

2008 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	135,941	170,006	47,978	60,586
BAY CITY TIMES	29.20	35.25	70,405	96,111	32,594	42,034
FLINT JOURNAL	40.56	46.84	190,597	243,549	84,291	100,435
GRAND RAPIDS PRESS			333,046	492,425	132,977	182,520
Sec A	mon, tue, wed, fri: 53.00 thur, sat: 57.00	77.00				
Other	mon, tue, wed, fri: 47.00 thur, sat: 53.00	69.00				
JACKSON CITIZEN PATRIOT	25.37	28.89	78,129	92,848	32,986	37,541
KALAMAZOO GAZETTE			117,597	181,270	52,568	70,005
Sec A	mon-wed: 32.00 thur-sat: 33.00	44.00				
Other	mon-wed: 27.00 thur-sat: 32.00	41.00				
MUSKEGON CHRONICLE	36.00	43.00	112,692	125,550	42,615	47,707
SAGINAW NEWS	31.50	39.50	110,989	147,059	43,560	53,431
			1,149,396	1,548,818	469,569	594,259

Readership: Scarborough, Release 1, 2007. Circulation: ABC, December 2006.

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 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
PO Box 2168
Grand Rapids, MI 48501
Phone: 734.544.1503
Fax: 734.544.1504
ecicero@boothmichigan.com

or
BoothMichigan
Grand Rapids office
Phone: 616.222.5825
Fax: 616.222.5225

2008 co-op ROP advertising information

ROP specifications

Columns	1	2	3	4	5	6
Widths	1.729"	3.558"	5.387"	7.216"	9.045"	10.875"

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.

placement guarantees

- Any BoothMichigan newspaper – Placement guarantee is available for a 25% 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.

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** off first daily repeat ad, **35% off** off subsequent daily repeat ad(s).

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2008 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	\$190.00	\$575.00	\$285.00	\$750.00
BAY CITY TIMES	128.00	408.00	178.00	459.00
FLINT JOURNAL	165.00	535.00	200.00	900.00
GRAND RAPIDS PRESS	daily 330.00 sunday 550.00	daily 1050.00 sunday 1435.00	daily 330.00 sunday 550.00	daily 1050.00 sunday 1435.00
JACKSON CITIZEN PATRIOT	175.00	275.00	300.00	500.00
KALAMAZOO GAZETTE	mon.-wed. 265.00 thurs.-sun. 576.00	mon.-wed. 460.00 thurs.-sun. 592.00	mon.-wed. 342.00 thurs.-sun. 576.00	mon.-wed. 592.00 thurs.-sun. 918.00
MUSKEGON CHRONICLE	160.00	450.00	268.00	775.00
SAGINAW NEWS	105.00	510.00	155.00	850.00

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- 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.

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2008 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>	65,180	Sunday	\$8.15
<i>Livingston Community News</i>	50,554	Friday	8.15
BAY CITY TIMES / SAGINAW NEWS			
<i>Entertaining You</i>	50,000	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>	118,436 total	Sunday	19.50
GRAND RAPIDS PRESS			
<i>Lakeshore Extra</i>	61,500	Thursday	21.00
<i>At Home Saturday (part of Sunday Home/Garden)</i>	117,817	Saturday	77.00 including Sunday subscribers
JACKSON CITIZEN PATRIOT			
<i>The Zone</i>	33,000	Sunday	7.25
KALAMAZOO GAZETTE			
<i>Hometown Gazette North</i>	12,170	Monday	1-3 editions: 12.00 each edition All 7 editions: 70.00
<i>Hometown Gazette South</i>	10,754	Monday	
<i>Hometown Gazette East</i>	10,922	Monday	
<i>Hometown Gazette West</i>	13,181	Monday	
<i>City Life</i>	15,349	Monday	
<i>Portage Gazette</i>	9,148	Monday	
<i>Commercial Express</i>	5,007	Monday	
MUSKEGON CHRONICLE			
<i>Muskegon Chronicle Weekly</i>	39,706	Monday	8.50
<i>North Ottawa Weekly (NOW)</i>	18,199	Saturday/Sunday	9.00

SAGINAW NEWS
Entertaining You (shared with Bay City Times)

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2008 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	47,978	60,586
BAY CITY TIMES	32,594	42,034
FLINT JOURNAL	84,291	100,435
GRAND RAPIDS PRESS	132,977	182,520
JACKSON CITIZEN PATRIOT	32,986	37,541
KALAMAZOO GAZETTE	52,568	70,005
MUSKEGON CHRONICLE	42,615	47,707
SAGINAW NEWS	43,560	53,431
TOTAL	469,569	594,259

ABC, December 2006.

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2008 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 15 business days prior to insertion date.

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2008 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

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

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