



# CASS CITY CHRONICLE

P.O. Box 115, Cass City, MI 48726

ESTABLISHED 1899

PHONE: (989) 872-2010

FAX: (989) 872-3810

EMAIL: chronicle@cass-city.net

## *Advertising Rates for 2009*

**Circulation:** On the newsstands Tuesday afternoons and received locally in the mail on Wednesday. The Chronicle is entered as second class mail every Tuesday in Cass City. Total circulation each week: 3,300.

**Format and Color:** The Chronicle prints in an 6-column broadsheet format. Columns are 2 1/16 inches wide (or 12.2 picas) and 21 1/2 inches high. Two color advertising is available with a color charge of \$40.00. Process color advertising is available with a color charge of \$100.00.

<b>Local Advertising Rates:</b>	Level A: <b>Open display ad rate</b>	<b>\$4.85 col. in.</b>
	Level B: Every week contract rate (6 week minimum)	\$4.40 col. in.
	Level C: Over 30 inches	\$4.30 col. in.
	Level D: Over 60 inches	\$4.1col. in.

<b>National Rates:</b>	For advertising agency bookings	
	SAU: Standard Advertising Unit rate	\$7.07 SAU in.

**Terms:** Level B, C & D are offered only on prompt pay accounts, and overdue payments may jeopardize the discount originally agreed upon.

**Classified Advertising:** Classified advertising in the Chronicle is \$4.00 for the first 10 words, and 10 cents per additional word. Display classified, which could include borders, large type, art, etc., is \$5.00 per column inch (minimum 2"). Classified ads are sold on a cash or pre-pay basis, and a \$1.50 billing charge is added if not paid before bills are sent.

**Advertising Deadlines:** The deadline for display advertising is Friday of the week preceding each Tuesday's printing. Classified ad deadline is 12:00 p.m., Monday of the week of publication. On Monday holiday weeks, the Chronicle may print a day late, and our readers are notified of this in the previous week's edition.

<b>Inserting Pre-printed Material:</b>	3,300 quantity
Reply card or single sheet flyer:	\$35 per 1000 or \$115.50
4 to 12 page flyers	\$40 per 1000 or \$132.00
Catalog, heavy flyers	\$53 per 1000 or \$174.90

A week's advance notice is needed that inserts are coming, and they should be delivered to our shop by Friday of the week before the insertion date. The Chronicle printing plant also produces flyers, cards, grocery inserts and other material. Ask us for a quote on your printing needs.



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### *Cass City Chronicle* *Total Service Insert Special*

#### *Printing and Distribution package*

8 1/2" x 11" flyer, printed one side, black on white or colored paper

**3,500 copies, 3,300 inserted in the Chronicle \$239.00**

8 1/2" x 11" flyer, printed two sided, black on white or colored paper

**3,500 copies, 3,300 inserted in the Chronicle \$290.00**

### *Contract Advertising Savings*

Full page, 129 column inches

Open rate 129"x \$4.85 \$625.65

Discount rate 129"x \$4.15 \$535.35

**You Save \$90.30**

1/2 page, 64.5 column inches

Open rate 64.5"x \$4.85 \$312.83

Discount rate 64.5"x \$4.15 \$267.68

**You Save \$45.15**

1/4 page, 32.25 column inches

Open rate 32.25"x \$4.85 \$156.41

Discount rate 32.25"x \$4.30 \$138.68

**You Save \$17.73**

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## *Some popular display ad sizes and the cost*

**1 col. x 2 in. \$9.70**

**2 col. x 3 in. \$29.10**

**2 col. x 2 in. \$19.40**

**3 col. x 4 in. (12 column inches) \$58.20**

<i>Columns</i>	<i>Width in Inches</i>	<i>Classified Inches</i>
1	2 1/16	1 1/5
2	4 1/4	3 1/4
3	6 7/16	5
4	8 5/8	6 3/4
5	10 13/16	8 1/2
6	13	10 1/4
7	-----	13

*Page Depth: 21 1/2 inches  
Page Totals: 129 inches*

### *To order advertising:*

Write your message clearly, and indicate how you want it to look. Make sure location, date, time, prices, etc. are clearly stated for best results.

Indicate how many weeks, or which weeks you want to advertise. Placement requests are met if we can work it into the page design, but we cannot promise it every week.

Order ads by Friday for the following week. Faxed copy works on text only; photos and art should be mailed or emailed in. We fax or mail proofs if requested.

Any black on white artwork, logos, etc. can be used and most color photos and art will reproduce in black and white.

If you need help with a special design or idea, our staff will be happy to assist and advise you. We have advertising artwork and many fine type styles available.

