

# Reach 100% Of Your Market By Zip Code

*Detached Address Cards*

*Print & Mail Cards*

2010

real-estate rates



## RATES

### Standard

	1c	2c	3c
5.5 X 4.25	\$50/M	\$53/M	\$56/M
8.5 X 3.5	\$52/M	\$55/M	\$58/M
8.5 X 5.5	\$57/M	\$61/M	\$64/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
51-100		\$2/M	\$3/M	\$4/M
101-150		\$3/M	\$4/M	\$5/M
151-200		\$4/M	\$5/M	\$6/M
201-		\$5/M	\$6/M	\$7/M

Less than 10M- add \$80 setup charge

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

225M OR MORE	\$53/M
200M - 224M	\$54/M
175M - 199M	\$55/M
150M - 174M	\$56/M
125M - 149M	\$57/M
100M - 124M	\$58/M
74M - 99M	\$59/M
50M - 74M	\$61/M
25M - 49M	\$67/M

Less than 25M= \$67/M + \$200 set up charge  
Second side- \$25/M (includes 9 pt. Aero Gloss).  
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
51-100		\$2/M	\$3/M	\$4/M
101-150		\$3/M	\$4/M	\$5/M
151-200		\$4/M	\$5/M	\$6/M
201-		\$5/M	\$6/M	\$7/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

**Oakland County**  
Circulation: 273,533

**Birmingham-Bloomfield Eagle**  
Birmingham, Bloomfield Hills, Bloomfield Twp., Franklin Village, Bingham Farms, Beverly Hills  
Circulation: 33,106

**Farmington Press**  
Farmington & Farmington Hills • Circulation: 38,365

**Madison-Park News**  
Madison Heights & Hazel Park • Circulation: 19,666

**Rochester Post**  
Rochester, Rochester Hills & Oakland Twp.  
Circulation: 38,364

**Royal Oak Review**  
Royal Oak & Clawson • Circulation: 32,657

**Southfield Sun**  
Southfield & Lathrup Village • Circulation: 33,040

**Troy Times**  
Troy • Circulation: 31,033

**West Bloomfield Beacon**  
West Bloomfield, Orchard Lake, Keego Harbor & Sylvan Lake • Circulation: 27,197

**Woodward Talk**  
Ferndale, Berkley, Huntington Woods & Pleasant Ridge • Circulation: 20,105

**Macomb County**  
Circulation: 282,446

**Eastsider**  
Eastpointe & Roseville • Circulation: 31,007

**Fraser-Clinton Chronicle**  
Fraser & Clinton Twp. • Circulation: 32,588

**Journal**  
Mt. Clemens, Clinton & Harrison Twp.  
Circulation: 31,570

**Macomb Chronicle**  
Macomb Twp. • Circulation: 26,885

**St. Clair Shores Sentinel**  
St. Clair Shores • Circulation: 27,155

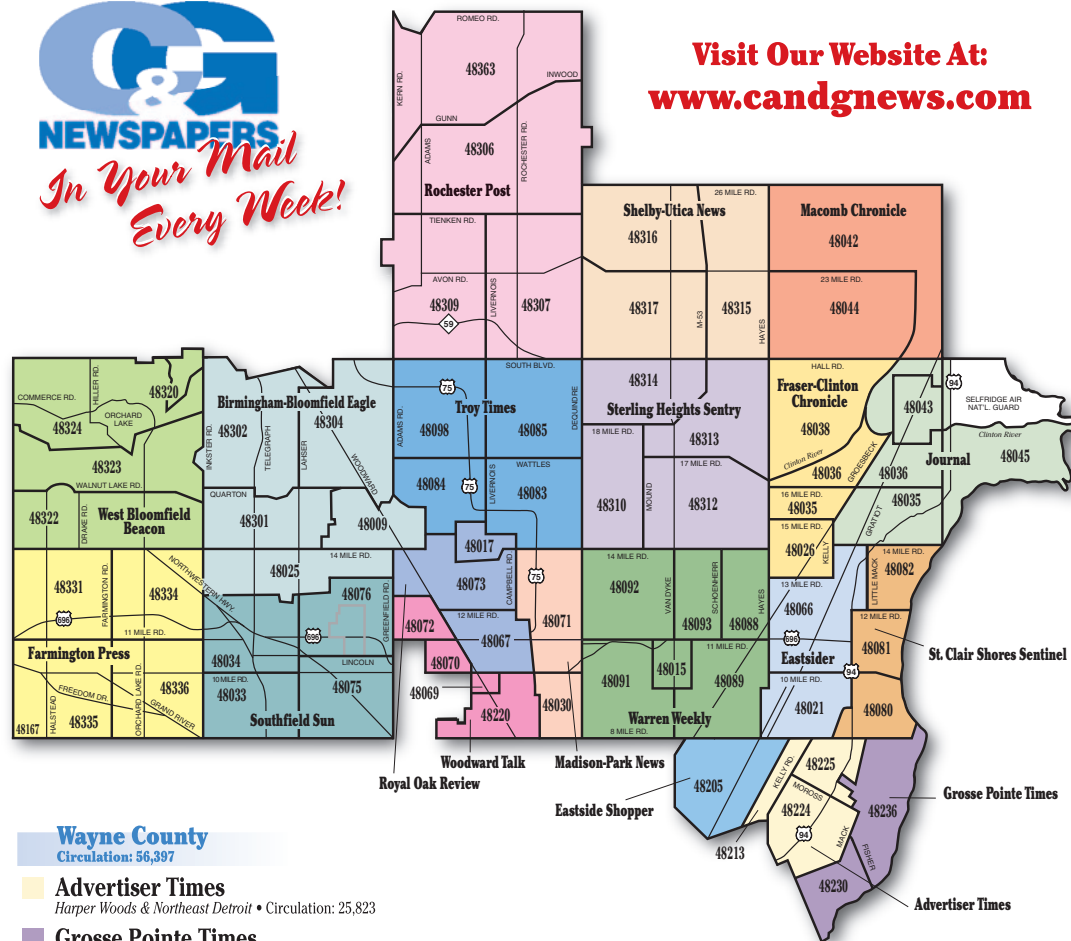
**Shelby-Utica News**  
Shelby Twp. & Utica • Circulation: 29,889

