



# Advance

NEWSPAPERS

Your local community news connection



## ADVERTISING RATES

Visit us online at: [mlive.com/advancenewspapers](http://mlive.com/advancenewspapers)  
General Sales email: [advanceadvertising@mlive.com](mailto:advanceadvertising@mlive.com)

Office: 2141 Port Sheldon St., Jenison, MI 49428  
Mailing address: P.O. Box 9, Jenison, MI 49429  
616.669.2700 • 800.439.0960 • Fax: 616.669.1162

### ACCOUNT EXECUTIVES:

#### Sales Manager

Sheila Reinecke  
616.222.3331  
[sreineck@mlive.com](mailto:sreineck@mlive.com)

#### Northwest Advance & Grand Valley Advance

**Greg Drumheller** – Grand Rapids, Westside, Allendale, Standale, Hudsonville, Jamestown, Jenison, Borculo, Georgetown Township  
Direct 616.209.0308  
Cell 616.813.7069  
[Greg\\_Drumheller@mlive.com](mailto:Greg_Drumheller@mlive.com)

**Yvonne Reames** – Grandville, Conklin, Coopersville, Lamont & Marne  
Direct 616.209.0352  
Cell 616.813.6136  
[yreames@mlive.com](mailto:yreames@mlive.com)

#### Northwest Advance & Northeast Advance

**Heidi Haas** – Comstock Park, Sparta, Walker, Belmont, Cedar Springs, Northeast Grand Rapids, Plainfield Twp. Rockford  
Direct 616.209.0316  
Cell 616.813.6138  
[hhaas@mlive.com](mailto:hhaas@mlive.com)

#### Southwest Advance

**Mary Roszell** – Wyoming  
Direct 616.209.0303  
Cell 616.438.2131  
[mroszell@mlive.com](mailto:mroszell@mlive.com)

#### Southwest Advance & Southeast Advance

**Randy Pritchard** – Byron Center, Caledonia, Cutlerville, Dutton, Kentwood  
Direct 616.209.0353  
Cell 616.318.2344  
[Randy\\_Pritchard@mlive.com](mailto:Randy_Pritchard@mlive.com)








#### Cadence

**Jay Vezino** – Ada, Cascade, East Grand Rapids, Forest Hills, Grand Rapids Township  
Direct 616.209.0331  
Cell 616.293.2975  
[Jay\\_Vezino@mlive.com](mailto:Jay_Vezino@mlive.com)

#### Penasee Globe

**Gene Koelsch** – Bradley, Burnips, Gun Lake, Hopkins, Shelbyville, Dorr, Moline, Wayland  
Direct 616.209.0326  
Cell 616.890.0628  
[gkoelsch@mlive.com](mailto:gkoelsch@mlive.com)

# DISPLAY RATES

		OPEN RATE	CIRCULATION
 <p><b>NORTHWEST</b> <b>m LIVE Advance</b> LOCAL NEWS FOR: Comstock Park, Conklin, Coopersville, Lamont, Marne, Sparta, Walker and Westside Grand Rapids</p>	LOCAL NEWS FOR: Comstock Park, Conklin, Coopersville, Lamont, Marne, Sparta, Standale, Walker and Westside	<b>\$17.00</b> PER COLUMN INCH	<b>39,931</b> HOUSEHOLDS
 <p><b>NORTHEAST</b> <b>m LIVE Advance</b> LOCAL NEWS FOR: Belmont, Cedar Springs and Rockford</p>	LOCAL NEWS FOR: Belmont, Cedar Springs and Rockford	<b>\$15.50</b> PER COLUMN INCH	<b>21,816</b> HOUSEHOLDS
 <p><b>GRAND VALLEY</b> <b>m LIVE Advance</b> LOCAL NEWS FOR: Allendale, Borculo, Grandville, Georgetown Twp, Hudsonville, Jamestown, Jenison and Standale</p>	LOCAL NEWS FOR: Allendale, Borculo, Grandville, Georgetown Twp, Hudsonville, Jamestown and Jenison	<b>\$22.50</b> PER COLUMN INCH	<b>37,667</b> HOUSEHOLDS
 <p><b>m LIVE Cadence</b> LOCAL NEWS FOR: Ada, Cascade, East Grand Rapids, Forest Hills, Northeast Grand Rapids, Grand Rapids Twp. &amp; Plainfield Twp.</p>	LOCAL NEWS FOR: Ada, Cascade, East Grand Rapids, Forest Hills, Northeast Grand Rapids, Grand Rapids Twp and Plainfield Twp	<b>\$20.50</b> PER COLUMN INCH	<b>39,268</b> HOUSEHOLDS
 <p><b>SOUTHWEST</b> <b>m LIVE Advance</b> LOCAL NEWS FOR: Byron Center and Wyoming</p>	LOCAL NEWS FOR: Byron Center and Wyoming	<b>\$16.25</b> PER COLUMN INCH	<b>25,015</b> HOUSEHOLDS
 <p><b>SOUTHEAST</b> <b>m LIVE Advance</b> LOCAL NEWS FOR: Caledonia, Cutlerville, Dutton and Kentwood</p>	LOCAL NEWS FOR: Caledonia, Cutlerville, Dutton and Kentwood	<b>\$16.00</b> PER COLUMN INCH	<b>27,046</b> HOUSEHOLDS
 <p><b>m LIVE PENASEE GLOBE</b> LOCAL NEWS FOR: Bradley, Burnips, Dorr, Gun Lake, Hopkins, Martin, Moline, and Wayland</p>	LOCAL NEWS FOR: Bradley, Burnips, Dorr, Gun Lake, Hopkins, Martin, Moline, Shelbyville and Wayland	<b>\$15.50</b> PER COLUMN INCH	<b>14,000</b> HOUSEHOLDS

