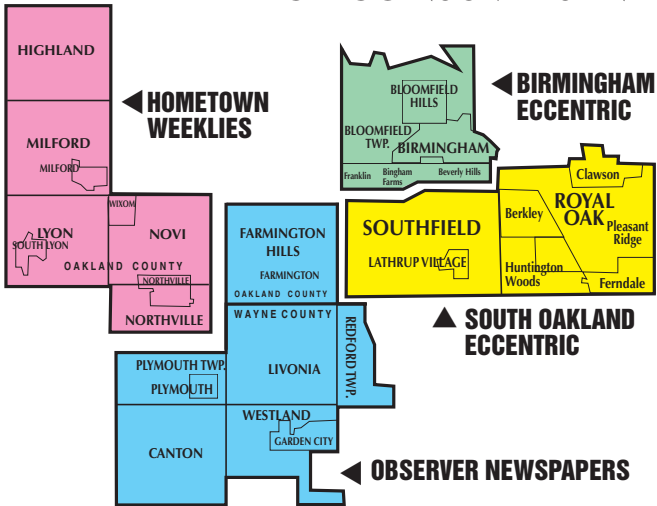


2009 RETAIL RATES

REACH CONSUMERS IN THE FINEST SUBURBAN COMMUNITIES



OBSERVER & ECCENTRIC NEWSPAPERS

HOMETOWN WEEKLIES

MODULAR RATES

BLACK & WHITE

SINGLE COMMUNITY

	Open	4 Times	13 Times	26 Times	32+ Times
1/16 Page	\$112.00	\$96.00	\$80.00	\$64.00	\$48.00
1/8 Page	\$195.30	\$167.40	\$139.50	\$111.60	\$83.70
1/4 Page	\$357.00	\$306.00	\$255.00	\$204.00	\$153.00
1/2 Page	\$630.00	\$540.00	\$450.00	\$360.00	\$270.00
Full Page	\$1,083.60	\$928.80	\$774.00	\$619.20	\$464.40

TWO COMMUNITIES

	Open	4 Times	13 Times	26 Times	32+ Times
1/16 Page	\$168.00	\$152.00	\$120.00	\$96.00	\$72.00
1/8 Page	\$292.95	\$265.05	\$209.25	\$167.40	\$125.55
1/4 Page	\$535.50	\$484.50	\$382.50	\$306.00	\$229.50
1/2 Page	\$945.00	\$855.00	\$675.00	\$540.00	\$405.00
Full Page	\$1,625.40	\$1,470.60	\$1,161.00	\$928.80	\$696.60

ONE ZONE (Or Three Communities)

	Open	4 Times	13 Times	26 Times	32+ Times
1/16 Page	\$216.00	\$200.00	\$176.00	\$144.00	\$104.00
1/8 Page	\$376.65	\$348.75	\$306.90	\$251.10	\$181.35
1/4 Page	\$688.50	\$637.50	\$561.00	\$459.00	\$331.50
1/2 Page	\$1,215.00	\$1,125.00	\$990.00	\$810.00	\$585.00
Full Page	\$2,089.80	\$1,935.00	\$1,702.80	\$1,393.20	\$1,006.20

TWO ZONES (Observer Newspapers & Hometown Weeklies)

	Open	4 Times	13 Times	26 Times	32 Times
1/16 Page	\$360.00	\$336.00	\$288.00	\$232.00	\$184.00
1/8 Page	\$627.75	\$585.90	\$502.20	\$404.55	\$320.85
1/4 Page	\$1,147.50	\$1,071.00	\$918.00	\$739.50	\$586.50
1/2 Page	\$2,025.00	\$1,890.00	\$1,620.00	\$1,305.00	\$1,035.00
Full Page	\$3,483.00	\$3,250.80	\$2,786.40	\$2,244.60	\$1,780.20

FULL COLOR*

SINGLE COMMUNITY

	Open	4 Times	13 Times	26 Times	32+ Times
1/16 Page	\$136.00	\$120.00	\$104.00	\$88.00	\$72.00
1/8 Page	\$237.15	\$209.25	\$181.35	\$153.45	\$125.55
1/4 Page	\$433.50	\$382.50	\$331.50	\$280.50	\$229.50
1/2 Page	\$765.00	\$675.00	\$585.00	\$495.00	\$405.00
Full Page	\$1,315.80	\$1,161.00	\$1,006.20	\$851.40	\$696.60

