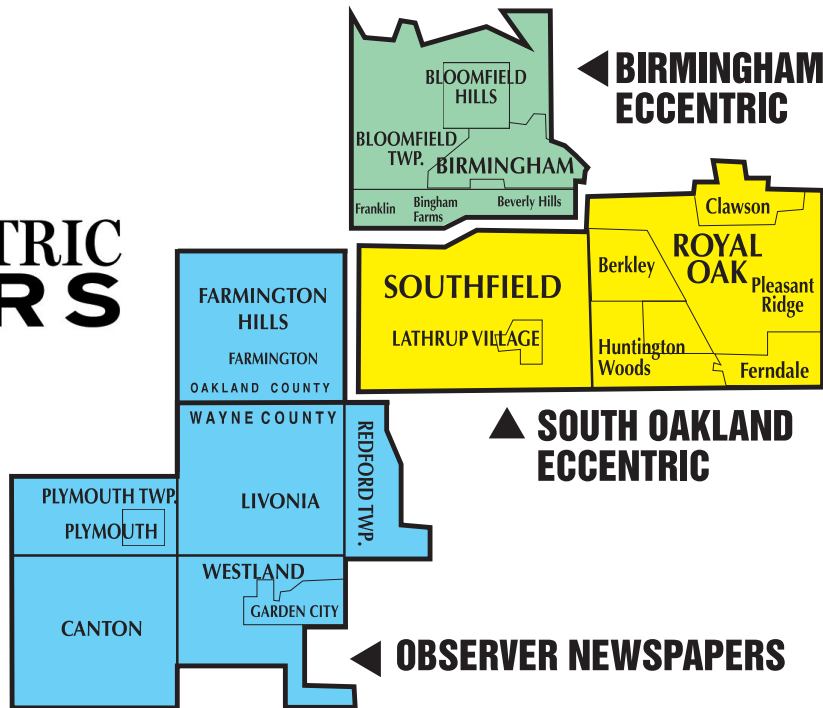


2009 PREPRINT INSERT RATES

OBSERVER & ECCENTRIC NEWSPAPERS



Observer & Eccentric Single Sheet Rates

FREQUENCY	OPEN RATE	\$1,500 3 TIMES	\$5,000 6 TIMES	\$20,000 13 TIMES	\$50,000 26 TIMES	\$100,000
SINGLE SHEET PER THOUSAND	\$36.00	\$35.50	\$35.00	\$34.00	\$32.00	\$29.80

Observer & Eccentric Multiple Page Rates

MULTIPLE PAGES PER THOUSAND	Up to 25,000	25,000 - 49,999	50,000 - 74,999	75,000 - 149,000	150,000 or more
	\$46.00	\$44.50	\$43.00	\$42.00	\$39.80
	\$45.00	\$44.00	\$42.50	\$41.50	\$39.20
	\$44.50	\$43.00	\$42.00	\$41.00	\$38.60
	\$43.50	\$42.00	\$41.00	\$40.00	\$38.00
	\$42.00	\$41.00	\$40.00	\$39.00	\$37.50
	\$40.20	\$39.20	\$38.20	\$37.20	\$35.20

Minimum quantity: 5,000 or a complete zone. If submitting less than a complete zone, no geographical area can be guaranteed.

Preprinted Insert Distribution Days

SUNDAY AND THURSDAY: Farmington Observer, Livonia Observer, Redford Observer, Plymouth Observer, Canton Observer, Westland Observer, Garden City Observer
SUNDAY ONLY: South Oakland Eccentric & Birmingham Eccentric

Mechanical Requirements

Specifications: Maximum size: 12" x 11". Minimum size: 8.5" x 5.5". Minimum weight: 20 lb. bond.

We reserve the right to charge a premium rate or reject an insert if it would cause difficulties in the inserting process. To avoid rejections or premium rates, please submit a sample insert prior to placing orders. Custom preprint quotes available.

Deadlines

Reservation deadline: 14 business days prior to distribution.

Delivery deadline: Minimum 12 business days prior to distribution.

Shipping Instructions

Skid-packed and cross-banded on stackable skids not exceeding 2,000 pounds per skid.

Shipping invoice with each delivery must list number of inserts shipped.

Deliveries accepted Monday - Friday, 8 a.m. - 5 p.m.

OBSERVER NEWSPAPERS

c/o Henry L. Meyers Moving & Storage Facility
 1621 11th Avenue
 Port Huron, MI 48060
 Call 734-582-8656
 for questions or direction information

SOUTH OAKLAND ECCENTRIC & BIRMINGHAM ECCENTRIC

c/o Livingston Co. Daily Press & Argus
 1551 Burkhart Rd.
 Howell, MI 48843
 Call 734-582-8656
 for questions or direction information