

welcome

The Monroe Publishing Company is 100% employee-owned, and our core product is The Monroe Evening News, a 22,000 circulation daily newspaper. MPC also publishes Bedford Now, a weekly community newspaper serving the southern portion of the county, other alternative publications including a real estate guide, and we offer commercial printing, Web site design and marketing services.

Located between Detroit and Toledo, Monroe County remains a separate and distinct market unto itself. The greater Monroe urbanized area, with a population of 130,255, includes substantial retail development, and in 2004, the county was designated as its own MSA (Metropolitan Statistical Area).

The Monroe Evening News enjoys a long and rich history in our community dating back to 1825. Our readers remain loyal as they appreciate and understand the importance of having a community newspaper that is locally owned and operated. Whether through print or electronic media, we provide the best avenues to reach your customers in Southeast Michigan, and we look forward to working with you to help make your business a success!

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## LOCATIONS

### Monroe Evening News

20 W. First Street  
P.O. Box 1176  
Monroe, MI 48161-6176  
(734) 242-1100  
FAX (734) 242-3175  
www.monroenews.com

### Bedford Now

9031 Lewis Ave.  
Temperance, MI 48182-1609  
(734) 850-2669 (BNOW)  
FAX (734) 850-2023  
www.bedfordnow.com

### Distribution Center

1040 Huber Dr.  
Monroe, MI 48162  
(734) 242-1100  
(All pre-printed material)

### Personnel

**Lonnie L. Peppler-Moyer**  
Publisher

**Jeanine Bragg**  
Advertising Sales Director

**Lynne Bosch**  
Retail Advertising Manager

**David Zewicky**  
Circulation Manager

## POLICIES

### Acceptance Policy

The Monroe Publishing Company shall have the right to revise, reject or cancel any advertisement. Any advertisement offered by any person to any employee or agent of the newspaper is subject to final acceptance by the publisher and may be rejected at any time prior to distribution of the newspaper. The publisher reserves the right to refund any money paid and to reject any offer to advertise. The Monroe Publishing Company does not accept "brokered" advertising.

All political advertisements must be approved by The Monroe Publishing Company review committee. The advertiser will be requested to provide proof to substantiate any controversial issues and statements of fact. New campaign issues will not be allowed if there is insufficient time for rebuttal. All political ads must be labeled "Paid Political Advertisement" and must include the address of the person or committee responsible for placing the advertisement.

Political disclaimers appear as required by the state of Michigan and the federal government. Payment in full in advance of publication is required.

Advertisements for adult entertainment must meet review committee standards. No advertisements for explicit sex, illegal devices or activities or any advertisement reflecting discredit upon another business, individual, organization, race or creed will be accepted.

Advertisers, their agencies and representatives will indemnify and hold harmless The Monroe Publishing Company from all claims arising from advertising contents including text, illustrations, trademarks and pricing.

Advertisements for cigarettes, alcohol and real estate must meet review committee standards, along with State and Federal government guidelines.

### Error Policy

The Monroe Publishing Company shall not be liable for failure to print or publish, in whole or part, any advertisement accepted by the publisher or their representative, and shall be under no liability for errors or omissions to advertisers or the general public, except to credit advertiser for proportionate space in which error occurs or to re-run the advertisement or a portion in the next issue that space is available. Responsibility for correcting errors is that of the advertiser when a proof is provided. Proofs are limited to one proof per ad and must be larger than one-quarter page.

### Credit

All new accounts, political and going out-of-business advertising must be paid in advance. Credit may be extended if a credit application is submitted and approved by The Monroe Publishing Company.

### Terms

All balances are net 10 days. All balances over 30 days are subject to a delinquency charge of 1.5% per month (annual rate of 18%). There will be a \$30.00 minimum charge for any check returned from the bank (NSF). The Monroe Publishing Company reserves the right to discontinue ads for any account with a past due balance.

