

# Be first!

Everyone likes to be first in line, first to be served and first in any contest.

We have a great opportunity for your ad to be one of the first ads our readers see!

Our new **Band Wrap** means that your two-sided full or half page ad in full color will be partially wrapped around the community newspaper of your choice.

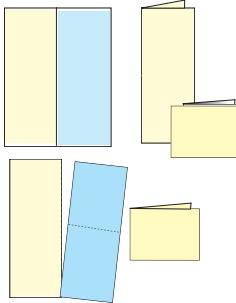
It's won't be inserted inside the newspaper along with a number of others, it will be **out there for everyone to see first.**

Reserve your **Band Wrap** today, but hurry — availability is on a first-come, first-served basis!



## Band Wrap SPECS

**FULL SHEET:** Single sheet, printed both sides, folded in half lengthwise and folded again horizontally.



**HALF SHEET:** Single sheet, printed both sides, cut in half vertically, and folded in half horizontally.

## Band Wrap FULL-SHEET RATES Minimum 25,000

QUANTITY	COST PER THOUSAND
25,000 - 99,999	\$110
100,000+	\$85

## Band Wrap HALF-SHEET RATES Minimum 10,000

QUANTITY	COST PER THOUSAND
10,000 - 49,999	\$100
50,000 - 99,999	\$80
100,000+	\$65

## IMAGE AREAS

Full Band: 11" x 21½"

Half Band: 5" x 21½"

Prices include full color \* Printed on 55 pound stock

## DEADLINES

Space reservations: 2 weeks prior to publication

Ad material: 10 days prior to publication

## NEWSPAPER CHOICES

- Birmingham Eccentric
- South Oakland Eccentric
- Farmington Observer
- Livonia Observer
- Redford Observer
- Plymouth Observer
- Canton Observer
- Westland Observer
- Garden City Observer

# OBSERVER & ECCENTRIC NEWSPAPERS

OBSERVER & ECCENTRIC NEWSPAPERS: 734-582-8363 \* FAX 734-582-8366