

FRIDAY EDITION

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## ADVERTISING RATES

Effective October 1, 2007

One Heritage Drive • Suite 100  
Southgate, Michigan 48195  
main: (734) 246-0800  
fax: (734) 284-2117  
www.Heritage.com  
<http://Rates.Heritage.com>

# ADVERTISING RATES

## **lh** The News-Herald A Heritage Newspaper

One Heritage Drive • Suite 100  
Southgate, Michigan 48195  
Advertising: 734.246.0893 • Fax: 734.284.2117  
www.Heritage.com  
http://Rates.Heritage.com

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

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

**Weekly Features:**  
Timelier news and local sports coverage  
In-depth local weekend entertainment  
Photos and photo features

Publishes every Friday. The Friday News-Herald is available through direct-mail to subscribers of The News-Herald Sunday and Wednesday newspapers, and also single copy sales located in newspaper boxes throughout the downriver area.

### THE FRIDAY NEWS-HERALD

Closes Tuesday at 4 p.m.

#### FULL RUN

Serving Allen Park, Brownstown, Ecorse, Flat Rock, Gibraltar, Grosse Ile, Huron Township, Lincoln Park, Melvindale, River Rouge, Riverview, Rockwood, Romulus, Southgate, Taylor, Trenton, Woodhaven, Wyandotte

**Open Rate – \$51.00**      **Charity Rate – \$37.00**

Column Inches	13 Editions	26 Editions	52 Editions
2 to 10	\$38.85	\$37.50	\$37.85
11 to 30	38.25	37.05	35.50
31 to 60	35.50	33.60	33.15
61 & over	33.15	31.90	30.70

#### NORTH ZONE

Serving Allen Park, Ecorse, Lincoln Park, Melvindale, River Rouge, Southgate, Taylor

**Open Rate – \$29.50**      **Charity Rate – \$21.15**

Column Inches	13 Editions	26 Editions	52 Editions
2 to 10	\$24.35	\$23.75	\$22.80
11 to 30	22.80	22.20	21.60
31 to 60	21.60	20.40	19.80
61 & over	19.80	19.20	18.60

#### SOUTH ZONE

Serving Brownstown, Flat Rock, Gibraltar, Grosse Ile, Huron Township, Riverview, Rockwood, Romulus, Trenton, Woodhaven, Wyandotte

**Open Rate – \$21.35**      **Charity Rate – \$16.15**

Column Inches	13 Editions	26 Editions	52 Editions
2 to 10	\$18.35	\$18.00	\$17.75
11 to 30	17.75	17.15	16.25
31 to 60	16.25	15.60	15.00
61 & over	15.00	14.75	13.80

**Bulk Rates** – All space to be used within 12 months.

	Full Run	North Zone	South Zone
200 Inches	\$41.80	\$25.50	\$19.20
400 Inches	38.75	23.75	18.10
600 Inches	36.45	21.15	16.95
1,000 Inches	33.85	19.45	18.40

#### SPECIAL PICKUP RATES

Any pickup advertisers from either Wednesday or Sunday News-Herald will receive 20% off Friday rates.

#### THE FRIDAY NEWS-HERALD AUTO CLASSIFIED

Serving Allen Park, Brownstown, Ecorse, Flat Rock, Gibraltar, Grosse Ile, Huron Township, Lincoln Park, Melvindale, River Rouge, Riverview, Rockwood, Romulus, Southgate, Taylor, Trenton, Woodhaven, Wyandotte

**Open Rate – \$36.10**

Column Inches	13 Editions	26 Editions	52 Editions
2 to 5	\$17.20	\$16.70	\$16.15
6 to 10	16.70	16.15	15.60
11 to 15	16.15	15.60	15.05
16 to 34	15.60	15.05	14.50
35 to 89	15.05	14.50	14.00
90 to 159	14.50	14.00	13.45
160 & over	14.00	13.45	12.90

**Bulk Rates** – All space to be used within 12 months.

200 inches	400 inches	600 inches	1000 inches
\$19.40	\$17.20	\$16.15	\$14.50

#### COLOR RATES

One color plus black = \$150;  
Three colors plus black (full color) = \$375

#### PRE-PRINTED INSERTS

Folded size is no larger than 10.5" x 12". Inserts to be delivered to ADS at 194 E. Maple, Troy, MI 48083 no later than ten (10) working days prior to insertion date. Minimum quantity per insert, per issue is 5,000. Rates are based per insertion, per thousand.

Quantity	11 x 17 folded	11 x 17 up to 8 pg. tab	12 to 24 pg. tab	28 + pg. tab
5,000 - 9,999	\$50	\$66	\$70	\$71
10,000 - 24,999	48	63	68	69
25,000 - 49,999	46	62	66	67
50,000 & Over	45	61	65	66

**Frequency Discount** – 6 to 12 times = 20%;  
13 to 25 times = 30%; 26 times or more within 12 months = 40%

#### MECHANICAL REQUIREMENTS

All Heritage Newspapers' broadsheet newspapers are printed on a 48 inch web. Advertisements 18½ inches deep or more will be centered and charged the full 20 inches depth. Minimum size is 2 column inches. Offset reproduction required. Halftone screen, 85 line

**Display Advertising Broadsheet** –

	Inches	Picas
1 column	1.751"	10p6
2 column	3.628"	21p9
3 column	5.504"	33p0
4 column	7.381"	44p3
5 column	9.257"	55p6
6 column	11.134"	66p9