

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 advertising.



Web

1 – 5 Column Inches.....	\$10.20/ci	50¢
6 – 23 Column Inches.....	\$9.60/ci	\$1
24 – 47 Column Inches.....	\$9.21/ci	\$2
48 – 71 Column Inches.....	\$8.72/ci	\$3
72 – 95 Column Inches.....	\$8.27/ci	\$4
96 Column Inches.....	\$7.09/ci	\$5
97+ Column Inches.....	\$6.86/ci	\$10

1/8 Page (12 col. in.).....	\$116.20
1/4 Page (24 col. in.).....	\$223.04
1/2 Page (48 col. in.).....	\$421.56
3/4 Page (72 col. in.).....	\$599.44
Full Page (96 col. in.).....	\$685.64
2 Page Spread (192 col. in.).....	\$1,327.12

These prices include Live Web Upload

Front Page: 5 col. x 13¼ in. (includes full color & Live Web Upload) **\$860.00** per ad

Back Page: 6 col. x 16 in. (includes full color & Live Web Upload) **\$835.00** per ad

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

Process Color: \$150.00 per ad

Classified Advertisements: (Runs in BOTH papers)
\$16.00 for the first 10 words and 25¢ per word thereafter.
50¢ a word for bold.

DEADLINES

4:00 p.m. Wednesdays

• Display Advertising • Cancellations • Classified Advertising
• News Submissions

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

Call for Holiday Deadlines

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

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 advertising.



Web

1 – 5 Column Inches.....	\$8.39/ci	50¢
6 – 23 Column Inches.....	\$7.31/ci	\$1
24 – 47 Column Inches.....	\$7.31/ci	\$2
48 – 71 Column Inches.....	\$6.74/ci	\$3
72 – 95 Column Inches.....	\$6.49/ci	\$4
96 Column Inches.....	\$6.18/ci	\$5
97+ Column Inches.....	\$5.88/ci	\$10

**RUN THE
SAME
DISPLAY
AD IN BOTH
PAPERS AND
RECEIVE
10% OFF.**

1/8 Page (12 col. in.).....	\$88.72
1/4 Page (24 col. in.).....	\$177.44
1/2 Page (48 col. in.).....	\$326.52
3/4 Page (72 col. in.).....	\$471.28
Full Page (96 col. in.).....	\$598.28
2 Page Spread (192 col. in.).....	\$1,138.96

These prices include Live Web Upload

Front Page: 6 col. x 13 in. (includes full color & Live Web) **\$734.44**
per ad

Back Page: 6 col. x 16 in. (includes full color & Live Web) **\$661.32**
per ad

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

Process Color: \$150.00 per ad

Classified Advertisements: (Runs in BOTH papers)
\$16.00 for the first 10 words and 25¢ per word thereafter.
50¢ a word for bold.

PRINTING

**Did You Know...We Do
PRINTING TOO!**

• Postcards • Business Cards • Letterhead
• Envelopes • Self Inking Stamps • Forms • Labels
• Certificates • Brochures... and Much More!

Graphic Designers on staff to design your printing needs*.

*design charges may apply.

FREE Pick up & Delivery!

RATE GUIDE



LOCALLY OWNED & OPERATED!

Business Hours:

Mon. - Thurs. 8:30 a.m. - 5:00 p.m.

Fri. 8:30 a.m. - 12:30 p.m.

Weekends & Evenings by Appointment

Convenient front & back entrances



Distributed to over 15,550
homes, businesses and
apartments every Saturday.



Distributed to over 6,000
homes, businesses and
apartments every Saturday.

241 S. Cochran Ave.
Charlotte, MI 48813

517-543-1099

Fax: 517-543-1993

county-journal.com



DISTRIBUTION BY ZIP CODE

Numbers are rounded off and subject to change weekly.
Call 517-543-1099 for the most current circulation numbers.

Charlotte 48813	7,337
Olivet 49076	1,370
Bellevue 49021	1,760
Vermontville 49096	1,290
Eaton/Barry	180
Pottersville 48876	1,090
Eaton Rapids	
Business Drops	200
Dimondale 48821	1,209
Sunfield/Mulliken	
Business Drops	200
Business Drops, Subscribers & Store Copies	914

Eaton Rapids 48827	5,121
Dimondale Newsstands	200
Business Drops, Subscribers & Store Copies	710
Total	6,031

Total 15,550

MECHANICALS

PAGE DIMENSIONS: 10 1/4" (6 columns) x 16 inches
Printed by Offset Press operations

COLUMNS	WIDTH (inches)	WIDTH (picas)
1	1.583"	9p6
2	3.3333"	20p0
3	5.0833"	30p6
4	6.8333"	41p0
5	8.5833"	51p6
6	10.3333"	62p0

Obituary Announcements:

Brief one paragraph announcement is free. Full announcement \$90.00. Photo: \$5.00 each.