### Commission

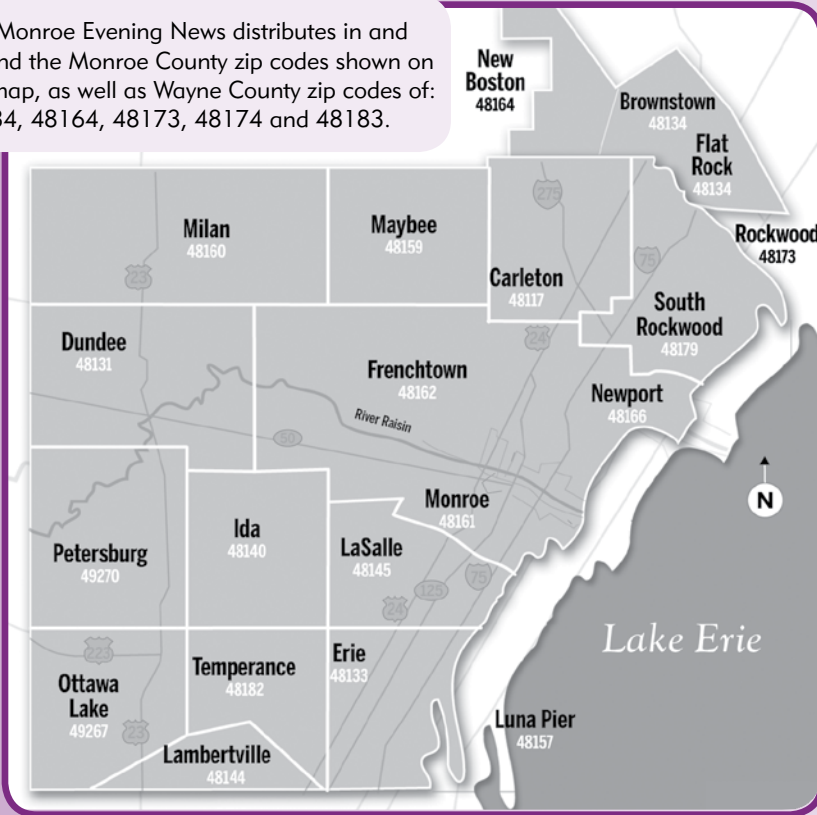
All rates quoted on this rate card are net local rates and not subject to commission.

### Cancellation

There will be a charge of 50% of space ordered for all ads cancelled after deadline.

**DISTRIBUTION**

The Monroe Evening News distributes in and around the Monroe County zip codes shown on the map, as well as Wayne County zip codes of: 48134, 48164, 48173, 48174 and 48183.



**CIRCULATION RATES**

The Monroe Evening News is available for 50 cents daily and Saturday, the Monroe Sunday News is \$1.50. Seven day, Saturday/Sunday, Friday/Saturday/Sunday combination and Sunday-only home delivery are available. There are special discount rates for armed service personnel, college students and senior citizens for home delivery or electronic editions.

**Deadlines**

Publication Day	Deadline	Composition Deadline
Sunday	Wed., 4:30 p.m.	Thurs., Noon
Monday	Thurs., 4:00 p.m.	Fri., Noon
Tuesday	Fri., 10:00 a.m.	Fri., Noon
Wednesday	Fri., 4:00 p.m.	Mon., Noon
Thursday	Mon., 4:30 p.m.	Tues., Noon
Friday	Tues., 4:30 p.m.	Wed., Noon
Saturday	Wed., 4:30 p.m.	Thurs., Noon

*Holiday deadlines are subject to 4 days space reservation.*

• **Publication Days**

The Monroe Evening News is published Monday through Friday evenings, Saturday and Sunday mornings. We do not publish on Thanksgiving Day, Christmas Day, New Year's Day and Fourth of July.

• **Bonus Days for 2008**

Sunday distribution on a weekday April 15 (Primary Election), May 26 (Memorial Day), July 24 (Fair), Sept 1 (Labor Day), Oct. 14 (November Election), Nov. 26 (Thanksgiving), Dec. 24 (Christmas).

**PUBLICATION INFORMATION**

• **Bedford Now**

Bedford Now is published on Friday. Space deadline is noon the Friday prior to publication day. Ad copy deadline is Monday at 5 p.m.

• **Added Value Distribution (AVD)**

AVD is published on Monday. Space deadline is 10:30 a.m. the Tuesday prior to publication day.

• **Select TV**

Select TV is published on Sunday. Space deadline is the Tuesday two weeks prior to publication.

## Church & Charity Rate\*

The rate of \$15.96 daily and \$17.20 Sunday is established for church, charities and nonprofit civic organizations whose purpose is for the betterment of the community.

\* Non profits must be a 501-C3 organization.

## Broadsheet Mechanical Specifications - SAU

Ad size	Measurement
1 col.	1 13/16 in.
2 col.	3 13/16 in.
3 col.	5 3/4 in.
4 col.	7 11/16 in.
5 col.	9 11/16 in.
6 col.	11 5/8 in.
Full pg.	11 5/8 x 20 3/4 in.

## Double Truck (12.5 col. x 20 3/4 in.)

It is requested that ads be sent by AP ADSEND or via email, suitable PDF for print or on disc with 100 line screen.

## GENERAL RATES & POLICIES

Weekly and annual bulk contracts available. Contracts subject to regulations as specified in the contract form. The right is reserved to adjust rates upon 30 days written notice. Contracts may be cancelled without penalty upon such notification if revised rate is not acceptable. Contract rate only applies to company for which contract was signed.

No credit will be given if ad issue is not contested within 90 days of run date.

