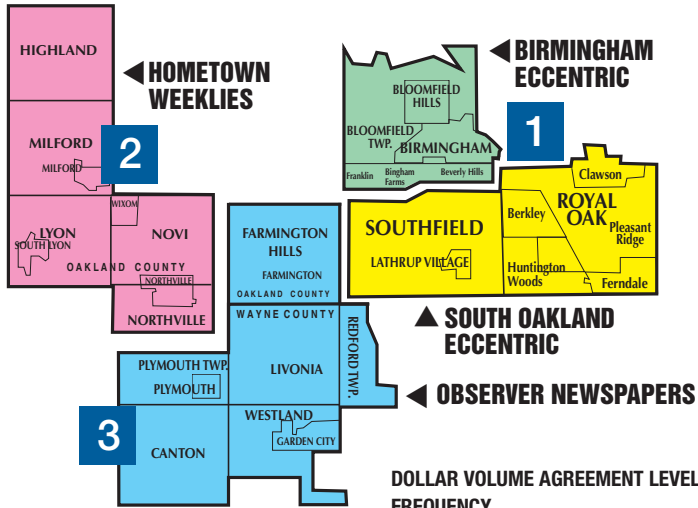


2009 MAJOR/NATIONAL ADVERTISING RATES

REACH CONSUMERS IN THE FINEST SUBURBAN COMMUNITIES

OBSERVER & ECCENTRIC NEWSPAPERS

HOMETOWN WEEKLIES



INDIVIDUAL MARKET RATES ANNUAL AGREEMENT LEVELS RATES PER COLUMN INCH

DOLLAR VOLUME AGREEMENT LEVELS FREQUENCY	OPEN RATE	\$1,500 3 TIMES	\$5,000 6 TIMES	\$20,000 13 TIMES	\$50,000 26 TIMES	\$100,000 52 TIMES+
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ZONE 1 - ECCENTRIC NEWSPAPERS (SUNDAY ONLY)						
South Oakland Eccentric	\$20.00	\$18.00	\$16.00	\$13.00	\$10.00	\$8.00
Birmingham Eccentric	\$33.30	\$29.20	\$25.60	\$22.00	\$19.00	\$15.60

ZONE 2 - HOMETOWN WEEKLIES (THURSDAY ONLY)						
Northville Record	\$17.42	\$14.36	\$12.80	\$11.84	\$10.76	\$9.58
Novi News	\$17.42	\$14.36	\$12.80	\$11.84	\$10.76	\$9.58
Milford Times (Milford, Highland)	\$13.50	\$11.12	\$9.82	\$9.16	\$8.30	\$7.42
South Lyon Herald (South Lyon, New Hudson)	\$16.00	\$13.20	\$11.74	\$10.86	\$9.82	\$8.78

ZONE 3 - OBSERVER NEWSPAPERS (SUNDAY & THURSDAY)						
Farmington	\$21.60	\$19.00	\$16.50	\$14.30	\$12.20	\$10.10
Livonia/Redford	\$31.20	\$28.10	\$24.10	\$20.60	\$17.80	\$14.60
Plymouth/Canton	\$24.40	\$21.80	\$18.70	\$16.00	\$13.80	\$11.40
Westland/Garden City	\$23.40	\$20.80	\$18.40	\$15.70	\$13.50	\$11.00

ZONE AGREEMENT LEVELS • RATES PER COLUMN INCH

DOLLAR VOLUME AGREEMENT LEVELS FREQUENCY	OPEN RATE	\$1,500 3 TIMES	\$5,000 6 TIMES	\$20,000 13 TIMES	\$50,000 26 TIMES	\$100,000 52 TIMES+
Full Run (Zones 1, 2 & 3)	\$133.61	\$113.99	\$100.71	\$89.10	\$79.02	\$68.22
Zone 1 (Sunday Only)	\$41.48	\$34.23	\$31.00	\$28.20	\$25.50	\$22.80
Zone 2 (Thursday Only)	\$41.48	\$34.23	\$31.00	\$28.20	\$25.50	\$22.80
Zone 3 (Sunday and Thursday)	\$65.50	\$58.20	\$49.90	\$42.60	\$36.80	\$30.20
Zones 1, 3 (Sunday Only)	\$97.18	\$83.19	\$72.81	\$63.72	\$56.07	\$47.70

DEADLINES

■ SUNDAY

Space Reservation.....Thursday, 5:00 p.m.

