

These are the advertising rates for the Belleville-Area *Independent*, a free, weekly, nonpartisan newspaper covering local news for the communities of Belleville, Van Buren and Sumpter - Everyone living in the 48111 Zip Code.

The newspaper is owned by a Michigan Limited Liability Company made up of 12 members of these communities, who are working together to provide this publication for local readers. It began publication on January 5, 1995 and has been published each Thursday since then.

The newspaper is tab-sized to make it reader-friendly. It measures 11 3/8 by 13 3/4 inches, with an image size of 10 by 12 3/4 inches. There are four, 2 3/8 inch columns to a page.

Circulation is 7,000 copies and, according to national studies that show two people read each newspaper coming into a household, potential readership of each edition is 14,000.

The *Independent* is available for free pickup at more than 300 stores, offices and gathering places throughout the tri-community area, including the public library. The paper also has subscribers who pay \$25 in state / \$30 out of state for postage per year to have the paper delivered by mail.

## Advertising Rate Chart

Effective February 1, 2009

INCHES	1 COL.	2 COL.	3 COL.	4 COL.
1 inch	10.00	20.00	30.00	40.00
2 inches	20.00	40.00	60.00	80.00
3 inches	30.00	60.00	90.00	120.00
4 inches	40.00	80.00	120.00	160.00
5 inches	50.00	100.00	150.00	200.00
6 inches	60.00	120.00	180.00	240.00
7 inches	70.00	140.00	210.00	280.00
8 inches	80.00	160.00	240.00	320.00
9 inches	90.00	180.00	270.00	360.00
10 inches	100.00	200.00	300.00	400.00
11 inches	110.00	220.00	330.00	440.00
12 inches	120.00	240.00	360.00	480.00

### Standard Sizes

1/8 pg. - 2 columns by 3 inches: \$60.00

1/4 pg. - 2 columns by 6 inches: \$120.00

1/2 pg. - 4 columns by 6 inches: \$240.00

Full Page - 4 columns by 12 inches: \$480.00

Business Cards - 2" tall by 3 1/2" wide: \$30.00 each or 4 for \$90.00

Vertical Business Cards - 3 1/2" tall by 2 1/4" wide: \$35.00 each or 4 for \$105.00

### Color Charges

1/8 pg. - \$18.00 per week

1/4 pg. - \$36.00 per week

1/2 pg. - \$72.00 per week

Full Page - \$144.00 per week

### Color Rate

\$3.00 column inch

All above ads will be discounted 25% for 4 or more consecutive runs of the **SAME AD\***. Minor changes allowed.

**\*AD CHANGES ON 4 OR MORE CONSECUTIVE RUNS TAKING 15 MINUTES OR LONGER TO COMPLETE AND ALL COLOR ADS WILL BE CHARGED \$20 PER HOUR AD DESIGN CHARGE.**

**NOTE:** All discounts will become null and void and a 1% late charge will be charged on delinquent accounts.

Also, it is our policy to apply a \$45.00 service fee for any check returned to us due to "Non-sufficient Funds".

Deadlines for ads needing proofs and for inserts reservations are each Monday at 12 p.m., Friday - 4:00 p.m. for full page ads,

Monday noon for 1/2 page ads and smaller, and Tuesday noon for camera ready ads and for reserved inserts to be in our office.

We will insert and deliver 7,000 pre-printed inserts for \$315.00, or \$45.00 per thousand. (\$15.00 per thousand extra if folding is needed.)

**Belleville-Area Independent, 152 Main Street, Suite 9, Belleville, MI 48111**

**Phone: 734/699-9020**

**mail@bellevilleareaindependent.com**

**Fax: 734/699-8962**