## Retail Display Rates

Open Rate (per col. inch): Daily: \$23.26 Sunday: \$25.21

### Annual Weekly Contract Rates

Inches	52 weeks	
	Daily	Sunday
1.5-4.25	14.95	16.04
4.5-9.0	14.06	15.19
9.25-18.0	13.79	14.92
18.25-31.5	13.70	14.79
63.0-126	12.94	13.87

### Consecutive Weekly Rates

Inches	13 weeks	
	Daily	Sunday
1.5-4.25	17.12	18.48
4.5-9.0	16.34	17.63
9.25-18.0	16.08	17.36
18.25-31.5	15.96	17.20
63.0-126	15.26	16.48

## Color and Other Rates

Rates below are net and non-commissionable.

	Minimum 31.5 or less	32-62.5	63+
Black plus 1 color	\$95 flat charge	\$3/in.	\$2.50/in.
Process color	\$120 flat charge	\$4/in.	\$3.50/in.

Full registered material by AP ADSEND, email PDF or on formatted disk suitable for offset printing with 100 line screen is needed in house 2 working days before deadline when a color proof is requested.

## Annual Bulk Contract Rates

(per col. inch)

Inches	Daily	Sunday
150-299	19.47	20.91
300-499	18.04	19.46
500-2,999	16.87	18.26
3,000-4,999	14.73	15.91
5,000-9,999	13.99	15.05
10,000+	12.82	13.74

Any preprint charges credited toward contract levels will not apply to any earned rate adjustment. Conversely, an advertiser will be re-billed at the higher, applicable earned rate if the original display contract level is not achieved. The Monroe Evening News invoices in 1/4 inch increments with a 1 1/2 inch minimum depth.

## Frequency Discount Programs

(Color charges do not apply to frequency discount; Sunday rate is not discounted)

## Repeat Discount

Any fully paid advertisement may repeat within a seven day period at a 40% discount for contract advertisers and a 25% discount for non-contract advertisers. No copy changes are allowed.

## Impact 3

The program allows the advertiser to run the same ad in The Monroe Evening News twice within any seven-day period at their normal contract rate or the open rate and then have the SAME AD run an additional time during the same seven day period at a 75% discount!\*

## Impact 5

Run the same ad in The Monroe Evening News twice within any seven day period at their normal contract rate and then have the same ad run three more times at a 75% discount during the same seven day period.\*

*\*Legal and preprinted advertisements are not eligible for this program. Discounts do not apply to color charges. Only paid insertions are credited toward contract fulfillment and considered as one week's commitment on a weekly contract.*

## Business Booster-Retail

### Run 15 times within 30 days

1 col. x 1.5"	202.50
1 col. x 2"	270.00

### Run 30 times consecutively

1 col. x 1.5"	360.00
1 col. x 2"	480.00

## GENERAL RATES & POLICIES

The Monroe Publishing Co. reserves the right to classify, revise or reject any ad at any time. The Monroe Publishing Co. will not be responsible for more than one incorrect insertion or liable for more than cost of the ad.

All line ads run in The Monroe Evening News' Friday edition and are also published in Monday's Added Value Distribution (AVD), our nonsubscriber publication. Ask your account representative for details. Excludes garage sales, open houses and timed ads. Contract advertisers must run daily per the agreed weekly contract. All classified line ads appear on our web site at [www.monroenews.com](http://www.monroenews.com)

### Classified Advertising Mechanicals

Ad size	Measurement
1 col.	1 1/4 in.
2 col.	2 9/16 in.
3 col.	3 7/8 in.
4 col.	5 1/8 in.
5 col.	6 7/16 in.
6 col.	7 3/4 in.
7 col.	9 1/16 in.
8 col.	10 3/8 in.
9 col.	11 5/8 in.

### Classified Display Ads Deadline (space and copy)

#### Publication Day Deadline

Monday .....	Noon Thursday
Tuesday.....	Noon Friday
Wednesday.....	Noon Friday
Thursday.....	Noon Monday
Friday.....	Noon Tuesday
Saturday .....	Noon Wednesday
Sunday .....	2 pm Wednesday

### Classified Display Ad Rates

Period	Daily	Sunday
Open	20.59	21.18
1 month	15.47	15.79
13 weeks	13.76	14.14
26 weeks	12.50	12.88
52 weeks	11.40	11.78

### Classified Employment Display Ad Rates

Period	Daily	Sunday
Open	21.61	22.24
1 month	16.24	16.58
13 weeks	14.45	14.85
26 weeks	13.13	13.52
52 weeks	11.97	12.37

### Classified Line Ads Deadline (space and copy)

Publication Day	Deadline
Monday .....	5:30 p.m. Friday
Tuesday-Friday.....	1:30 pm day before publication
Saturday .....	11:30 am Friday
Sunday .....	2:30 pm Friday

