawa Counties)                       | 47.6% (Kent, Ottawa Counties)                      |
| JACKSON CITIZEN PATRIOT | 92,848                    | 78,129                   | 67.8% (Jackson County)                              | 56.7% (Jackson County)                             |
| KALAMAZOO GAZETTE       | 181,270                   | 117,597                  | 66.1% (Kalamazoo County)                            | 46.6% (Kalamazoo County)                           |
| MUSKEGON CHRONICLE      | 125,550                   | 112,692                  | 74% (Muskegon County)                               | 63.6% (Muskegon County)                            |
| SAGINAW NEWS            | 147,059                   | 110,989                  | 70.3% (Saginaw County)                              | 53.9% (Saginaw County)                             |
| <b>TOTAL:</b>           | <b>1,548,818</b>          | <b>1,149,396</b>         | <b>68.1%</b>  | <b>52.9%</b>                                       |

Source: Scarborough, Release 1, 2007.

## general rate 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.
- 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.
- 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.

## for more information

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