

BOOTHMICHIGAN 2008 ADVERTISING RATES

BIG REACH AT REASONABLE RATES

Our advertising rates are surprisingly affordable, given that BoothMichigan has one of the largest newspaper readerships in the U.S. Cost per thousand readers reached with a 2x2 ad is just 71 cents.

Members of the tourism industry automatically receive lower rates than BoothMichigan's national and retail customers. Eligible categories include:

- Agencies
- Amusements
- Attractions
- Casinos
- Concerts
- Cruise lines
- Destinations
- Festivals
- Lodgings
- Performances
- Resorts
- Travel bureaus
- Travel services

Buy a group of BoothMichigan newspapers and you'll save even more. Group and individual ad rates for 2008 are listed on the following pages.

REPEAT YOUR AD AND SAVE

For substantial reach and savings, buy a Sunday ad and repeat it during the week.

Scheduling your BoothMichigan ad more than once during the week increases your reach from 1,548,818 adults to 2,294,975. Repeating your Sunday ad during the week saves you 50% off our already-lower daily ad rates. The discount applies to one or more daily ads.

For example, your repeat discounts for a 2x2 Booth Group Eight ad are:

Sunday ad	\$1,096.28
1st daily repeat ad	\$426.48
2nd daily repeat ad	\$426.48
Total three-ad buy	\$1,949.24

Our Sunday/daily combination is ideal for running in both the Sunday travel section and the weekly entertainment section.

TAKE ADVANTAGE OF LOWER COLOR RATES

And we have even more good news: lower color rates for 2008. Add full color to your ad in all eight of our newspapers for only \$852 for ads up to and including 10 inches in size. That's 65% lower than last year's rates. **Our color rates are on pages 60 and 61.**

Ask your BoothMichigan representative for a custom quote on MLive.com, Business Review and database marketing services, or call 616.222.5825.

GROUP RATES

Buy a group of our newspapers and you'll save even more off our already discounted rates for the tourism industry.

Group discounts are yours with just one order and one bill—and no contract to sign. (Your invoice total may vary slightly from a group rate-times-space formula due to discount applications and rounding in our billing system.)

Rates on the next page include our group discounts.

BOOTH GROUP EIGHT

17% Discount

Ann Arbor News, Bay City Times, Flint Journal, Grand Rapids Press, Jackson Citizen Patriot, Kalamazoo Gazette, Muskegon Chronicle, Saginaw News

BOOTH GROUP WEST

14% Discount

Grand Rapids Press, Jackson Citizen Patriot, Kalamazoo Gazette, Muskegon Chronicle

BOOTH GROUP EAST

14% Discount

Ann Arbor News, Bay City Times, Flint Journal, Saginaw News

GKM GROUP

11% Discount

Grand Rapids Press, Kalamazoo Gazette, Muskegon Chronicle

FSB GROUP

11% Discount

Flint Journal, Saginaw News, Bay City Times

AAJ GROUP

11% Discount

Ann Arbor News, Jackson Citizen Patriot

Add MLive.com

Complement your print advertising with an online package. Call 616.222.5825.

Our newspapers occasionally provide bonus distribution around holidays. Rate premiums will apply for participation in bonus editions.

	SUNDAY	DAILY
BOOTH GROUP EIGHT		
Readership	1,548,818	1,149,396
Circulation	594,259	469,569
Net Inch Rate	\$274.07	\$213.24
BOOTH GROUP WEST		
Readership	892,093	641,464
Circulation	337,773	261,146
Net Inch Rate	\$150.35	\$114.02
BOOTH GROUP EAST		
Readership	656,725	507,932
Circulation	262,698	212,404
Net Inch Rate	\$133.63	\$106.93
GKM GROUP		
Readership	799,245	563,335
Circulation	300,232	228,160
Net Inch Rate	\$128.04	\$95.51
FSB GROUP		
Readership	486,719	371,991
Circulation	195,900	160,445
Net Inch Rate	\$108.74	87.94
AAJ GROUP		
Readership	262,854	214,070
Circulation	98,127	80,964
Net Inch Rate	\$57.10	\$45.20

Readership in Michigan's Lower Peninsula: Scarborough, Release 1, 2007.
Circulation: ABC, December 2006.
Rates are non-commissionable.
Agency commissionable rates available on request.

2008 Net Advertising Rates
Effective January 1, 2008 - Payable in U.S. Funds

INDIVIDUAL RATES

Our individual travel and entertainment rates are lower than the open national and retail rates at each BoothMichigan newspaper.