### Open Line Classified Ad Rates

(Minimum 3 lines per day)

Period	Daily	Sunday
1-2 days	2.63	2.70
3-6 days	1.71	1.77
7-13 days	1.50	1.55
14+ days	1.42	1.46

### Open Line Classified Employment Ad Rates

(Minimum 3 lines per day)

Period	Daily	Sunday
1-2 days	2.71	2.78
3-6 days	1.76	1.83
7-13 days	1.54	1.60
14+ days	1.46	1.50

### Contract Line Classified Ad Rates

(Minimum 3 lines per day)

Period	Daily	Sunday
1 month	1.19	1.22
13 weeks	1.09	1.12
26 weeks	.99	1.03
52 weeks	.89	.93

### Contract Employment Line

#### Classified Ad Rates

(Minimum 3 lines per day)

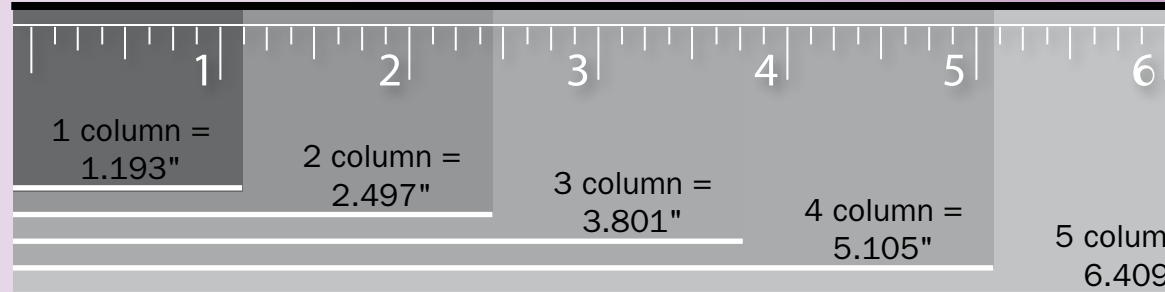
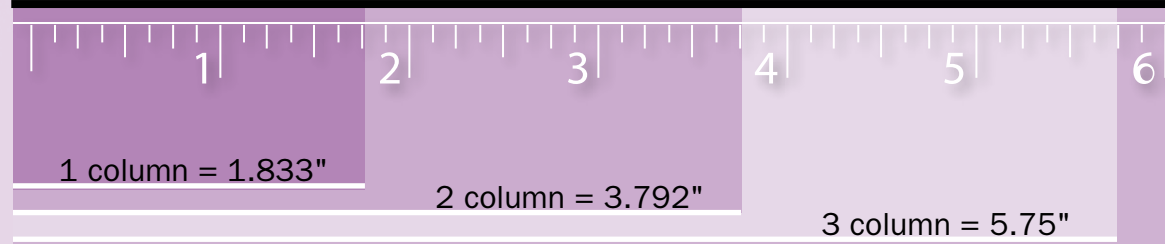
Period	Daily	Sunday
1 month	1.23	1.26
13 weeks	1.12	1.16
26 weeks	1.02	1.06
52 weeks	.91	.96

### Blind Box Rentals

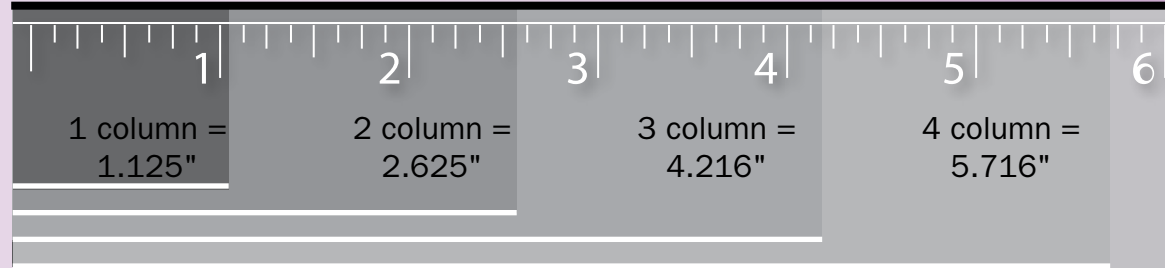
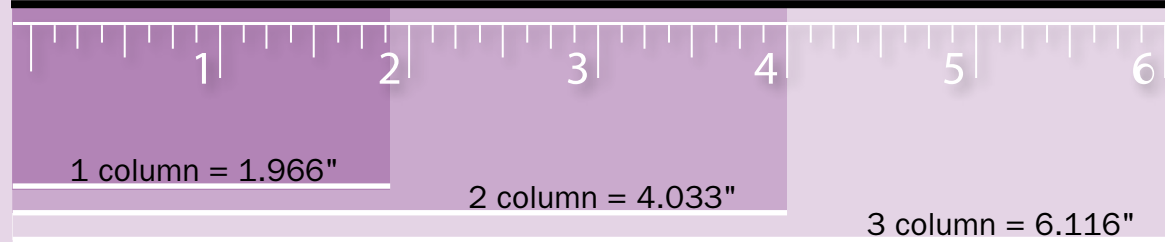
For confidentiality and for your convenience, blind box rentals are available. Box numbers are \$8.50 per ad. There is a \$6 additional charge per mailing if box replies are required to be mailed.

