

4-COLOR GLOSS INSERT RATES

* * * * WE WILL PRINT AND INSERT YOUR ADVERTISING FLYERS * * * *

PRICE PER THOUSAND

QUANTITY	2 SIDED 60# GLOSS	2 SIDED 70# GLOSS
10,000 - 14,000	\$95	\$102
15,000 - 19,000	\$90	\$97
20,000 - 24,000	\$85	\$92
25,000 - 29,000	\$75	\$82
30,000 - 39,000	\$65	\$72
40,000 - 49,000	\$60	\$67
50,000 - 74,000	\$55	\$62
75,000 - 99,000	\$50	\$57
100,000 - 149,000	\$45	\$52
150,000+	\$42	\$49

All rates include 4-color process on both sides

Minimum order: 10,000

Additional amounts in increments of 1,000

STOCK: 60-pound or 70-pound gloss

DEADLINE: 21 days prior to publication

ADDITIONAL CHARGES:

Composition:	
One side	\$95
Two sides	\$165

BLACK PLATE CHANGE: \$140 per side

SPECIFICATIONS:

2-SIDES: (one page printed on both sides)

Trim size	8.5" x 10.75"
Image area	7.875" x 10.25"
Bleed image	8.5" x 11" type safety: 8" x 10.25"

* * * *

Rates include:

PRINTING and INSERTING into
The Observer & Eccentric and Hometown Weeklies
with print-ready files provided

**OBSERVER & ECCENTRIC
 NEWSPAPERS**

**HOMETOWN
 WEEKLIES**

OBSERVER & ECCENTRIC NEWSPAPERS: 734-582-8363 * FAX 734-582-8366
HOMETOWN WEEKLIES: 248-437-2011 * FAX 248-437-3386