



# Reach 100% Of Your Market By Zip Code

*Detached Address Cards*

*Print & Mail Cards*

*Inserts*

## RATES

### Standard

	1c	2c	3c
5.5 X 4.25	\$66/M	\$69/M	\$72/M
8.5 X 3.5	\$68/M	\$71/M	\$74/M
8.5 X 5.5	\$71/M	\$74/M	\$77/M

### Volume & Frequency Discount

in thousands	6X	13X	26X	
0-25	OPEN	\$1/M	\$2/M	\$3/M
26-50	\$1/M	\$2/M	\$3/M	\$4/M
51-100	\$2/M	\$3/M	\$4/M	\$5/M
101-150	\$3/M	\$4/M	\$5/M	\$6/M
151-200	\$4/M	\$5/M	\$6/M	\$7/M
201-	\$5/M	\$6/M	\$7/M	\$8/M

Less than 10M- add \$80 setup charge

### 4-Color Process (8.5x5.5)

225M OR MORE	\$66/M
200M - 224M	\$67/M
175M - 199M	\$68/M
150M - 174M	\$69/M
125M - 149M	\$70/M
100M - 124M	\$71/M
74M - 99M	\$72/M
50M - 74M	\$74/M
25M - 49M	\$80/M

Less than 25M= \$80/M + \$200 set up charge

Second side- \$10/M

Each additional color add \$3/M

### Frequency Discount

1-5X	6X	13X	26X
OPEN	\$1/M	\$2/M	\$3/M

### Deadlines

Copy- 3 weeks prior to publication date

Print ready copy- 2 weeks prior to publication date

\$15/M- Aero Gloss 9 pt.

## RATES

### Standard

	1c/1c	2c/1c	2c/2c	3c/2c	3c/3c
5.5 X 4.25	\$40/M	\$43/M	\$46/M	\$49/M	\$52/M
8.5 X 3.5	\$42/M	\$45/M	\$48/M	\$51/M	\$54/M
8.5 X 5.5	\$47/M	\$51/M	\$54/M	\$57/M	\$60/M

### Volume & Frequency Discount

in thousands	6X	13X	26X	
0-25	OPEN	\$1/M	\$2/M	\$3/M
26-50	\$1/M	\$2/M	\$3/M	\$4/M
51-100	\$2/M	\$3/M	\$4/M	\$5/M
101-150	\$3/M	\$4/M	\$5/M	\$6/M
151-200	\$4/M	\$5/M	\$6/M	\$7/M
201-	\$5/M	\$6/M	\$7/M	\$8/M

Less than 10M- add \$110 setup charge

### 4-Color Process (8.5x5.5)

225M OR MORE	\$43/M
200M - 224M	\$44/M
175M - 199M	\$45/M
150M - 174M	\$46/M
125M - 149M	\$47/M
100M - 124M	\$48/M
74M - 99M	\$49/M
50M - 74M	\$51/M
25M - 49M	\$57/M

Less than 25M= \$57/M + \$200 set up charge

Prices include 1 color on second side.

Each additional color add \$3/M

### Frequency Discount

1-5X	6X	13X	26X
OPEN	\$1/M	\$2/M	\$3/M

### Deadlines

Copy- 3 weeks prior to publication date

Print ready copy- 2 weeks prior to publication date

\$15/M- Aero Gloss 9 pt.

\*\$25 (per zip code) charge for inserting less than full zip code circulation

## WEIGHT (oz./pc.)

## RATE (\$/1000)

0-.10	\$34/M
.11-.20	\$37/M
.21-.30	\$40/M
.31-.40	\$44/M
.41-.50	\$48/M
.51-.60	\$52/M
.61-.70	\$56/M
.71-.80	\$60/M
.81-.90	\$64/M
.91-1.00	\$68/M

### Deadlines

#### Space Reservation:

7 days prior to publication date

#### Delivered to C&G:

Friday (No Later Than 4:00 p.m.) before publication date.