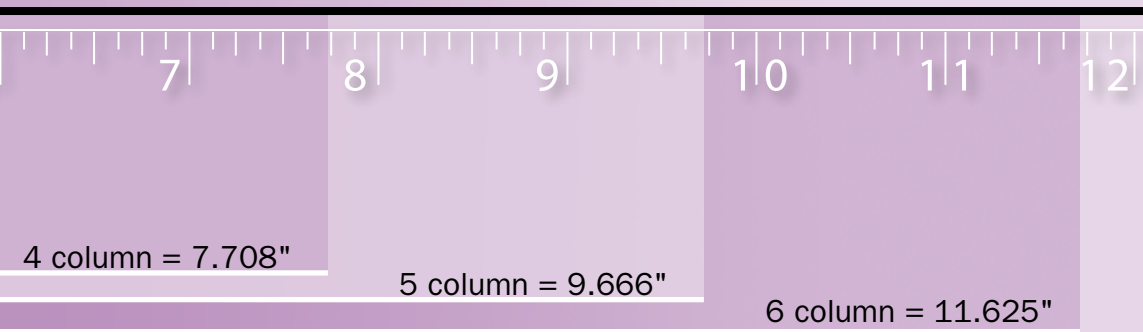
# Mechanicals

## The Monroe Evening News and Added Value Distribution

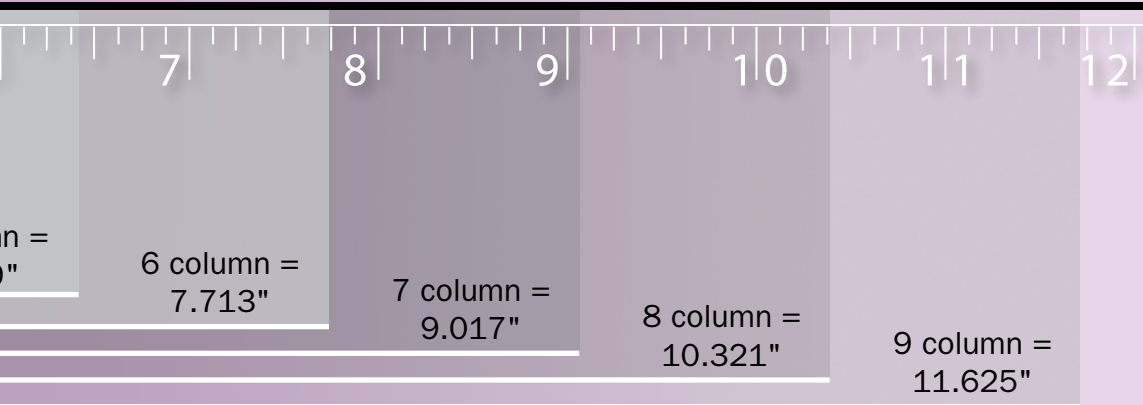


## Bedford Now

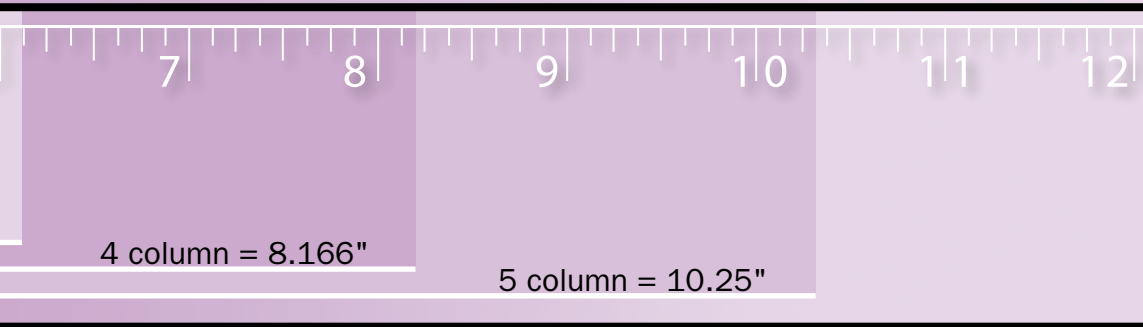




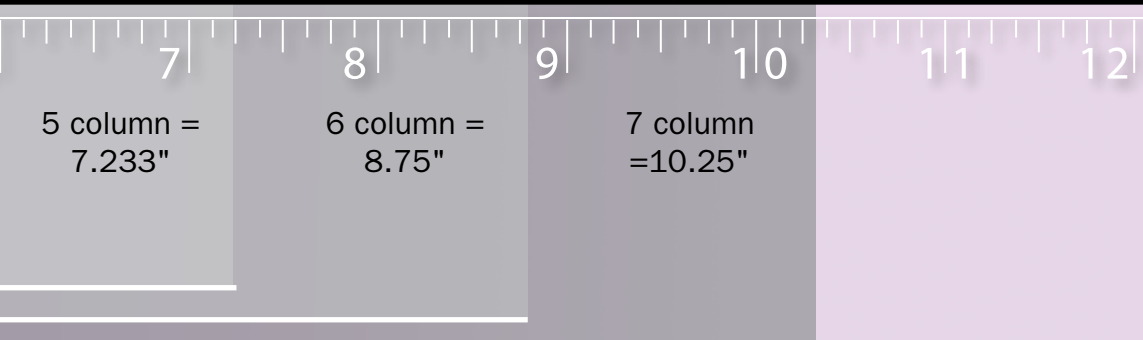
**The Monroe Evening News  
and Added Value Distribution (AVD)  
ROP column widths  
6 column broadsheet**



**The Monroe Evening News  
and Added Value Distribution (AVD)  
Classified column widths  
9 column broadsheet**



**Bedford Now  
5 column tab**



**Bedford Now  
7 column classified tab**

# added value distribution (AVD)

## Added Value Distribution (AVD)

The Monroe Publishing Co. offers a weekly advertorial package that allows for unduplicated coverage to its non-subscribers for both display ads and preprints. This package is distributed on Sunday/Monday to 20,300 households.

## RETAIL DISPLAY ADVERTISING

Open Rate: \$10.00 per col. inch.  
Pick up/Contract Rates at \$7.00 per col. inch.

### Pick-up Rates

Any ad running in The Monroe Evening News daily or Sunday edition may be run in AVD at a reduced column inch pickup rate. Not applicable on previously discounted ads. Ask your account representative for more information. (There can be NO changes to pick-up ads.) Ad must appear in The Monroe Evening News within 7 days of AVD publication date. Classified display ads that run in the Friday edition of The Monroe Evening News automatically run in the Monday AVD at 50% discount.

### Classified Display Advertising

Open Display Rates: \$20.59/col. in. AVD only.  
Contract Display Rates: \$13.76/col. in.

### Display Pick-up Rates

Classified display ads running in the Monroe Evening News may be picked up in AVD at a 50% discount. Ads must appear in The Monroe Evening News within a 7 day period; no copy changes allowed.

### Classified Line Advertising

Line ads running in the Friday edition of the Monroe Evening News automatically run in the Monday AVD. Rates are as follows:

