

GENERAL INFORMATION

- The publisher reserves the right, at absolute discretion and at any time, to reject any advertising copy, whether it has been previously acknowledged and/or published.
- The word "advertisement" will be placed with copy which, in the publisher's opinion, resembles editorial matter. Political ads require printed disclosure of responsible party as well as prepayment.
- Although The Advance will try to honor position requests, special position is not sold, implied, or guaranteed.
- Advertiser shall indemnify and save the publisher 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 the publisher and published.
- Failure to publish copy as ordered or material typographical errors by publisher shall entitle advertiser to credit for actual space of error, which credit shall be the sole remedy to the advertiser.
- The make-up and composition of The Advance's advertising and news content is the sole property of River Raisin Publications, Inc., and may not be reproduced without the publisher's expressed permission.
- The terms and conditions shown on this rate card shall govern the relationship between the publisher and advertisers. Unless expressly agreed to in writing by the publisher, no other terms or conditions in contracts, orders, copy, instructions, or otherwise will be binding on the publisher.

INSERT INFO:

Pre-printed inserts may be scheduled for \$165 and reserved two (2) weeks prior to run date. *A \$50 fold charge will be added to pieces larger than 8.5x11 (either intact or when folded).*

MARKET

LAUNCHER INSERTS

PACKAGE 1
11x14 folded, two sides, 20# colored bond, black ink only
\$435.00

PACKAGE 2
8x11 one side, 20# colored bond, black ink only*
\$235.00

PACKAGE 3
5.5x8.5, one side, 67# white, black ink*
\$225.00

All Launchers must be reserved three weeks prior to run date. More options are available from your sales representative. Prices include printing and inserting.

*Two-sided, add 40%

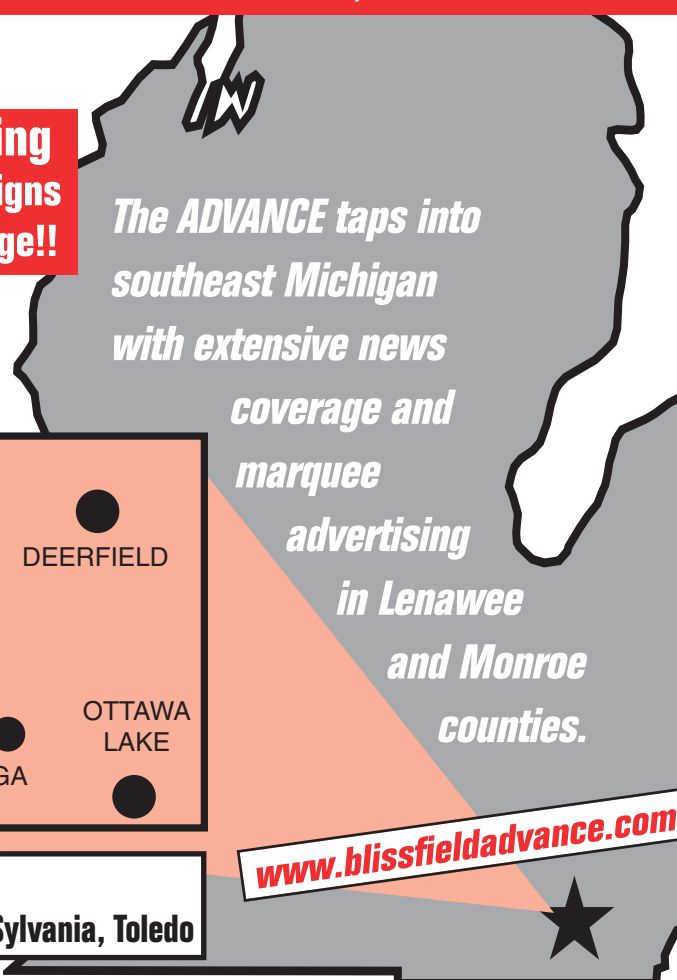
(517) 486-2400
Fax (517) 486-4675

2008 RATE CARD

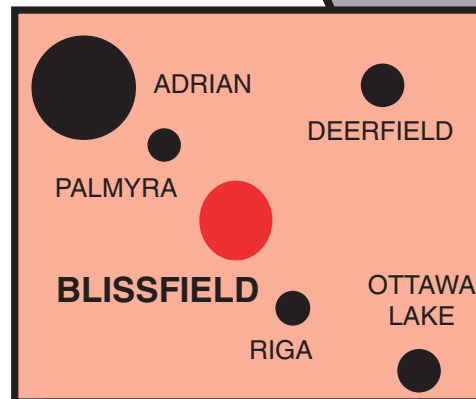
The ADVANCE

River Raisin Publications, Inc.

