



Combination Advertising Rates

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ANY ONE ALLEGAN, LAKESHORE PUBLICATION ADVERTISING RATES

SIZE	OPEN	6X	12X	26X	52X
1/8 page (5.097"x4")	\$120.00	\$108.00	\$102.00	\$96.00	\$90.00
1/4 page (5.097"x8")	\$240.00	\$216.00	\$204.00	\$192.00	\$180.00
1/2 page (5.097"x16") (10.319"x8")	\$480.00	\$432.00	\$408.00	\$384.00	\$360.00
Full page (10.319"x16")	\$960.00	\$864.00	\$816.00	\$768.00	\$720.00
Unit Rate	\$10.00	\$9.00	\$8.50	\$8.00	\$7.50

Allegan • MyLakeshore • Holland North • Holland South • MyZeeland

\$5.50 P.C.I. for each additional publication

Color Sells!

- Spot Color:** \$1.00 per column inch per publication
- Four Color:** \$3.00 per column inch first publication
- Four Color:** \$1.50 per column inch for each additional

Church, Civic & Non-Profit

\$7.00 Per Rate Unit

Printing

Single Sheet - 8.5"x11"
60# offset, black print

	1/0	1/1
5000	\$209	\$286
10,000	\$359	\$505

Quotes available for different quantities and colors
\$25/M

Special Pricing

Grand Opening and Anniversary Rates*

50% OFF OPEN RATE

*Some restrictions apply

Inserts

	OPEN	12X	26X
Single Sheet	\$40.00	\$36.00	\$34.00
4 page Tab	\$46.00	\$42.00	\$40.00
8 page Tab	\$47.00	\$43.00	\$41.00

For every 4 additional pages - add \$1/m to rate
(\$300 minimum)

Based upon consecutive insertions

Deadlines

Regular Publication Ads

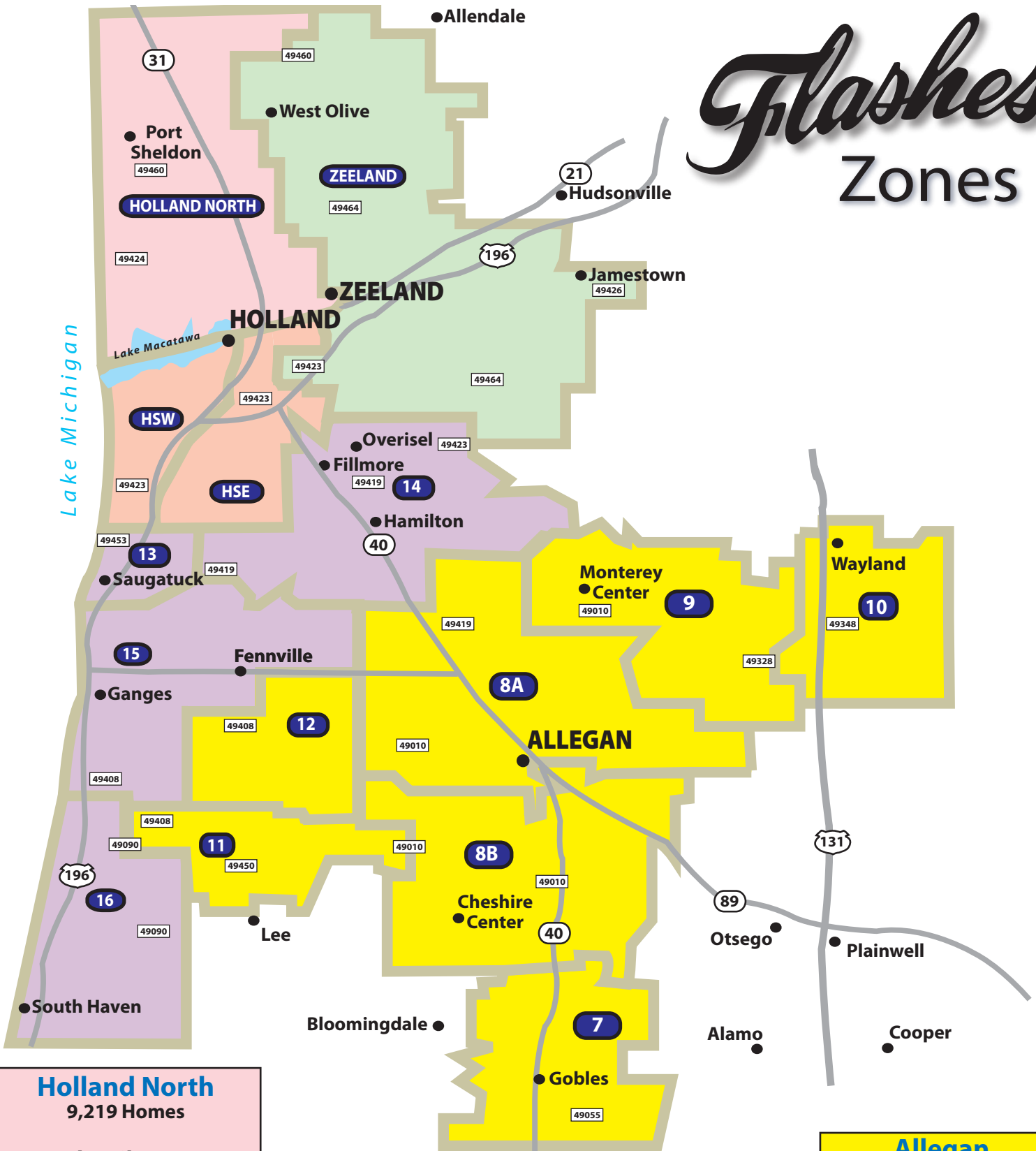
Proof Ads: Wednesday, 3:00 pm

Final Deadline: Thursday, 1:00 pm

Specialty Pages, Special Sections and Publications may have varied rates & deadlines.

Rates effective 1/1/2012. Subject to change

Flashes Zones



Holland North	
9,219 Homes	
*Nonsubscribers	9,219
Total:	9,219

Holland South	
8,662 Homes	
HSE Nonsubscribers	4,254
HSW Nonsubscribers	4,701
Total	8,955

MyZeeland	
10,720 Homes	
Nonsubscribers	6,770
Subscribers	3,950
Total:	10,720

MyLakeshore	
7,518 Homes	
Zone 13	960
Zone 14	2,567
Zone 15	2,520
Zone 16	1,471
Total:	7,518
<small>*Zone counts may vary 8/11</small>	

Allegan	
16,224 Homes	
Zone 7	1,657
Zone 8A	3,045
Zone 8B	4,330
Zone 9	2,886
Zone 10	2,057
Zone 11	1,179
Zone 12	856
Total:	16,010
<small>*Zone counts may vary 8/11</small>	