### Open Line Classified ad rates

1-5 lines	1.25
6-11 lines	1.75
12+ lines	2.25

### Contract Line Rates

Advertisers pay 50% of their contract, daily line rate.

1 month	.59
13 weeks	.54
26 weeks	.49
52 weeks	.44

### Employment Contract Rates

Advertisers pay 50% of their contract, daily line rate.

1 month	.61
13 weeks	.56
26 weeks	.50
52 weeks	.45

## SPECIAL SERVICES

### Solo delivery

The Monroe Evening News distribution area is available for solo delivery of inserts or products.

Quantities and rates are available upon request.

### Delivery

Preprints should be delivered to The Monroe Evening News, 1040 Huber Dr., Monroe, MI 48162. Deliveries accepted 8:00 a.m. to 4:30 p.m. weekdays. Special arrangements for deliveries outside these hours must be made in advance by calling (734) 240-5793. Inserts must be ordered and at the distribution center at least seven business days in advance of insertion. SATURDAY/SUNDAY RECEIVING NOT AVAILABLE.

### Packaging

Cartons or bundles, banded on skid(s). Turns of 100 or 200; maximum height 5', maximum weight 2,000 pounds per skid; minimum skid under clearance 5"; dock height 45". Do not strap bundle; string tied acceptable or strapped pallets.

### Plastic bags

Advertisers that supply plastic bags to The Monroe Evening News need to provide 8 x 23 inch, 8 mil bags in wickets of 25.

### Electronic Delivery of Ads

The Monroe Evening News has the capacity to receive ads digitally through a service offered by the Associated Press called Ad Send. Advertisers should make arrangements with the AP by calling 1-800-223-7363. Advertisers may also call our Creative Services Department at 734-242-1100 to arrange for formatting of ads for disc delivery or transmitting to our FTP site. The address to email ads: ads@monroenews.com

### Tear Sheets

Tear sheets will be provided by The Monroe Evening News upon request. A charge may be made for special handling and/or quantities over 5 copies.

