

2008 national ROP advertising rates

individual newspaper – black & white (net)

All rates are per column inch except full-page costs.

| | | | | full page | | |
|-------------------------|-----------|-------------------|---------------|------------|-------------------|------------------|
| | mon.-sat. | | sunday | mon.-sat. | | sunday |
| ANN ARBOR NEWS | \$35.79 | | \$47.98 | \$4,509.54 | | \$6,045.48 |
| BAY CITY TIMES | 32.53 | | 39.36 | 3,903.60 | | 4,723.20 |
| FLINT JOURNAL | 54.61 | | 63.65 | 6,553.20 | | 7,638.00 |
| GRAND RAPIDS PRESS | 78.67 | saturday 84.15 | sunday 117.39 | 9,204.39 | saturday 9,845.55 | sunday 13,734.63 |
| JACKSON CITIZEN PATRIOT | 34.36 | | 39.29 | 4,535.52 | | 5,186.28 |
| KALAMAZOO GAZETTE | 39.00 | thurs.-sat. 44.00 | sunday 53.00 | 4,680.00 | 5,280.00 | 6,360.00 |
| MUSKEGON CHRONICLE | 42.00 | | 49.00 | 5,103.00 | | 5,953.50 |
| SAGINAW NEWS | 36.76 | | 45.95 | 4,411.20 | | 5,514.00 |

multiple newspapers – black & white (net)

All rates are per column inch. group rates are discounted over the individual rates listed above.

- BOOTH GROUP EIGHT / 17% discount
Ann Arbor, Bay City, Flint, Grand Rapids, Jackson, Kalamazoo, Muskegon and Saginaw
- GRAND RAPIDS PRESS plus any additional three to five Booth newspapers / 14% discount
- GRAND RAPIDS PRESS plus any additional two Booth newspapers / 11% discount

Please note:

- Our newspapers occasionally provide bonus distribution around holidays; rate premiums apply for participation in bonus editions. Contact Tricia Berkompas or Mary Weis for details: 616.222.5567 or tberkompas@boothmichigan.com / mweis@boothmichigan.com
- Any Booth 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).
- Ann Arbor News – The column-inch rates listed above pertain to ads up to 19" in depth. All ads with a depth exceeding 19" are charged the full-column depth.
- Bay City Times, Flint Journal, Kalamazoo Gazette, Muskegon Chronicle and Saginaw News – The column-inch rates listed above pertain to ads up to 18" in depth. All ads with a depth exceeding 18" are charged the full-column depth.
- Grand Rapids Press – The column-inch rates listed above pertain to ads up to 16.5" in depth. All ads with a depth exceeding 16.5" are charged the full-column depth.
- Jackson Citizen Patriot – The column-inch rates listed above pertain to ads up to 20" in depth. All ads with a depth exceeding 20" are charged the full-column depth.

for more information

Tricia Berkompas or Mary Weis
BoothMichigan
155 Michigan Street NW
Grand Rapids, MI 49503
Phone: 616.222.5587
Fax: 616.222.5225
tberkompas@boothmichigan.com
mweis@boothmichigan.com

one contact. one order. one invoice.

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

2008 national advertising information

ROP specifications

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

If you have questions about sizing your ad, please contact:

Nancy Flanders, Ad Production Coordinator for BoothMichigan, 1.616.222.5282 or nflanders@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** off subsequent daily repeat ad(s).

newsplan (contract required)

Contact Tricia Berkompas or Mary Weis for details:
616.222.5567 or tberkompas@boothmichigan.com /
mweis@boothmichigan.com

best food days

| | |
|-------------------------|-----------|
| Ann Arbor News | Wednesday |
| Bay City Times | Monday |
| Flint Journal | Tuesday |
| Grand Rapids Press | Wednesday |
| Jackson Citizen Patriot | Monday |
| Kalamazoo Gazette | Monday |
| Muskegon Chronicle | Monday |
| Saginaw News | Monday |

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2008 national ROP advertising rates

individual newspaper – color (net)

Add the following charges to black and white rates to determine the cost of a color ad.
Group discounts do not apply to color rates.

| | one color up to 30" | one color over 30" | multiple color up to 30" | multiple 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 | 1050.00 | 330.00 | 1050.00 |
| sunday | 550.00 | 1435.00 | 550.00 | 1435.00 |
| JACKSON CITIZEN PATRIOT | 175.00 | 275.00 | 300.00 | 500.00 |
| KALAMAZOO GAZETTE | | | | |
| mon.-wed. | 265.00 | 460.00 | 342.00 | 592.00 |
| thurs.-sun. | 576.00 | 592.00 | 576.00 | 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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2008 national preprint advertising rates

preprint CPMs (net)

All rates are per thousand. Ask us about discounted rates for full-run distribution in all eight Booth newspapers.

