

The County Journal

COLUMN INCH RATE GUIDE

The following rates are for standard advertisements printed in black ink only. Our sales associates are happy to help with any questions regarding your ad.

LOCAL OPEN WEB

1 - 5 Column Inches.....	\$9.40 /ci.	\$10.81/ci.....	50¢
6 - 23 Column Inches.....	\$8.98 /ci.	\$10.33/ci.....	\$1
24 - 47 Column Inches.....	\$8.61 /ci.	\$9.90/ci.....	\$2
48 - 71 Column Inches.....	\$8.14 /ci.	\$9.36/ci.....	\$3
72 - 95 Column Inches.....	\$7.72 /ci.	\$8.88/ci.....	\$4
96 Column Inches.....	\$6.62 /ci.	\$7.61/ci.....	\$5
97+ Column Inches.....	\$6.41 /ci.	\$7.37/ci.....	\$10

LOCAL OPEN

1/8 Page (12 col. in.).....	\$108.76.....	\$124.96
1/4 Page (24 col. in.).....	\$208.64.....	\$239.60
1/2 Page (48 col. in.).....	\$393.72.....	\$452.28
3/4 Page (72 col. in.).....	\$559.84.....	\$643.36
Full Page (96 col. in.).....	\$640.52.....	\$735.56
2 Page Spread (192 col. in.).....	\$1,240.72.....	\$1,425.04

these prices include live web upload

Front Page: 5 col. x 13¼ in.
(includes full color & live web upload)
LOCAL: \$830 per ad OPEN: \$955 per ad

Back Page: 6 Col. X 16 in.
(includes full color & live web upload)
LOCAL: \$796 per ad OPEN: \$915 per ad

Spot Color: \$75.00 per ad
Black Plus One Color
(Yellow, Magenta or Cyan)

Process Color: \$150.00 per ad

2% Cash Discount If Paid at Time Of Ad Placement

DEADLINE AND CANCELLATION POLICIES

Display Advertising:
11:00 a.m. Thursdays.

Classified Advertising:
1:00 p.m. Thursdays.

News: 5:00 p.m. Wednesdays.

Cancellations: 11:00 a.m. Thursdays.

Inserts/Flyers: Delivered Tuesday prior to publication date at printer.

MECHANICAL REQUIREMENTS

Six columns per page (10 1/4"), 16 inches deep. Printed by Offset Press operations.

<u>Columns</u>	<u>Width</u>	<u>Picas</u>
1	1 9/16"	9.5
2	3 5/16"	20
3	5 1/16"	30 1/2
4	6 13/16"	41
5	8 9/16"	51 1/2
6	10 1/4"	62

OTHER RATE GUIDE INFORMATION

Photographs: When supplied by County Journal team members are available for \$5.00 each plus \$.60 per mile.

Obituary Announcements: Brief one paragraph announcement is free. Full announcement \$30.00. Photographs: \$5.00 each.

Pre-printed Inserts/Flyers: Net \$42.00 per thousand on a single sheet (\$175.00 minimum). Finished sizes larger than 8 1/2" X 11" - an additional charge of \$15.00 per thousand will be added for folding. See pre-printed insert, price list for all others.

Delivery Location: J-Ad Graphics, 1351 N. M-43 Hwy, Hastings MI 49058, Ph. 269-945-9554.

TERMS: Net amount due and payable upon receipt of statement with prior credit approval. All others cash with order.

DISTRIBUTION BY ZIP CODE

Charlotte 48813

City - 3,508

RR - 5,195

Charlotte Total - 8,703

Olivet 49076

RR - 1,500

Olivet Total - 1,500

Bellevue 49021

City - 660

RR - 1,740

Bellevue Total 2,400

Vermontville 49096

Village - 180

RR - 830

Vermontville Total - 1,010

Potterville 48876

City - 820

RR - 660

Potterville Total - 1,480

Sunfield 48890

City - 640

Sunfield Total - 640

Mulliken 48861

RR - 600

Mulliken Total - 600

Eaton Rapids 48827

RR#6 - 982

Eaton Rapids Total -982

All Routes - 17,315

Business Drops - 545

Subscribers & Mailings - 209

Office Copies - 231

Total 18,300

Classified Advertisements:

\$10.00 for the first 10 words and
20¢ per word thereafter.
Bold is 25¢ extra per word.

January, 2012