Proof Ads.....Thursday, 5:00 p.m.

Print Ready PDF.....Friday, 12:00 p.m.

Deadlines subject to change. Holiday deadlines are at least 24 hours in advance of regular deadlines.

■ THURSDAY

Space Reservation.....Monday, 5:00 p.m.

Proof Ads.....Monday, 5:00 p.m.

Print Ready PDF.....Tuesday, 12:00 p.m.

ZONE 1
Birmingham Eccentric
South Oakland Eccentric
*Serving Royal Oak, Berkley, Clawson,
Ferndale, Huntington Woods,
Pleasant Ridge and Southfield*

ZONE 2
Milford Times
Northville Record
Novi News
South Lyon Herald

ZONE 3
Canton Observer
Farmington Observer
Garden City Observer
Livonia Observer
Plymouth Observer
Redford Observer
Westland Observer

OBSERVER & ECCENTRIC NEWSPAPERS: 734-582-8363 • FAX 734-582-8366

HOMETOWN WEEKLIES: 248-437-2011 • FAX 248-437-3386

HOMETOWNLIFE.COM



2009 MAJOR/NATIONAL ADVERTISING RATES

REACH CONSUMERS IN THE FINEST SUBURBAN COMMUNITIES

COLOR RATES

OPEN	FULL RUN		MULTI-PUBLICATION		SINGLE PUBLICATION	
	FULL	SPOT	FULL	SPOT	FULL	SPOT
4" - Quarter Page	\$420	\$210	\$315	\$158	\$210	\$105
Quarter - Half	\$630	\$315	\$525	\$263	\$420	\$210
Half - Full	\$840	\$420	\$735	\$368	\$630	\$315
PREFERRED CUSTOMER	FULL	SPOT	FULL	SPOT	FULL	SPOT
4" - Quarter Page	\$263	\$131	\$210	\$105	\$156	\$78
Quarter - Half	\$420	\$210	\$364	\$182	\$315	\$156
Half - Full	\$525	\$263	\$470	\$234	\$420	\$210

*Color reservations accepted on a "first come" basis, based on availability and cannot be guaranteed. Minimum ad size 4 inches.

ZONE 1

Birmingham Eccentric
South Oakland Eccentric
*Serving Royal Oak, Berkley, Clawson,
 Ferndale, Huntington Woods,
 Pleasant Ridge and Southfield*

ZONE 2

Milford Times
Northville Record
Novi News
South Lyon Herald

ZONE 3

Canton Observer
Farmington Observer
Garden City Observer
Livonia Observer
Plymouth Observer
Redford Observer
Westland Observer

INCENTIVES / COMMISSIONS

■ Multiple Zone Discounts

Apply to Individual Zone Rates On Reverse Side

2-Market Buy • 10% Discount

3 Or More Market Buy • 25% Discount

■ Agreement Incentives

Annual rates apply to advertisers who sign an agreement. Ad placements to be used anytime within a 12-month period.

■ Pick-up Discount

A 10% discount applies to retail ads that run in one of the next two issues with no changes in size, copy, or market buy. The repeat ad must be scheduled with the first insertion. This discount does not apply to "special offer", special section or classified advertising.

■ Non-profit Rate

13-time rate level.

■ Agency Commission

A 15% discount off the open rate is given to recognized agencies for camera-ready advertising. Preprinted inserts do not qualify for a discount.

MECHANICAL REQUIREMENTS

SIZE	WIDTH	
1 column	1.833"	Minimum ad size is 2 column inches.
2 columns	3.792"	Ads sold in 1/2-inch increments.
3 columns	5.75"	Six retail columns to a page.
4 columns	7.708"	Full-page image area: 115/8" wide by 211/4" deep.
5 columns	9.667"	Full broadsheet page: 1271/2 column inches.
6 columns	11.625"	Printed by offset.
Double Truck	24.125"	Ad screen: 85 lines per inch.

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