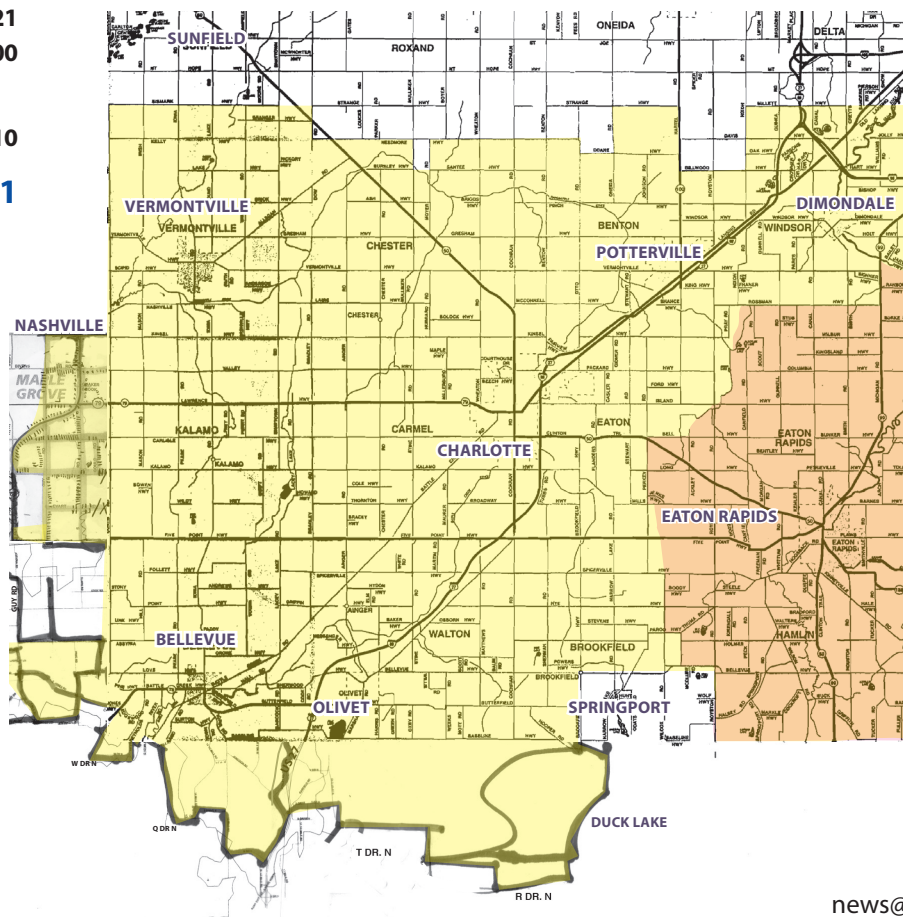
Special Occasion Announcements:

(Birth, Engagement, Wedding, Anniversary)

Full announcements up to 75 words including one photo are \$75.00. Add an additional 15¢ per word after the first 75 words and \$5 per additional photo.

SERVING THE COMMUNITIES OF:

- CHARLOTTE 48813
- OLIVET 49076
- BELLEVUE 49021
- VERMONTVILLE 49096
- POTTERTVILLE 48876
- EATON RAPIDS 48827
- DIMONDALE 48821



CIRCULATION AUDIT BY

**CIRCULATION
VERIFICATION
COUNCIL**



The following zip codes
are available upon request:
Nashville 49073,
Hastings 49058,
Battle Creek 49014, 49015, 49016,
Marshall 49068, 49069,
Lake Odessa 48849,
Middleville 49333,
and several other Eaton, Barry,
and Calhoun County
communities.

NEWS

news@county-journal.com

CLASSIFIEDS

sales@county-journal.com

LEGALS

advertising@county-journal.com

ADVERTISING/INSERTS

cgwing@county-journal.com

Pre-printed Inserts/Flyers:

Net \$42.00 per thousand (\$175.00 minimum) for single sheet 8 1/2" x 11". Ask for our insert rate card for all other sizes (based on weight of a single piece). An additional charge of \$15.00 per thousand will be added if folding is required. Delivery Location: J-Ad Graphics, 1351 N. M-43 Hwy., Hastings, MI 49058. Phone: 269-945-9554