**Sterling Heights Sentry**  
Sterling Heights • Circulation: 47,994

**Warren Weekly**  
Warren & Center Line • Circulation: 55,358



Visit Our Website At:  
[www.candgnews.com](http://www.candgnews.com)



**Wayne County**  
Circulation: 56,397

**Advertiser Times**  
Harper Woods & Northeast Detroit • Circulation: 25,823

**Grosse Pointe Times**  
All Five Grosse Pointes • Circulation: 18,512

**Eastside Shopper**  
Detroit • Circulation: 12,062

**Total Circulation**  
**612,376**  
(As of 11/5/09)

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



**Deadline:**  
Wednesday 4:30 p.m.

**Policies:**

- C&G Publishing reserves the right to refuse any advertising copy.
- Position and/or specific color are neither sold nor guaranteed, other than the back page.
- All accounts are due and payable the date of publication.
- Any adjustment claim on an invoice must be made within seven days of publication.
- Rates are subject to change upon 30 days advance notice.
- Client assumes full responsibility and liability for the content of all advertising copy.
- Rates are noncommissionable.

**Artwork Submission:**

**Best Form:**

- QuarkXPress
- Must include all images and fonts (screen & printer).
- PDF Files
- Adobe Photoshop TIFF or EPS
- Adobe Illustrator EPS

**Equipment/Software:**

- Platform: Macintosh
- Software: QuarkXpress
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator

**Removable Media:**

- 100 MB Zip Disk
- CD Rom
- Email:** artroom@candgnews.com
- Send Name:** micwg

**Photos:** Images should be saved in TIFF format with a resolution of 200 dpi.

**Line Screen:** 100 lpi

**Definitions of frequency discounts**

**3x:** 3 issues run at least once per month\*    **6x:** 6 issues run at least once every 4 weeks\*

**13x:** 13 issues run at least once every 2 weeks\*    **26x:** 26 issues run every week\*

\*Must run in the same newspaper.

**NOTE: Every ad will be listed the week of publication in the "Shop" Business Directory on**

**[www.candgnews.com](http://www.candgnews.com) where the ad will be printable, emailable, mappable and hot-linked to your website.**

C&G Newspapers • 13650 11 Mile Road • Warren, MI 48089 • 586-498-8000 • Fax: 586-498-9631 • [www.candgnews.com](http://www.candgnews.com)

**Rates**

**Zone Rates (per paper)**

Ad Size	4-7 Papers				8-11 Papers				12 or more Papers			
	3x	6x	13x	26x	3x	6x	13x	26x	3x	6x	13x	26x
2x Full	\$1,317	\$1,207	\$1,097	\$988	\$1,262	\$1,152	\$1,043	\$933	\$1,207	\$1,097	\$988	\$878
Full	\$692	\$634	\$576	\$519	\$663	\$605	\$548	\$490	\$634	\$576	\$519	\$461
1/2	\$427	\$392	\$357	\$323	\$409	\$375	\$340	\$306	\$392	\$357	\$323	\$288
1/4	\$248	\$231	\$213	\$196	\$236	\$219	\$202	\$184	\$225	\$208	\$190	\$173
1/8	\$150	\$138	\$127	\$115	\$144	\$133	\$121	\$110	\$138	\$127	\$115	\$104
1/16	\$86	\$81	\$75	\$69	\$81	\$75	\$69	\$63	\$75	\$69	\$63	\$58

Zone rates reflect no changes in the ad for subsequent papers. Additional ad layouts are \$100 per page per paper.