## MULTI-PAPER DISCOUNTS

2 editions.....	15%
3 editions.....	20%
4 - 6 editions.....	25%
7 editions.....	35%

## COLOR CHARGES

1/4 page and smaller ads: .....	\$8/col. inch
1 edition.....	\$125
2 edition.....	\$195
3 edition.....	\$250
4 - 7 editions.....	\$295

## TOTAL CIRCULATION

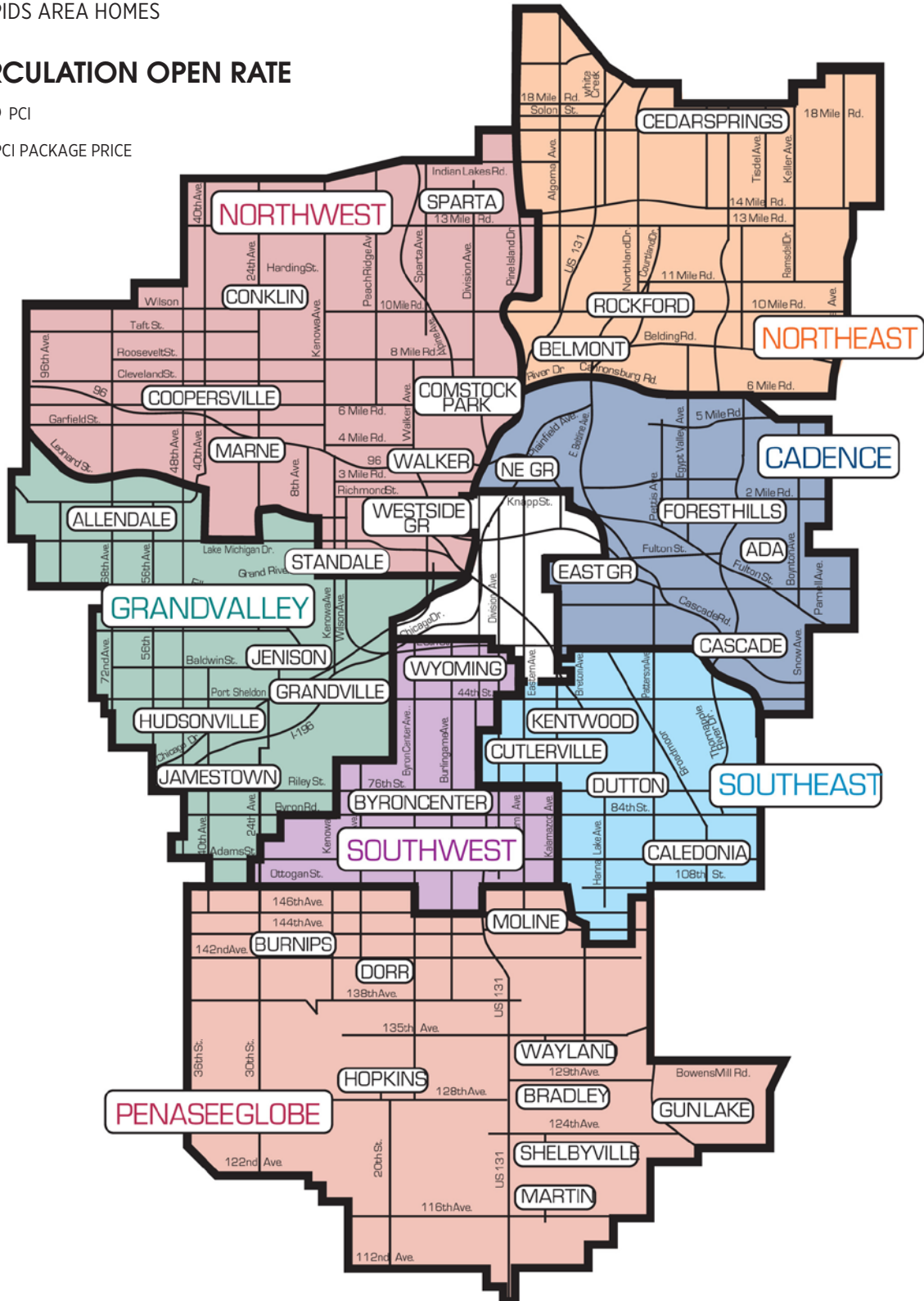
# 204,743

GRAND RAPIDS AREA HOMES

## FULL CIRCULATION OPEN RATE

\$123.25 PCI

\$80.11 PCI PACKAGE PRICE



# PRODUCTION REQUIREMENTS

**FINAL DEADLINE: Monday 4:00pm**  
five days prior to weekend distribution.

## LEGAL ADVERTISING RATES:

The Advance Newspapers offers governmental agencies "contract" rates concerning "Legal Advertising." To obtain a bid for "Legal Advertising," contact the Advance Newspapers at [advancenewslegals@mlive.com](mailto:advancenewslegals@mlive.com) or call 616.254.0611.

**LEGAL DEADLINES:** Friday noon, 10 days prior to publication date. Proof of publication furnished upon request.

**OMISSION AND ERROR:** Although the Publisher assumes no financial responsibility for typographical errors, if at fault we will reprint any portion of an advertisement in which an error has occurred that affects its value or give credit for space occupied by the error. All care and diligence are used to prevent omission or error in any ad or any part of any ad.

**POLITICAL ADVERTISING:** Cash required with order. Note: all political advertising must be pre-paid. Ads must include who is paying for the ad, a complete address with zip code and a contact reference within the ad. It must also state, "Paid for with regulated funds." If the ad is not paid for by the candidate or committee, it must state that it's "Not authorized by any candidate or committee."

**CREDIT STATEMENT:** is required for all charge accounts. Credit must be approved before first insertion, otherwise cash is required with the order.

**CREDIT TERMS:** due upon receipt.

**RATES:** The Publisher reserves the right to revise advertising rates at any time deemed necessary.

## MULTI-PAPER DISCOUNTS:

Additional discounts are available for placement in our MLive Media Group daily newspapers: the Kalamazoo Gazette, The Grand Rapids Press, The Muskegon Chronicle.

## ADDITIONAL CHARGES:

If requested these items are additional:

- Tearsheet: Electronic=N/C
- Tearsheet: \$7
- Section: \$10/daily, \$15/Sunday
- Affidavit: \$10
- Full daily paper: \$10
- Full Sunday paper: \$15
- Velox: \$25 +\$3 shipping
- Incurred Delivery Costs (UPS, FedEx, Certified Mail)