	SUNDAY	DAILY
ANN ARBOR NEWS		
Readership	170,006	135,941
Circulation	60,586	47,978
Net Inch Rate	\$33.20	\$25.52
BAY CITY TIMES		
Readership	96,111	70,405
Circulation	42,034	32,594
Net Inch Rate	\$31.60	\$25.27
FLINT JOURNAL		
Readership	243,549	190,597
Circulation	100,435	32,594
Net Inch Rate	\$50.96	\$41.94
GRAND RAPIDS PRESS		
Readership	492,425	333,046
Circulation	182,520	132,977
Net Inch Rate	\$71.05	\$49.49

	SUNDAY	DAILY
JACKSON CITIZEN PATRIOT		
Readership	92,848	78,129
Circulation	37,541	32,986
Net Inch Rate	\$30.96	\$25.27
KALAMAZOO GAZETTE		
Readership	181,270	117,597
Circulation	70,005	52,568
Net Inch Rate	\$37.07	\$28.76
MUSKEGON CHRONICLE		
Readership	125,550	112,692
Circulation	47,707	42,615
Net Inch Rate	\$35.75	\$29.06
SAGINAW NEWS		
Readership	147,059	110,989
Circulation	53,431	43,560
Net Inch Rate	\$39.62	\$31.61

Readership in Michigan's Lower Peninsula: Scarborough, Release 1, 2007.
 Circulation: ABC, December 2006.
 Rates are non-commissionable.
 Agency commissionable rates available on request.

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COLOR RATES

Our color rates are lower than ever. Add full color to your ad in all eight BoothMichigan newspapers for only \$852 (ad sizes up to and including 10 inches). That's 65% lower than last year's color rates.

To calculate your total price for a color ad, use our group or individual black and white rates, then add our group or individual color charges. (Sorry, group and repeat discounts don't apply to color rates.)

	10" OR LESS	10.25" TO 30"	30.25" TO 59"	OVER 59"
BOOTH GROUP EIGHT	\$852	\$1,533	\$2,868	\$6,444
Ann Arbor News, Bay City Times, Flint Journal, Grand Rapids Press, Jackson Citizen Patriot, Kalamazoo Gazette, Muskegon Chronicle, Saginaw News				
BOOTH GROUP WEST	\$510	\$850	\$1,617	\$3,495
Grand Rapids Press, Jackson Citizen Patriot, Kalamazoo Gazette, Muskegon Chronicle				
BOOTH GROUP EAST	\$342	\$683	\$1,251	\$2,949
Ann Arbor News, Bay City Times, Flint Journal, Saginaw News				
GKM GROUP	\$414	\$690	\$1,217	\$2,995
Grand Rapids Press, Kalamazoo Gazette, Muskegon Chronicle				
FSB GROUP	\$252	\$533	\$976	\$2,209
Flint Journal, Saginaw News, Bay City Times				
AAJ GROUP	\$186	\$310	\$675	\$1,240
Ann Arbor News, Jackson Citizen Patriot				

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INDIVIDUAL COLOR RATES

	10" OR LESS	10.25" TO 30"	30.25" TO 59"	OVER 59"
ANN ARBOR NEWS	\$90	\$150	\$275	\$740
BAY CITY TIMES	\$60	\$178	\$306	\$459
FLINT JOURNAL	\$102	\$200	\$435	\$900
GRAND RAPIDS PRESS	\$180	\$300	\$530	\$1,370
JACKSON CITIZEN PATRIOT	\$96	\$160	\$400	\$500
KALAMAZOO GAZETTE	\$144	\$240	\$424	\$850
MUSKEGON CHRONICLE	\$90	\$150	\$263	\$775
SAGINAW NEWS	\$90	\$155	\$235	\$850

REPEAT DISCOUNTS

Build valuable frequency by repeating your ad.

Scheduling your ad more than once during a seven-day period means more of our readers will notice you. On any given Sunday, 1,548,818 Michigan adults read one of our newspapers. That number grows to 2,294,975 during any given week.

Repeating your ad lowers your average ad cost.

Repeating your ad lowers your average CPM.

Repeating your ad increases your reach.

Repeating your ad also means a generous discount:

- Sunday/daily ad combination within six days with no changes: **50% off** first daily repeat ad (at our already discounted daily ad rates) and **50% off** subsequent daily repeat ads.