### Proofs

Proofs are available at advertisers' request. Responsibility for correcting errors is that of the advertiser when a proof is provided. One proof per ad, faxed or emailed. Minimum ad size, see page. 2

## NEED IT IN A HURRY?

We save you time and money with in-house design, printing and insertion of your single sheet promotions. Count on The Monroe Publishing Company for other printing needs as well: business cards, carbonless forms, postcards, brochures, newsletters, flyers and stationery. Ask your account representative for details.

## PREPRINT RATES AND POLICY

### Standing Card

Daily.....	\$37
Sunday (full distribution only)...	\$40

Standing Card orders are required to be printed on 60 lb. stock. Brokered advertising is not accepted.

### The Monroe Evening News, Bedford Now, and Added Value Distribution Preprints

Pages	Full 52+		Full 24-51		Full 12-23		Full 1-11	
	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday
2F/12T	\$41	\$43	\$42	\$44	\$43	\$45	\$44	\$46
10F/16-20T	\$46	\$48	\$47	\$49	\$48	\$50	\$49	\$51
22F/48T+	\$48	\$50	\$49	\$51	\$50	\$52	\$52	\$54

These rates apply to full run and regular zoned subscriber distribution. Preprint charges may be credited toward total bulk contract linage. For weekly contracts, an insertion will be forgiven when cost of the insertion equals or exceeds the cost of the minimum contract space requirement. Additional discounts are available for large volume and frequency. A 20% discount is granted for a second insert on the same day. Zoning of preprints available Monday through Saturday. Minimum quantity 5,000, add \$3/M.

The number of daily custom zones is limited and offered on a first reservation basis, minimum quantities 5,000 (\$200 minimum charge applies). All inserts must be a minimum of 5 1/2" x 6 1/2" along the fold and 12 1/2" x 11 3/8" maximum full page. Minimum stock thickness .007. For current circulation and distribution figures, please contact your advertising representative. No zoning available in Sunday editions.

Right reserved to assemble various combinations of preprints as required without regard to content of individual pieces.

If contract level is not met, account will be back billed. Some days may not be available for zoning.

# Prime Times

A bi monthly tabloid targeting Baby Boomers, the largest growing segment in America.

### Rates

	Contract	Open
1/8 page....	\$127.20	\$160.00
1/4 page....	\$232.00	\$302.00
1/2 page....	\$453.00	\$577.00
Full page....	\$860.00	\$1,113.00

### Color

One Spot Color .....	\$3/inch
Process Color .....	\$3.50/inch

### Deadline

### Distributes

Wed. Feb. 20.....	Sat., Mar. 8
Wed. Apr. 16 .....	Sat., May 3
Wed., June 18.....	Sat., July 5
Wed., Aug. 20.....	Sat., Sep. 6
Wed., Oct. 22 .....	Sat., Nov. 1
Wed., Dec. 17 .....	Sat., Jan. 3

### Advertising sizes (4 columns)

1/8 page (v) .....	2.433" x 5.75"
1/8 page (h).....	5" x 3"
1/4 page .....	5" x 5.75"
1/2 page (v) .....	5" x 11.5"
1/2 page (h).....	10.25" x 5.75"
Full page.....	10.25" x 11.5"

# Saving Sense

A monthly, booklet-sized coupon book that is distributed in The Monroe Evening News, Bedford Now, AVD and featured online. The total distribution is 63,800 households in Monroe County.

### Rates

	Contract	Open
1/2 Pg.....	\$177	\$204
Full Pg. ....	\$331	\$369

(Spot color included)

Process .....

	Contract	Open
Process .....	\$415	\$451

(Full page only)

Back Cover .....

Back Cover .....	\$446	\$481
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(Premium position, includes process color)

### Deadline

### Distributes

Jan. 21 .....	Sat., Feb. 2
Feb. 18 .....	Sat., Mar. 1
Mar. 24.....	Sat., Apr. 5
Apr. 21 .....	Sat., May. 3
May 23 .....	Sat., June 7
June 23 .....	Sat., July 5
July 21 .....	Sat., Aug. 2
Aug. 18 .....	Sat., Sept. 6
Sept. 22.....	Sat., Oct. 4
Oct. 20 .....	Sat., Nov. 1
Nov., 14.....	Sat., Dec. 6
Dec. 19.....	Sat., Jan. 3

### Advertising sizes

1/2 Pg.....	5 3/4" x 4 7/8"
Full Pg. ....	5 3/4" x 10"

# HOMES PLUS

www.homesplusmonroe.com

Homes Plus Monroe County's monthly real estate guide is distributed to nearly 300 outlets. Monthly distribution of 9,000.