**Individual Newspaper Rates**

Ad Size	St. Clair Shores Sentinel	The Eastsider	Warren Weekly	Sterling Heights Sentry	Shelby-Utica News	Fraser-Clinton Chronicle	Macomb Chronicle	The Journal	Grosse Pointe Times	Advertiser Times	Madison-Park News	Troy Times	Birmingham-Bloomfield Eagle	Royal Oak Review	West Bloomfield Beacon	Woodward Talk	Southfield Sun	Rochester Post	Farmington Press
2x Full	\$2,328	\$2,328	\$3,042	\$2,386	\$1,751	\$2,222	\$1,508	\$2,222	\$1,876	\$2,400	\$1,645	\$2,072	\$2,328	\$2,328	\$2,072	\$1,645	\$2,267	\$2,267	\$2,267
Full	\$1,331	\$1,331	\$1,739	\$1,364	\$1,000	\$1,270	\$862	\$1,270	\$1,072	\$1,372	\$940	\$1,184	\$1,331	\$1,331	\$1,184	\$940	\$1,296	\$1,296	\$1,296
1/2	\$736	\$736	\$966	\$777	\$550	\$700	\$455	\$700	\$577	\$754	\$496	\$656	\$736	\$736	\$656	\$496	\$735	\$735	\$735
1/4	\$439	\$439	\$560	\$481	\$327	\$418	\$256	\$418	\$325	\$454	\$279	\$394	\$439	\$439	\$394	\$279	\$443	\$443	\$443
1/8	\$251	\$251	\$323	\$275	\$199	\$241	\$164	\$241	\$208	\$260	\$178	\$235	\$251	\$251	\$235	\$178	\$253	\$253	\$253
1/16	\$154	\$154	\$195	\$157	\$124	\$145	\$110	\$145	\$140	\$157	\$120	\$136	\$154	\$154	\$136	\$120	\$149	\$149	\$149

**Color Rates (per paper)**

Ad Size	1-3 Papers		4-7 Papers		8-11 Papers		12 or more Papers	
	1-color	4-color	1-color	4-color	1-color	4-color	1-color	4-color
2x Full	\$130	\$260	\$120	\$240	\$120	\$240	\$120	\$240
Full	\$80	\$160	\$75	\$145	\$70	\$130	\$65	\$120
1/2	\$70	\$135	\$65	\$120	\$60	\$105	\$55	\$95
1/4	\$60	\$115	\$55	\$100	\$50	\$85	\$45	\$80
1/8	\$60	\$115	\$55	\$100	\$50	\$85	\$45	\$80
1/16	\$60	\$115	\$55	\$100	\$50	\$85	\$45	\$80

**Individual Discounts**

Papers	1x	3x	6x	13x	26x
1-3	20%	30%	40%	45%	50%
4-7	25%	USE REAL ESTATE ZONE RATES			
8-11	30%	USE REAL ESTATE ZONE RATES			
12-19	35%	USE REAL ESTATE ZONE RATES			

Note: Individual discounts apply only to individual newspaper buys. Color rates are net and may not be discounted.

**Job Directory Rates**

Full Run				Macomb North & C&G South				Oakland			
Circulation: 600,314 Homes				Circulation: 298,368 Homes				Circulation: 273,523 Homes			
Ad Size	1 x	2-4 x	5 x or more	Ad Size	1 x	2-4 x	5 x or more	Ad Size	1 x	2-4 x	5 x or more
3	\$493	\$468	\$443	3	\$308	\$292	\$277	3	\$308	\$292	\$277
6	\$957	\$909	\$861	6	\$598	\$568	\$538	6	\$598	\$568	\$538
9	\$1,407	\$1,336	\$1,266	9	\$879	\$835	\$791	9	\$879	\$835	\$791
12	\$1,800	\$1,710	\$1,620	12	\$1,125	\$1,068	\$1,012	12	\$1,125	\$1,068	\$1,012
18	\$2,620	\$2,489	\$2,358	18	\$1,637	\$1,555	\$1,474	18	\$1,637	\$1,555	\$1,474
24	\$3,357	\$3,189	\$3,021	24	\$2,098	\$1,993	\$1,888	24	\$2,098	\$1,993	\$1,888

**AVAILABLE ZONES**

Macomb NORTH (Circ. 140,513): Fraser-Clinton Chronicle, Journal, Macomb Chronicle, Shelby-Utica News and Sterling Heights Sentry  
C&G SOUTH (Circ. 157,855): Advertiser Times, Eastsider, Grosse Pointe Times, St. Clair Shores Sentinel and Warren Weekly  
Oakland (Circ. 273,523): Birmingham-Bloomfield Eagle, Farmington Press, Madison-Park News, Rochester Post, Royal Oak Review, Southfield Sun, Troy Times, West Bloomfield Beacon and Woodward Talk