TWO COMMUNITIES

	Open	4 Times	13 Times	26 Times	32+ Times
1/16 Page	\$192.00	\$176.00	\$144.00	\$120.00	\$96.00
1/8 Page	\$334.80	\$306.90	\$251.10	\$209.25	\$167.40
1/4 Page	\$612.00	\$561.00	\$459.00	\$382.50	\$306.00
1/2 Page	\$1,080.00	\$990.00	\$810.00	\$675.00	\$540.00
Full Page	\$1,857.60	\$1,702.80	\$1,393.20	\$1,161.00	\$928.80

ONE ZONE (Or Three Communities)

	Open	4 Times	13 Times	26 Times	32+ Times
1/16 Page	\$256.00	\$240.00	\$216.00	\$184.00	\$144.00
1/8 Page	\$446.40	\$418.50	\$376.65	\$320.85	\$251.10
1/4 Page	\$816.00	\$765.00	\$688.50	\$586.50	\$459.00
1/2 Page	\$1,440.00	\$1,350.00	\$1,215.00	\$1,035.00	\$810.00
Full Page	\$2,476.80	\$2,322.00	\$2,089.80	\$1,780.20	\$1,393.20

TWO ZONES (Observer Newspapers & Hometown Weeklies)

	Open	4 Times	13 Times	26 Times	32 Times
1/16 Page	\$400.00	\$376.00	\$336.00	\$272.00	\$224.00
1/8 Page	\$697.50	\$655.65	\$585.90	\$474.30	\$390.60
1/4 Page	\$1,275.00	\$1,198.50	\$1,071.00	\$867.00	\$714.00
1/2 Page	\$2,250.00	\$2,115.00	\$1,890.00	\$1,530.00	\$1,260.00
Full Page	\$3,870.00	\$3,637.80	\$3,250.80	\$2,631.60	\$2,167.20

*Color reservations accepted on a "first come" basis, based on availability and cannot be guaranteed.

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

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

HOMETOWNLIFE.COM



2009 RETAIL RATES

REACH CONSUMERS IN THE FINEST SUBURBAN COMMUNITIES

RATES PER COLUMN INCH

SINGLE COMMUNITY

	OPEN	4 TIMES	13 TIMES	26 TIMES	32+ TIMES
Black	\$14.00	\$12.00	\$10.00	\$8.00	\$6.00
Full Color*	\$17.00	\$15.00	\$13.00	\$11.00	\$9.00

ONE ZONE (OR 3 COMMUNITIES)

	OPEN	4 TIMES	13 TIMES	26 TIMES	32+ TIMES
Black	\$27.00	\$25.00	\$22.00	\$18.00	\$13.00
Full Color*	\$32.00	\$30.00	\$27.00	\$23.00	\$18.00

TWO COMMUNITIES

	OPEN	4 TIMES	13 TIMES	26 TIMES	32+ TIMES
Black	\$21.00	\$19.00	\$15.00	\$12.00	\$9.00
Full Color*	\$24.00	\$22.00	\$18.00	\$15.00	\$12.00

TWO ZONES (OBSERVER & HOMETOWN WEEKLY NEWSPAPERS)

	OPEN	4 TIMES	13 TIMES	26 TIMES	32+ TIMES
Black	\$45.00	\$42.00	\$36.00	\$29.00	\$23.00
Full Color*	\$50.00	\$47.00	\$42.00	\$34.00	\$28.00

*Color reservations accepted on a "first come" basis, based on availability and cannot be guaranteed.

South Oakland Eccentric
Birmingham Eccentric

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

Milford Times
Northville Record
Novi News
South Lyon Herald

INCENTIVES

■ 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.

DEADLINES

■ SUNDAY

Space Reservation.....Thursday, 5:00 p.m.
Proof Ads.....Thursday, 5:00 p.m.
Print Ready PDF.....Friday, 12:00 p.m.

■ THURSDAY

Space Reservation.....Monday, 5:00 p.m.
Proof Ads.....Monday, 5:00 p.m.
Print Ready PDF.....Tuesday, 12:00 p.m.

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

MODULAR AD SIZES

Ad Size	Width	Depth
Full Page	6 columns (11.625")	21.25"
1/2 Page Horizontal	6 columns (11.625")	10.5"
1/2 Page Vertical	3 columns (5.75")	21.25"
1/4 Page	3 columns (5.75")	10.5"
1/8 Page Horizontal	3 columns (5.75")	5"
1/8 Page Vertical	2 columns (3.792")	7.5"
1/16 Page	2 columns (3.792")	4"

NON-MODULAR SIZES

SIZE	WIDTH	
1 column	1.833"	Ads sold in 1/2-inch increments.
2 columns	3.792"	
3 columns	5.75"	
4 columns	7.708"	Minimum ad size is 2 column inches.
5 columns	9.667"	
6 columns	11.625"	
Double Truck	24.125"	

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