### Rates

	Contract	Open
1/2 page .....	\$86	\$122
Full page .....	\$142	\$178
2-3 pages* .....	\$137	\$173
4-20 pages*.....	\$112	\$158
21-35 pages*.....	\$102	\$147
36+ pages*.....	\$72	\$118

Spot color .....

Spot color .....	\$45
Process color.....	\$85

**\$210 for front or back cover**  
(Includes process color—  
call for availability)

### Deadline (2nd Monday of Mo.)

February .....	Jan. 14
March.....	Feb. 11
April.....	Mar. 10
May.....	April 14
June.....	May 12
July.....	June 9
August.....	July 14
September .....	Aug. 11
October .....	Sept. 8
November.....	Oct. 13
December.....	Nov. 10
January.....	Dec. 1

### Advertising

### Sizes

Full page .....	7" w x 9.25" h
1/2 page.....	7" w x 4.5" h

\*Per issue

# MONROE COUNTY Parent

www.monroeparent.com

This is a bi-monthly publication mailed to households with children ages 16 and under. Monroe County Parent contains helpful articles and columns for parents and a calendar of events. This interactive publication and Web site invites readers to submit photos of their children which are used throughout the publication and online.

### Rates and Color

	Contract	Open
1/8 page.....	\$105	\$128
1/4 page.....	\$197	\$225
1/2 page.....	\$373	\$402
Full page.....	\$703	\$739

Spot color .....

Spot color .....	\$3/col inch
Process color.....	\$3.50/col. inch

### Deadline

### Distributes

Jan. 16 .....	Jan. 29
Mar. 19.....	Apr. 1
May 14.....	May 27
July 16.....	July 29
Sept. 17.....	Sept. 30
Nov. 19.....	Dec. 2

### Advertising sizes (4 columns)

1/8 page (v) .....	2.433" x 5.75"
1/8 page (h).....	5" x 3"
1/4 page .....	5" x 5.75"
1/2 page (v) .....	5" x 11.5"
1/2 page (h).....	10.25" x 5.75"
Full page.....	10.25" x 11.5"

# Bedford Now

9031 Lewis Ave.  
Temperance, MI 48182  
**(734) 850-2669 (BNOW)**  
FAX (734) 850-2023  
[www.bedfordnow.com](http://www.bedfordnow.com)

## RETAIL ADVERTISING

### Retail Display Rates

Open Rate (per col. inch).....\$13.46

### Bulk Contract

Inches/year	Rate per in.
2900-5999 .....	\$5.50
1000-2899 .....	\$7.53
500-999 .....	\$8.87
250-499 .....	\$10.19
100-249 .....	\$11.68

### Weekly Contract

Inches per week	52	26	13	6
57.5"	\$5.25	\$5.67	\$5.88	\$6.03
28"	\$7.13	\$7.70	\$7.98	\$8.19
7"	\$10.00	\$10.80	\$11.20	\$11.50
4"	\$11.34	\$12.24	\$12.70	\$13.04

### Color

	Less than 30"	Over 30"
Black+1 color .....	\$50	\$90
Process Color .....	\$75	\$125

### Advertising Sizes

1 column .....	1 15/16"
2 column .....	4"
3 column .....	6 1/8 "
4 column .....	8 3/16 "
5 column .....	10 1/4"

Height 11 5/16"

### Standing Card

Daily.....\$37

Standing Card orders are required to be printed on 60 lb. stock. Brokered advertising is not accepted.

## CLASSIFIED ADVERTISING

First 3 lines .....\$5.36  
(Additional lines \$1.53 each)

Open Classified Display Rate .....\$13.00  
(per column inch)

### Classified Contracts

(Minimum 3 lines per week for line contract and 1 col. inch per Classified Display contract.)

Period	Cost per line	Display cost/in.
3 months .....	\$1.00	\$10.97
6 months .....	.89	\$9.95
12 months .....	.82	\$8.93

### Classified Mechanicals Specification

Classified ROP (7 column)

Columns	Inches
1 column .....	1 3/16 "
2 column .....	2 5/8 "
3 column .....	4 1/8 "
4 column .....	5 5/8 "
5 column .....	7 1/8 "
6 column .....	8 5/8 "
7 column .....	10 1/4 "

Height 11 1/4"

## DEADLINES

**Retail, Classified and Display Advertising**  
Noon Friday before publication day (1 week)

**Classified Line Ad**  
1:30 p.m. Tuesday before Friday's publication

Contracts subject to regulations as specified in the contract form. The right is reserved to adjust rates upon 30 days written notice.

Contracts may be cancelled without penalty upon such notification if revised rate not acceptable.