| | daily (net) | sunday full run (net) | sunday zoned (net) |
|------------------|-------------|-----------------------|--------------------|
| CARD (NO FOLD) | \$29.80 | \$33.55 | \$34.30 |
| 4-PAGE TAB | 34.75 | 39.10 | 39.90 |
| 6-PAGE TAB | 44.15 | 49.40 | 50.40 |
| 4 FULL • 8 TAB | 53.60 | 59.70 | 60.90 |
| 10-PAGE TAB | 59.30 | 66.00 | 67.30 |
| 6 FULL • 12 TAB | 65.05 | 72.35 | 73.80 |
| 14-PAGE TAB | 72.65 | 81.05 | 82.70 |
| 8 FULL • 16 TAB | 80.25 | 89.75 | 91.55 |
| 18-PAGE TAB | 86.00 | 96.25 | 98.15 |
| 10 FULL • 20 TAB | 91.66 | 102.70 | 104.75 |
| 22-PAGE TAB | 93.35 | 104.55 | 106.70 |
| 12 FULL • 24 TAB | 95.00 | 106.40 | 108.50 |
| 26 TAB | 96.70 | 108.90 | 110.05 |
| 14 FULL • 28 TAB | 98.35 | 111.40 | 113.65 |

preprint policy

- Thanksgiving Day premium of 5 percent on the Daily earned rates.
- 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 up-charge based on local newspaper policy and pricing.
- Increased distribution occurs in some Booth 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 Tricia Berkompas or Mary Weis for details: 616.222.5567 or tberkompas@boothmichigan.com / mweis@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 page).
- Ship inserts on skids; bundles turned 50 per turn. Inserts must arrive 10 business days prior to insertion date.

for more information

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2008 national ROP and preprint material delivery

ROP material delivery addresses

For electronic delivery, we prefer Booth Newspapers' upload site: <http://eads.boothnewspapers.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 Booth newspaper at the following addresses.

Ann Arbor News

340 East Huron Street
Ann Arbor, MI 48104
734.994.6989

Flint Journal

200 East First Street
Flint, MI 48502
810.766.6100

Jackson Citizen Patriot

615 Hupp Avenue
Jackson, MI 49201
517.787.2300

Muskegon Chronicle

981 Third Street
Muskegon, MI 49440
231.722.3161

Bay City Times

311 Fifth Street
Bay City, MI 48708
989.895.8551

Grand Rapids Press

155 Michigan Street NW
Grand Rapids, MI 49503
616.222.5567

Kalamazoo Gazette

401 South Burdick Street
Kalamazoo, MI 49007
269.345.3511

Saginaw News

203 South Washington Avenue
Saginaw, MI 48607
989.752.7171

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

Flint Journal

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

Jackson Citizen Patriot

5690 Hines Drive
Ann Arbor, MI 48108
517.787.2159

Muskegon Chronicle

Muskegon Transfer
1922 Park Street
Muskegon, MI 49441
231.725.6316

Bay City Times

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

Grand Rapids Press

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

Kalamazoo Gazette

401 South Burdick Street
Kalamazoo, MI 49007
269.388.8459

Saginaw News

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

insertion orders

Please send insertion orders to:

BoothMichigan
Attn: Tricia Berkompas or Mary Weis
155 Michigan Street NW
Grand Rapids, MI 49503

Phone: 616.222.5567
Fax: 616.222.5225

tberkompas@boothmichigan.com
mweis@boothmichigan.com

representatives – Metro-Suburbia

| | |
|-------------|--------------|
| New York | 212.697.8020 |
| Los Angeles | 323.965.3677 |
| Detroit | 248.426.4202 |
| Atlanta | 770.777.4910 |
| Boca Raton | 561.750.1700 |

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readership and circulation

individual BoothMichigan newspapers

| | sunday readership | daily readership | sunday circulation | daily circulation |
|-------------------------|-------------------|------------------|--------------------|-------------------|
| ANN ARBOR NEWS | 170,006 | 135,941 | 60,586 | 47,978 |
| BAY CITY TIMES | 96,111 | 70,405 | 42,034 | 32,594 |
| FLINT JOURNAL | 243,549 | 190,597 | 100,435 | 84,291 |
| GRAND RAPIDS PRESS | 492,425 | 333,046 | 182,520 | 132,977 |
| JACKSON CITIZEN PATRIOT | 92,848 | 92,848 | 37,541 | 32,986 |
| KALAMAZOO GAZETTE | 181,270 | 181,270 | 70,005 | 52,568 |
| MUSKEGON CHRONICLE | 125,550 | 125,550 | 47,707 | 42,615 |
| SAGINAW NEWS | 147,059 | 147,059 | 53,431 | 43,560 |
| TOTAL | 1,548,818 | 1,149,396 | 594,259 | 469,569 |

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

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2008 national ROP advertising policy

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.

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