

## 2021 Display Advertising Rate Card

<b><u>OPEN RATES</u></b>	ALLEGAN COUNTY NEWS, CLARE COUNTY REVIEW, COURIER LEADER & FLASHES	COMMERCIAL RECORD	LAFAYETTE SUN, MARION PRESS, UNION ENTERPRISE
OPEN RATES	\$10/column in	\$8/column in	\$6/column in
<b><u>SPECIALS</u></b>			
2X4 EVERY OTHER WEEK, PAID IN ADVANCE	\$599	\$499	\$499
3X5 EVERY OTHER WEEK, PAID IN ADVANCE	\$1,199	\$999	\$999
2X2 FOR 52 WEEKS, PAID IN ADVANCE	\$599	\$499	\$499
2X4 FOR 52 WEEKS, PAID IN ADVANCE	\$1,199	\$999	\$999
UPPER BANNER ON FRONT PAGE, FOR MINIMUM OF 13 WEEKS	\$200/week	\$160/week	\$160/week
BUSINESS CARD ON BOTTOM OF FRONT PAGE, MIN 13 WEEKS	\$50/week	\$40/week	\$40/week

### **COMBO RATES** – Rates are per column inch

- Allegan County Combo** – Allegan County News, Commercial Record, Union Enterprise ..... \$20
- Northern MI Combo** – Clare County Review and Marion Press ..... \$13
- Southwest MI Combo** – Allegan County Combo + Courier-Leader & Flashes ..... \$27
- Michigan Combo** – Northern MI Combo and Southwest MI Combo ..... \$35

### **DATES**

- Allegan County News, Commercial Record, Courier-Leader, Union Enterprise** .....  
..... Deadline is Monday at 5, for Thursday publication
- Clare County Review, Marion Press** ..... Deadline is Wednesday at 5, for Friday publication
- LaFayette Sun** ..... Deadline is Monday at 5, for Wednesday publication
- Paw Paw Flashes** ..... Deadline is Monday at 5, for Sunday publication

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