

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
1 - 5 Column Inches.....	\$8.95/ci	\$10.30/ci
6 - 23 Column Inches.....	\$8.55/ci	\$9.85/ci
24 - 47 Column Inches.....	\$8.20/ci	\$9.45/ci
48 - 71 Column Inches.....	\$7.75/ci	\$8.95/ci
72 - 95 Column Inches.....	\$7.35/ci	\$8.45/ci
96 Column Inches.....	\$6.30/ci	\$7.25/ci
97+ Column Inches.....	\$6.10/ci	\$7.00/ci

	LOCAL	OPEN
1/8 Page (12 col. in.).....	\$102.60	\$118.20
1/4 Page (24 col. in.).....	\$196.80	\$226.80
1/2 Page (48 col. in.).....	\$372	\$427.20
3/4 Page (72 col. in.).....	\$529.20	\$608.40
Full Page (96 col. in.).....	\$604.80	\$696.00
2 Page Spread (192 col. in.)...	\$1,171.20	\$1,344

Front Page: 5 col. x 13¼ in. (includes full color)
LOCAL: \$788.00 per ad **OPEN:** \$906.00 per ad

Back Page: 6 col. x 16 in. (includes full color)
LOCAL: \$788.00 per ad **OPEN:** \$906.00 per ad

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

Process Color: \$150.00 per ad

Classified Advertisements:

\$10.00 for the first 10 words and 20¢ per word thereafter.

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

"Eaton County's Advertising and News Journal"



241 S. Cochran, Suite 1
 Charlotte, MI 48813

Phone: 517-543-1099
 Fax: 517-543-1993

Business Hours:
 Monday - Friday
 8:30 a.m. - 5:00 p.m.
 Weekends & Evenings
 by Appointment

NEWS
 tsilvas@county-journal.com

CLASSIFIEDS
 advertising@county-journal.com

ADVERTISING/INSERTS
 cgwing@county-journal.com
 kfountain@county-journal.com
 johng@county-journal.com



"Eaton County's Advertising
 and News Journal"

Rate & Data Guide

Distributed to over 18,600 homes,
 businesses and apartments every
 Saturday.

- **CHARLOTTE** 48813
- **OLIVET** 49076
- **BELLEVUE** 49021
- **VERMONTVILLE** 49096
- **POTTERVILLE** 48876
- **SUNFIELD** 48890
- **MULLIKEN** 48861
- **EATON RAPIDS RR#6** 48827

www.county-journal.com
 Revised Rate Card Effective 1-1-09