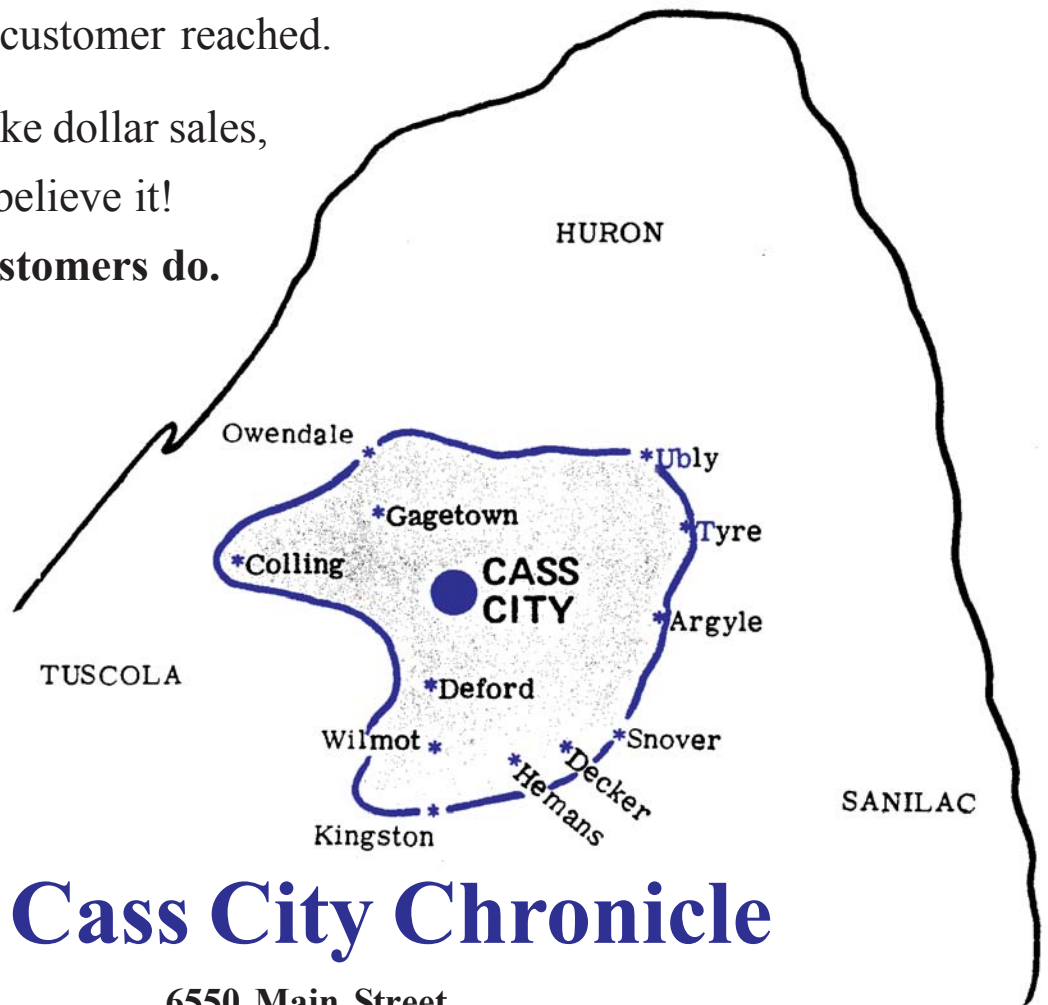
# YOU'D BETTER BELIEVE IT!

(Your customers do)

- In over 3,300 homes in Cass City's primary shopping area, the Chronicle is an invited guest.
- In Cass City's shopping 3-county heartland, the Chronicle is the only media that reaches them all...and does it at a lower sensible price per customer reached.
- Chronicle ads make dollar sales, you'd better believe it!

**Your customers do.**

**IF YOU WANT  
TO REACH  
THEM ALL -  
YOUR FIRST  
CHOICE IS...**



## The Cass City Chronicle

6550 Main Street  
P.O. Box 115  
Cass City, Michigan 48726

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**EEMAIL:** [chronicle@cass-city.net](mailto:chronicle@cass-city.net)

*The only media that covers the complete Cass City primary trading area.*



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### *Subscription Rates*

*Subscription prices effective as of February 1, 2009*

	1-year	2-years	3-years
Tuscola, Sanilac or Huron	\$21.00	\$34.00	\$47.00
Michigan	\$25.00	\$41.00	\$54.00
United States	\$27.00	\$45.00	\$58.00

### *Other Charges*

*All wedding, anniversary, birth and obituary photos are charged according to size.*

A one-column photo \$4.00

A two-column photo \$7.00

*All wedding anniversaries, 50 years or more, are published at no charge, as is the news related to the event. There will be a charge for a second photo.*

