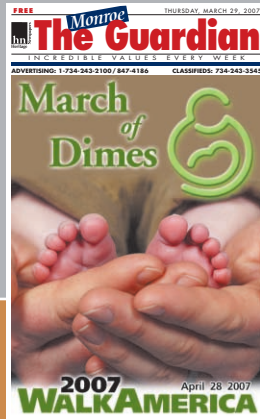


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## ADVERTISING RATES and SPECIAL SECTION CALENDAR

Effective October 1, 2007

15649 S. Telegraph Rd.  
Monroe, Michigan 48161  
main: (734) 243-2100  
fax: (734) 243-5196  
www.Heritage.com  
<http://Rates.Heritage.com>

# ADVERTISING RATES



## The Guardian

A Heritage Newspaper

15649 S. Telegraph Rd.  
 Monroe, Michigan 48161  
 734.243.2100 • Fax: 734.243.5196  
 www.Heritage.com  
 http://Rates.Heritage.com

### Personnel:

**Publisher – James K. Williams, Jr.**

### Circulation:

**Audited by CAC annually – Source CAC  
 March 2007**

The Monroe Guardian publishes every Thursday. It is available at drop-site locations throughout Monroe County.

### Open Rate – \$11.35 Commissionable

Column Inches	13 Editions	26 Editions	52 Editions
2 to 5	\$9.95	\$9.40	\$8.75
6 to 10	9.40	8.75	8.20
11 to 15	8.75	8.20	7.60
16 to 30	8.20	7.60	7.05
31 to 60	7.60	7.05	6.40
61 & Over	7.05	6.40	5.85

### Charity Rate – \$5.70 pci

### Color Rates

One color plus black = \$30; Two colors plus black = \$55;  
 Three colors plus black = \$105

### Premium Positions

Front page: 6 column x 12.5 inches, includes four color – \$559; Back Page: Half page (6 column x 7.917 inches), includes four color – \$280

### SPECIAL SECTIONS

#### Size & Price in inches (picas)

Full Page – 9.75" x 15.708" (58p6 x 94p3)	\$580
Half Page Horizontal – 9.75" x 7.792" (58p6 x 46p9)	\$330
Half Page Vertical – 4.806" x 15.708" (28p10 x 94p3)	\$330
Quarter Page – 4.806" x 7.792" (28p10 x 46p9)	\$185
Eighth Page Horizontal – 4.806" x 3.833" (28p10 x 23p)	\$100
Eighth Page Vertical – 2.334" x 7.792" (14p0 x 46p9)	\$100

### DEADLINES

Retail space reservations by 3 p.m. on Monday prior to publication date. Special Section space reservation by 3 p.m. on Friday prior to publication date.

### PRE-PRINTED INSERTS

\$28 per thousand. Price is based on a single advertiser 8½" x 11" single sheet. Inserts to be delivered, pre-paid and by appointment to 711 Pickard St., Mt. Pleasant, MI 48858 no later than seven working days prior to insertion date. Please call your Monroe Guardian advertising representative at (734) 243-2100 to schedule delivery.

### MECHANICAL REQUIREMENTS

Printed by offset. Column width: 1.5". Column depth: 16". Full page: 6 columns (9.75") width x 16" depth.

	Inches	Picas
1 column	1.5"	9p
2 column	3.15"	18p11
3 column	4.8"	28p10
4 column	6.45"	38p8
5 column	8.1"	48p7
6 column	9.75"	58p6

### JANUARY

Business Card – Mini-Tab – Publishes: January 10  
 Community Pride North – Publishes: January 17  
 Community Pride South – Publishes: January 24

### FEBRUARY

Coping With Grief – Publishes: February 21  
 ABC's of Home Living – Mini-Tab – Publishes: February 28

### MARCH

Home Builders Association – Publishes: March 6  
 Senior Living – Publishes: March 13  
 Flat Rock Speedway – Publishes: March 20  
 March of Dimes – Publishes: March 27

### APRIL

American Home Week – Publishes: April 3  
 Home Improvement 1 – Publishes: April 10  
 Softball – Publishes: April 24

### MAY

101 Ideas – Mini-Tab – Publishes: May 8  
 Home Improvement 2 / Home & Garden – Publishes: May 15  
 Graduation – Publishes: May 22  
 Home Improvement 3 / Pools & Decks – Publishes: May 29

### JUNE

NASCAR – Publishes: June 12  
 Final Score – Publishes: June 19  
 Let's Make A Deal – Mini-Tab – Publishes: June 26

### JULY

Parenting – Publishes: July 10  
 Monroe County Fair – Publishes: July 24  
 Miss Monroe – Publishes: July 31

### AUGUST

Monroe 4-H – Publishes: August 7  
 NASCAR – Publishes: August 14  
 Fall Sports – Publishes: August 21  
 Back To School – Publishes: August 28

### SEPTEMBER

United Way – Publishes: September 4  
 Fall Home Improvement 1 – Publishes: September 11  
 Bridal – Publishes: September 18

### OCTOBER

Salute Firefighters – Publishes: October 2  
 Wellness – Publishes: October 9  
 Fall Home Improvement 2 – Publishes: October 16

### NOVEMBER

Veteran's Day – Publishes: November 6  
 Gift Guide 1 – Publishes: November 13  
 Home for the Holidays – Publishes: November 20  
 Winter Sports – Publishes: November 27

### DECEMBER

Gift Guide 2 – Publishes: December 4  
 Gift Guide 3 – Publishes: December 11  
 Christmas Greetings – December 18