**PRINTING METHOD:** Photo offset, 150 line screen preferred.

**ELECTRONIC AD SUBMISSION:** We recommend submitting electronic advertising materials in either of the following file formats: PDF press ready, Adobe Illustrator-AI, EPS, Adobe Photoshop-PSD, JPG, TIF. Please contact your Account Executive to receive more information.

## GUIDELINES FOR SUBMITTING CAMERA-READY ADS:

- Serif and non-bold fonts under 12pt may disappear when placed reversed (white type on a colored background).
- Do not reverse small type over colored images.
- Camera ready and/or ads with 6pt type or less will not be credited due to legibility.
- Sharp, in-focus images reproduce better than "soft" focus photos.
- Professional quality prints or digital images should be a minimum of 200dpi at 100% scale.
- Screened or printed halftone material generally reproduces poorly.
- Faxes or photocopied material including web pages should not be used as original material for ad submission.
- Color ads submitted must be in CMYK format. RGB ads will not be accepted.
- **NOTE: For all ads, please do not use full-color black when creating font and graphic elements. When using a screen, please have the black overprint on the screen (no knockouts).**

**SPECIAL POSITIONS:** All display advertising takes the "run of the paper." Every effort will be made to comply with the request, but acceptance of the order does not imply a guaranteed position. The exception is the Front Page which has a 25% rate premium.

## DISPLAY MECHANICAL REQUIREMENTS:

Width:

1 column .....	1.407"
2 column .....	2.953"
3 column .....	4.46"
4 column .....	5.987"
5 column .....	7.513"
6 column .....	9.04"
Double Truck.....	19.85"

Height can vary by inch depth.

Standard ad sizes:

Full page: .....	6c x 9.5"
Junior page:.....	4c x 9.5"
1/2 page horizontal: .....	6c x 4.75"
1/2 page vertical: .....	3c x 9.5"
1/4 page: .....	3c x 4.75"
Strip:.....	6c x 2"
Sm. Portrait: .....	3c x 3"
Business Card: .....	2c x 2.5"
Mini: .....	1c x 2.5"

## MINIMUM AD SIZE: 2"

## CANCELLATION OR REJECTION:

The Publisher reserves the right to cancel or reject any advertisement at any time.

EFFECTIVE JAN 2016



[mlive.com/advancenewspapers](http://mlive.com/advancenewspapers)  
[advanceadvertising@mlive.com](mailto:advanceadvertising@mlive.com)  
Office: 2141 Port Sheldon St.,  
Jenison, MI 49428  
Mailing address: P.O. Box 9,  
Jenison, MI 49429  
616.669.2700  
800.439.0960  
Fax: 616.669.1162