

## 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.....	<b>\$10.20</b> /ci.....	50¢
6 - 23 Column Inches.....	<b>\$9.60</b> /ci.....	\$1
24 - 47 Column Inches.....	<b>\$9.21</b> /ci.....	\$2
48 - 71 Column Inches.....	<b>\$8.72</b> /ci.....	\$3
72 - 95 Column Inches.....	<b>\$8.27</b> /ci.....	\$4
96 Column Inches.....	<b>\$7.09</b> /ci.....	\$5
97+ Column Inches.....	<b>\$6.86</b> /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 Thursdays by 5 p.m. one week 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.....	<b>\$8.39</b> /ci.....	50¢
6 - 23 Column Inches.....	<b>\$7.31</b> /ci.....	\$1
24 - 47 Column Inches.....	<b>\$7.31</b> /ci.....	\$2
48 - 71 Column Inches.....	<b>\$6.74</b> /ci.....	\$3
72 - 95 Column Inches.....	<b>\$6.49</b> /ci.....	\$4
96 Column Inches.....	<b>\$6.18</b> /ci.....	\$5
97+ Column Inches.....	<b>\$5.88</b> /ci.....	\$10

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 13,500 homes, businesses and apartments every Saturday.



Distributed to over 5,500 homes, businesses and apartments every Saturday.

241 S. Cochran Ave.  
Charlotte, MI 48813

**517-543-1099**

Fax: 517-543-1993

county-journal.com



# SERVING THE COMMUNITIES OF:

## 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	6,094
Olivet 49076	1,385
Bellevue 49021	1,550
Vermontville 49096	1,155
Pottersville 48876	780
Eaton Rapids	
Business Drops	215
Dimondale 48821	1,140
Sunfield/Mulliken	
Business Drops	160
Grand Ledge	
Business Drops	325
Business Drops, Subscribers & Store Copies	712

**Total 13,516**

## 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 \$100.00 up to 800 words; 801+ is \$190. Photo: \$5.00 each.

### Special Occasion Announcements:

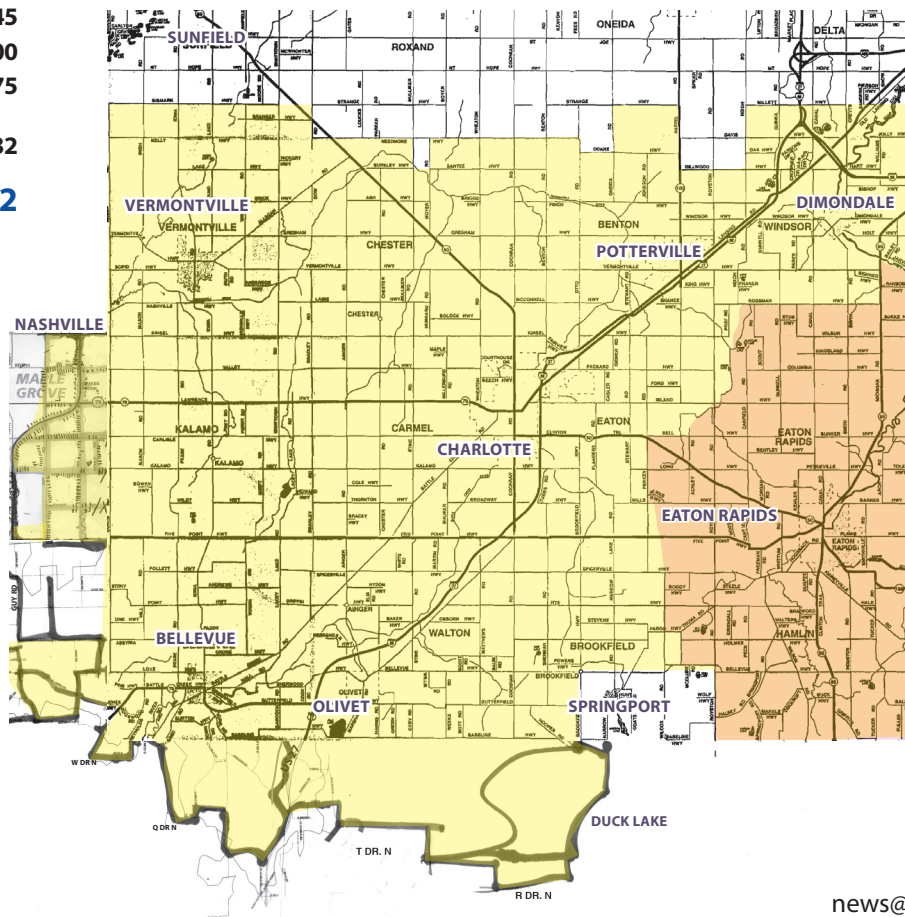
(Birth, Engagement, Wedding, Anniversary)

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.

## DISTRIBUTION BY ZIP CODE

Eaton Rapids 48827	4,145
Dimondale Newsstands	200
Business Drops	475
Subscribers & Store Copies	732
<b>Total</b>	<b>5,552</b>

- CHARLOTTE 48813
- BELLEVUE 49021
- POTTERVILLE 48876
- DIMONDALE 48821
- OLIVET 49076
- VERMONTVILLE 49096
- EATON RAPIDS 48827
- GRAND LEDGE 48837



**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 1-20 pages; \$52 per thousand for 21+ pages (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:** Grand Blanc Printing, 9449 Holly Rd., Grand Blanc, MI 48439. Phone: 810-694-1155