



E-Mail: recruit@boothnewspapers.com
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2007 REVISED Recruitment Advertising Rates
Booth Newspapers, Inc. / MLive.com, Internet affiliate

One contact, One order, One bill

Open Rate		\$7,500	\$15,000	\$25,000	\$50,000	\$120,000	\$190,000
*MLive.com per 30 day posting	\$195	\$185	\$170	\$150	\$130	\$110	\$99
ANN ARBOR NEWS	7.00	6.77	6.42	5.79	5.73	5.68	5.62
2nd-through 7th insertion(s)	2.16	2.07	1.94	1.71	1.69	1.66	1.64
BAY CITY TIMES	3.85	3.70	3.20	3.08	2.62	2.43	2.23
2nd-through 7th insertion(s)	1.93	1.85	1.60	1.54	1.31	1.21	1.12
FLINT JOURNAL	7.35	7.23	6.98	6.80	6.56	6.37	6.31
2nd-through 7th insertion(s)	2.80	2.74	2.63	2.55	2.44	2.35	2.32
GRAND RAPIDS PRESS	12.63	10.60	8.80	7.74	6.68	5.94	5.09
2nd-through 7th insertion(s)	5.51	4.50	3.60	3.07	2.54	2.17	1.75
JACKSON CITIZEN PATRIOT	4.98	4.88	4.73	4.54	4.17	3.79	3.42
2nd-through 7th insertion(s)	1.63	1.59	1.52	1.44	1.28	1.11	0.95
KALAMAZOO GAZETTE	7.70	7.54	7.00	7.00	7.00	6.68	6.68
2nd-through 7th insertion(s)	2.54	2.49	2.26	2.26	2.26	2.14	2.14
MUSKEGON CHRONICLE	6.31	6.13	5.94	5.07	5.01	4.95	4.88
2nd-through 7th insertion(s)	2.40	2.33	2.26	1.92	1.90	1.88	1.85
SAGINAW NEWS	4.98	5.12	4.37	4.26	3.62	3.36	3.09
2nd-through 7th insertion(s)	2.27	2.18	1.87	1.82	1.55	1.43	1.32
8-Paper Totals	54.80	51.97	47.44	44.28	41.39	39.20	37.32
Contract Rate Savings Off Open Rates		5%	13%	19%	24%	28%	32%

2007 R.O.P. repeat rates - Ads published in Classified Employment may be repeated in R.O.P. sections within 7 days, at 50% off R.O.P. Rates. Call or email for additional information.

***MLive.com job pack spending is counted toward contract fulfillment; a custom MLive.com contract may reduce rates lower than shown on this rate card.**

Display Ads- Online Graphics with searchable text	\$150	30-days, recruiter tools, national network
Incolumn 7 days on Mlive.com with Hot Link and Recruiter	\$85	7-days
	\$40	
Additional Online Recruitment Options		
National Network	\$200	
Top Jobs/ Skyscraper - outside jobs section	\$130	
Spotlight (priority sort)	\$95	
Print to Action - Recruiter Tools	\$40	
Highlight / background shading	\$40	
Bolding	\$40	

Three **Business Review** journals are published in Michigan. Recruitment rates for Ann Arbor News, Jackson Citizen Patriot, Flint Journal, Grand Rapids Press, and Kalamazoo Gazette include \$1.25/line for Business Review. Recruitment ads also publish in EMC (extended market coverage) weekly publications

Over 1.9 million readers and viewers every week. Additional information available upon request.

2007 Booth Recruitment Advertising Rate Card Pg. 2

OTHER CHARGES (Optional)	Blind Box	Bold	Borders
Ann Arbor News	\$20	No Charge	\$5.00/day
Bay City Times	\$40.25	No Charge	No Charge
Flint Journal	\$29	\$20/order	\$5.85/day
Grand Rapids Press	\$85	\$35/order	\$5.85/day
Jackson Citizen Patriot	\$20	\$20/order	\$5.85/day
Kalamazoo Gazette	\$35	\$35/order	\$5.85/day
Muskegon Chronicle	\$25	\$20/order	\$5.85/day
Saginaw News	\$35	No Charge	No Charge

In-Column Background tint charge depends on size	to 13 lines	14-27lines	28-55 lines	56-83 lines	84-126 lines	127- 168 lines	169+lines
Ann Arbor News - N/A	\$10/day	\$10/day	\$10/day	\$10/day	\$10/day	\$10/day	
Bay City Times	\$5/day	\$12/day	\$20/day	\$40/day	\$60/day	\$125/day	
Flint Journal	\$5/day	\$12/day	\$20/day	\$40/day	\$60/day	\$155/day	
Grand Rapids Press	\$6/day	\$15/day	\$25/day	\$50/day	\$75/day	\$80/day	\$160/day
Jackson Citizen Patriot - N/A	N/A	N/A	N/A	N/A	N/A	N/A	
Kalamazoo Gazette	\$5/day	\$12/day	\$20/day	\$40/day	\$60/day	\$207/day	
Muskegon Chronicle - N/A	N/A	N/A	N/A	N/A	N/A	N/A	
Saginaw News	\$5/day	\$12/day	\$20/day	\$40/day	\$60/day	\$125/day	

MECHANICAL SPECIFICATIONS

Web Width	47"	47"	47"	47"	47"	47"	47"	47"
All papers have same column width; depth of page varies.	Ann Arbor News	Bay City Times	Flint Journal	Grand Rapids Press	Jackson Citizen Patriot	Kalamazoo Gazette	Muskegon Chronicle	Saginaw News
1 column width	1.051"	1.051"	1.051"	1.051"	1.051"	1.051"	1.051"	1.051"
2 column width	2.142"	2.142"	2.142"	2.142"	2.142"	2.142"	2.142"	2.142"
3 column width	3.234"	3.234"	3.234"	3.234"	3.234"	3.234"	3.234"	3.234"
4 column width	4.325"	4.325"	4.325"	4.325"	4.325"	4.325"	4.325"	4.325"
5 column width	5.417"	5.417"	5.417"	5.417"	5.417"	5.417"	5.417"	5.417"
6 column width	6.508"	6.508"	6.508"	6.508"	6.508"	6.508"	6.508"	6.508"
7 column width	7.600"	7.600"	7.600"	7.600"	7.600"	7.600"	7.600"	7.600"
8 column width	8.692"	8.691"	8.691"	8.691"	8.691"	8.691"	8.691"	8.691"
9 column width	9.783"	9.783"	9.783"	9.783"	9.783"	9.783"	9.783"	9.783"
10 column width	10.875"	10.875"	10.875"	10.875"	10.875"	10.875"	10.875"	10.875"
Classified Column Depth Maximum	20"	20"	20"	19.5"	20"	20"	19.5"	20"

DEADLINES

To ensure accuracy published deadlines are critical

Publishing Day	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Space for display ads	Noon Thurs.	4:30pm Fri.	4pm Friday	4pm Tues.	4pm Wed.	4pm Thursday	4pm Thursday
Camera-ready materials	Noon Fri.	Noon day prior	Noon day prior	Noon day prior	Noon day prior	Noon day prior	Noon day prior
in-column ads	4pm Friday	4pm Friday	4pm Monday				
R.O.P. Employment Ad Deadli	Tuesday 3pm	Tuesday 3pm					

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Online Affiliate Mlive.com - see page one for information. Mlive.com the most visited News & Information Site in Michigan

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