#### Larger deliveries must be delivered to:

Michigan Web Press

10441 Enterprise Drive • Davisburg, MI 48350

248-620-2990

### Discounts

#### VOLUME in thousands

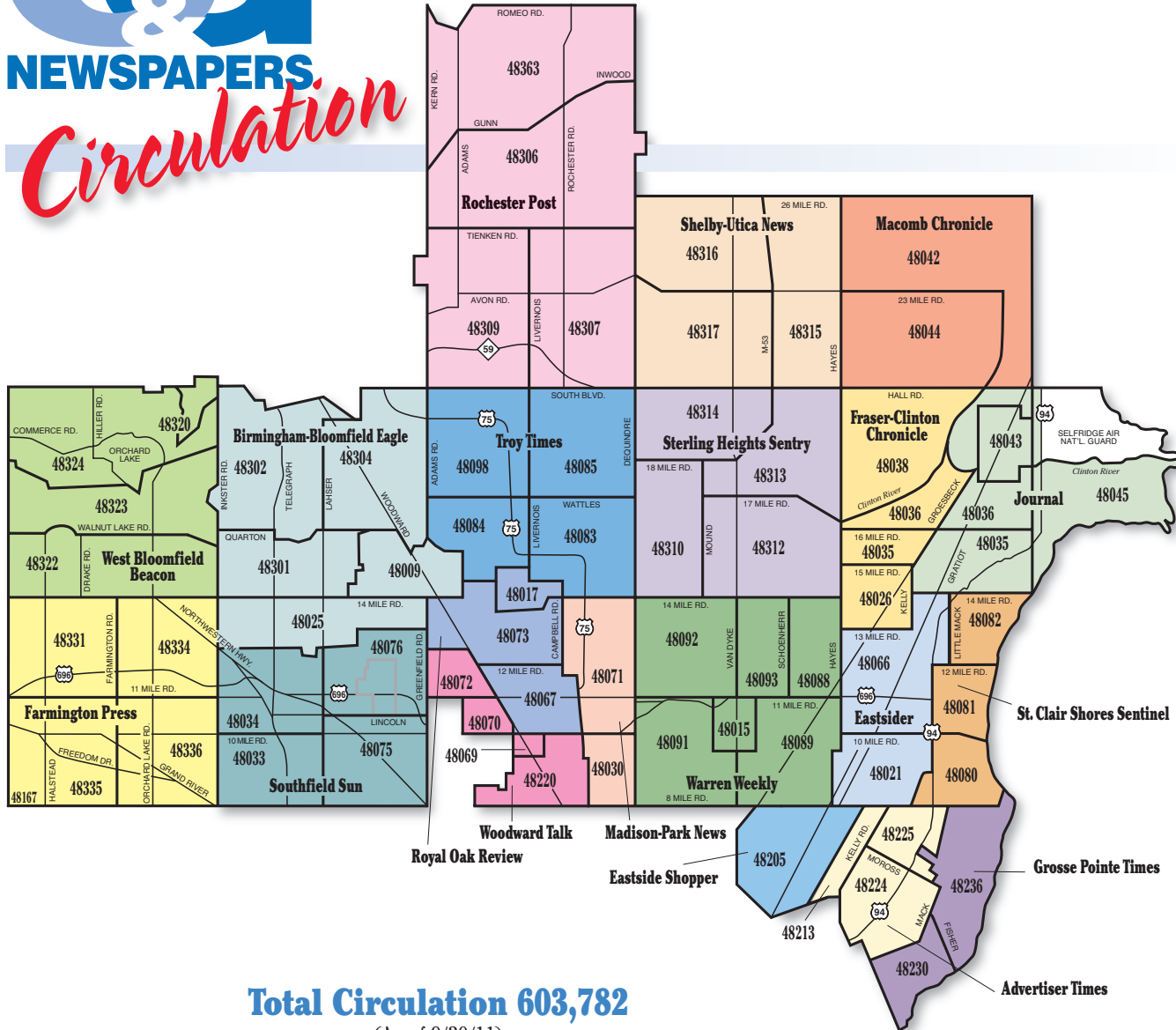
#### FREQUENCY

	6X	13X	26X	
0-25	OPEN	\$1/M	\$2/M	\$3/M
26-50	\$1/M	\$2/M	\$3/M	\$4/M
51-100	\$2/M	\$3/M	\$4/M	\$5/M
101-150	\$3/M	\$4/M	\$5/M	\$6/M
151-200	\$4/M	\$5/M	\$6/M	\$7/M
201-	\$5/M	\$6/M	\$7/M	\$8/M

\*\$25 (per zip code) charge for inserting less than full zip code circulation



# Circulation



**Total Circulation 603,782**

(As of 9/30/11)

Zip code circulation is updated regularly. Please see insert for most recent totals.

## Oakland County

Circulation: 273,107

- Birmingham-Bloomfield Eagle**  
Birmingham, Bloomfield Hills, Bloomfield Twp., Franklin Village, Bingham Farms, Beverly Hills • Circulation: 33,116
- Farmington Press**  
Farmington & Farmington Hills • Circulation: 38,204
- Madison-Park News**  
Madison Heights & Hazel Park • Circulation: 19,659
- Rochester Post**  
Rochester, Rochester Hills & Oakland Twp. • Circulation: 38,450
- Royal Oak Review**  
Royal Oak & Clawson • Circulation: 32,526
- Southfield Sun**  
Southfield & Lathrup Village • Circulation: 32,924
- Troy Times**  
Troy • Circulation: 31,294
- West Bloomfield Beacon**  
West Bloomfield, Orchard Lake, Keego Harbor & Sylvan Lake Circulation: 27,010
- Woodward Talk**  
Ferndale, Berkley, Huntington Woods & Pleasant Ridge • Circulation: 19,924

## Macomb County

Circulation: 282,636

- Eastsider**  
Eastpointe & Roseville • Circulation: 30,846
- Fraser-Clinton Chronicle**  
Fraser & Clinton Twp. • Circulation: 30,751
- Journal**  
Mt. Clemens, Clinton & Harrison Twp. • Circulation: 33,176
- Macomb Chronicle**  
Macomb Twp. • Circulation: 27,231
- St. Clair Shores Sentinel**  
St. Clair Shores • Circulation: 27,167
- Shelby-Utica News**  
Shelby Twp. & Utica • Circulation: 29,851
- Sterling Heights Sentry**  
Sterling Heights • Circulation: 48,049
- Warren Weekly**  
Warren & Center Line • Circulation: 55,565

## Wayne County

Circulation: 57,138

- Advertiser Times**  
Harper Woods & Northeast Detroit • Circulation: 26,452
- Eastside Shopper**  
Detroit • Circulation: 12,062
- Grosse Pointe Times**  
All Five Grosse Pointes • Circulation: 18,624