Sample discounts – 2x2 Booth Group Eight ad

Sunday/Daily combo		Sunday with two daily repeats	
Sunday:	\$1,096.28	Sunday:	\$1,096.28
Daily repeat:	\$426.48	1st daily repeat:	\$426.48
Total buy:	\$1,522.76	2nd daily repeat:	\$426.48
		Total buy:	\$1,949.24

- Daily ad, repeated within six days with no changes: **35% off** second and subsequent daily repeat ads.

Sample discounts – 2x2 Booth Group Eight ad

Daily/Daily combo	
1st daily ad:	\$852.96
Daily repeat:	\$554.42
Total buy:	\$1,407.38

COMBINATION DISCOUNTS

We offer special discounts when you schedule your ad in more than one of our products and when you buy multiple times within a single product.

WINTER TRAVEL SECTION AND SKI FEATURE

Schedule a Booth Group Eight ad (five inches or larger) in our **Winter Travel Section** on November 9 and repeat it in our **Ski Feature** on November 23: Receive a 10% discount on your Ski feature ad. (Sections and features described on pages 7 and 10.)

Sample discount – 2x2 Booth Group Eight ad

Winter Travel Section:	\$1,096.28
Ski Feature:	\$986.65
Total buy:	\$2,082.98

ESCAPES

Schedule a Booth Group Eight ad in all four of our Escapes—**Cabin Fever Escapes** on January 20, **Spring Escapes** on February 24, **Last Chance Summer Escapes** on August 3 and **Winter Escapes** on December 7: Receive a 5% discount on all four Escapes ads when scheduled with a single insertion order. (Escapes described on page 16.)

Sample discount – 2x2 Booth Group Eight ad

One Escapes:	\$1,096.28
All four Escapes/each ad:	\$1,041.47

BROCHURE DIRECTORIES

Schedule a Booth Group Eight ad in our **Spring Brochure Directory** on February 10: Receive a discount on your ad in our **Summer Brochure Directory** on April 13.

Schedule a Booth Group Eight ad in our **Fall Brochure Directory** on August 10: Receive a discount on your ad in our **Winter Brochure Directory** on November 16.

Schedule a Booth Group Eight ad in all four of our Brochure Directories—**Spring, Summer, Fall and Winter**: Get a discount on all four of your ads. (Brochure Directories described on page 17.)

Any one Brochure Directory ad: \$1,166.96

Spring and Summer Brochure Directory ads:

\$1,166.96 Spring ad

\$1,064.89 Summer ad

Fall and Winter Brochure Directory ads:

\$1,166.96 Fall ad

\$1,064.89 Winter ad

Spring, Summer, Fall and Winter Brochure Directory ads:

\$1,064.89 each ad

Add a direct link to your website from MLive.com for an additional \$101.97.

VACATION ACCOMMODATIONS

Deep discounts are available for ads in our Vacation Accommodations directories depending on frequency. For example, save nearly 40% off the price of a single ad insertion when you buy 24 ad insertions per year. Buy 24 insertions in all eight BoothMichigan papers and get a free feature story and photo valued at \$3,288. (Vacation Accommodations described on page 18.)

Vacation Accommodations rates per insertion:

Frequency	Booth Group Eight	Booth Group West	Booth Group East
1-2 insertions	\$192.68	\$126.34	\$122.30
3-5 insertions	\$181.97	\$119.60	\$115.81
6-11 insertions	\$171.25	\$112.87	\$109.31
12-16 insertions	\$156.96	\$103.88	\$100.66
17-23 insertions	\$139.10	\$92.66	\$89.83
24 insertions	\$117.66	\$79.18	\$76.84

TRAVEL E-DEALS NEWSLETTER

Save when you place an ad in four to eight issues of Travel E-Deals, the electronic newsletter from MLive.com and BoothMichigan that's sent to over 19,000 opt-in subscribers every month. Buy nine to 12 ad insertions and get an even larger discount. (Travel E-Deals described on page 35.)

Travel E-Deals rates:

1-3 insertions \$650.00 each ad

4-8 insertions \$550.00 each ad

9-12 insertions \$450.00 each ad

Readership: Scarborough, Release 1, 2007.

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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.
- Failure to meet position requests will not constitute cause for adjustment, refund or rerun.
- 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.
- Same advertising must appear in all newspapers within selected group during same calendar week to qualify for group discount.
- Advertisements are not subject to multiple discounts. When more than one discount may apply, only the largest single discount will be used.
- 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.