**Award-Winning
Advertising Designs
& News Coverage!!**



The ADVANCE taps into southeast Michigan with extensive news coverage and marquee advertising in Lenawee and Monroe counties.



OHIO, TOO!
Berkey, Metamora, Sylvania, Toledo

www.blissfieldadvance.com

121 Newspaper Street, Blissfield, MI, 49228

DISPLAY ADVERTISING

* National SAU rate\$6.75
 Open local rate\$5.75

VOLUME AND FREQUENCY DISCOUNT

Weekly contract ads, four (4) weeks or more, totaling less than 60 column inches per calendar month\$4.75
 60" or more in one calendar month\$4.50
 100" or more in one calendar month\$4.40
 200" or more in one calendar month\$4.20
 400" or more in one calendar month\$4.00
 Church, non-profit, and personal occasion\$4.40

Rates are projected through September 2007, but are subject to change.

Advertisers who use 60", 100", 200", 400", or more column inches per calendar month are billed monthly at the appropriate volume discount rate.

Position\$40.00
Publisher reserves the right to approve position. Some positions are not available.

COMMISSIONS

* The national rate is commissionable in The Advance. A commission will be granted only for camera-ready insertions.

WEB SITE ADVERTISING

728x90 pixels .. \$200/mo. • 468x60 pixels .. \$80/mo.
 120x90 pixels .. \$40/mo. • 300x250 pixels .. \$40/mo.

ARTWORK

SPOT COLOR CHARGES1/2 price of ad up to \$90 max (press color)
 - Specific Color\$95

MECHANICAL DATA — The Advance is printed on readersize format.

Advertising columns are 10 picas in width, six (6) columns per page.

The page depth is 16 inches. Gutters are 1/2 pica. Page width is 62.5 picas.

1 col. = 1.66"; 2 col. = 3.41"; 3 col. = 5.16"; 4 col. = 6.91"; 5 col. = 8.66"; 6 col. = 10.41"

FORMATS ACCEPTED ARE: 300 dpi JPEG, TIFF or PDF

advertising@blissfieldadvance.com

A full page is six (6) columns by 16 inches or 96 column inches. A half page is 48 column inches; a quarter page is 24 column inches; an eighth page is 12 column inches.

Camera Ready is defined as stat or PMT. No typesetting, layout, or design is required.

- Process Color\$189

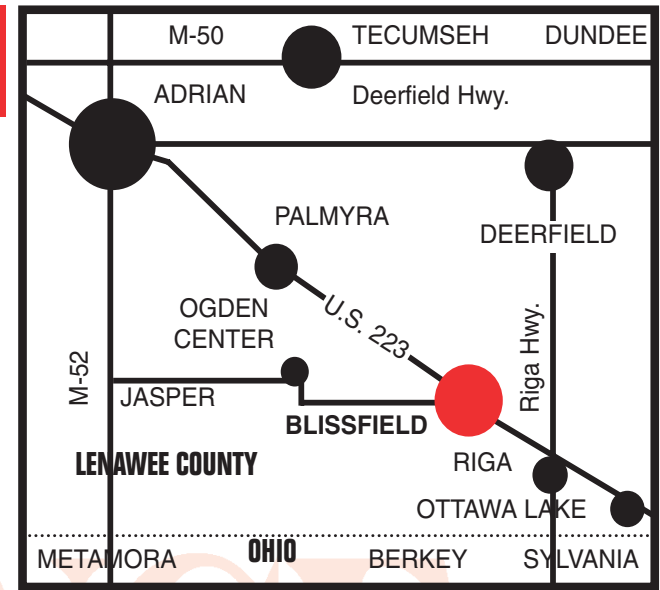
DEADLINES

DISPLAY ADVERTISING
 Friday @ 5 p.m.

CLASSIFIED ADVERTISING
 Monday @ 2 p.m.

*rates are available upon request

NEWS
 Friday @ 5 p.m.



CIRCULATION

The Advance is received in the subscriber's home on Wednesdays and is distributed through the mail under second-class mailing permits. It is available on the newsstands Tuesday noon. Readers pay 75 cents per copy or \$29 per year in the 492, 435, 436 & 481 zip codes. Current circulation by the United States Postal Service Audit, October 2007 is 2,675 (total distribution average no. copies each issue during preceding 12 months)

BILLING INFORMATION

Payment is due by the 10th of the month. After 30 days a 1.75 percent service charge per month is imposed on accounts payable. Advertisers are encouraged to call (517) 486-2400 with questions on billing. Minimum \$2 service charge on past due accounts including advertising agencies.

advertising@blissfieldadvance.com

(517) 486-2400 • FAX (517) 486-4675