



Advance

NEWSPAPERS

Your local community news connection



ADVERTISING RATES

Visit us online at: mlive.com/advancenewspapers
General Sales email: advanceadvertising@mlive.com

Address: Advance Newspapers, 3102 Walker Ridge Dr., Walker, MI 49544
616.669.2700 • 800.439.0960 • Fax: 616.647.4272

CONTACT INFORMATION

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NORTHWEST ADVANCE
GR Westside, Standale,
Contact Greg Drumheller
Direct 616-209-0308
Cell 616-813-7069
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**Comstock Park, Sparta, Walker,
Conklin, Coopersville, Lamont & Marne**
Contact Laura Wiltz
Direct 616-209-0316
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NORTHEAST ADVANCE
Belmont, Cedar Spring & Rockford
Contact Laura Wiltz
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GRAND VALLEY ADVANCE
Allendale, Borcula, Georgetown Twp.,
Hudsonville, Jamestown, Jenison,
Grandville, Zeeland & Holland
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Grandville
Contact Randy Pritchard
Direct 616-209-0353
Cell 616-318-2344
Randy_Pritchard@mlive.com

CADENCE
Ada, Cascade, East Grand Rapids
& Forest Hills
Contact Jay Vezino
Direct 616-209-031
Cell 616-293-2975
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**NE Grand Rapids, Grand Rapids Township
& Plainfield Township.**
Contact Laura Wiltz
Direct 616-209-0316
Cell 616 813-6138
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SOUTHWEST ADVANCE
Byron Center
Contact Randy Pritchard
Direct 616-209-0353
Cell 616-318-2344
Randy_Pritchard@mlive.com

Wyoming
Contact Mary Roszell
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SOUTHEAST ADVANCE
Caledonia, Cutlerville, Dutton &
Kentwood
Contact Randy Pritchard
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PENASEE GLOBE
Bradley, Burnips, Dorr, Gun Lake, Hopkins
Martin, Moline, Shelbyville & Wayland.
Contact Gene Koelsch
Direct 616-209-0326
Cell 616-890-0628
gkoelsch@mlive.com

DISPLAY RATES

		OPEN RATE	CIRCULATION
 <p>NORTHWEST m LIVE Advance 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	\$17.00 PER COLUMN INCH	39,931 HOUSEHOLDS
 <p>NORTHEAST m LIVE Advance LOCAL NEWS FOR: Belmont, Cedar Springs and Rockford</p>	LOCAL NEWS FOR: Belmont, Cedar Springs and Rockford	\$15.50 PER COLUMN INCH	21,816 HOUSEHOLDS
 <p>GRAND VALLEY m LIVE Advance 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	\$22.50 PER COLUMN INCH	37,667 HOUSEHOLDS
 <p>m LIVE Cadence LOCAL NEWS FOR: Ada, Cascade, East Grand Rapids, Forest Hills, Northeast Grand Rapids, Grand Rapids Twp. & Plainfield Twp.</p>	LOCAL NEWS FOR: Ada, Cascade, East Grand Rapids, Forest Hills, Northeast Grand Rapids, Grand Rapids Twp and Plainfield Twp	\$20.50 PER COLUMN INCH	39,268 HOUSEHOLDS
 <p>SOUTHWEST m LIVE Advance LOCAL NEWS FOR: Byron Center and Wyoming</p>	LOCAL NEWS FOR: Byron Center and Wyoming	\$16.25 PER COLUMN INCH	25,015 HOUSEHOLDS
 <p>SOUTHEAST m LIVE Advance LOCAL NEWS FOR: Caledonia, Cutlerville, Dutton and Kentwood</p>	LOCAL NEWS FOR: Caledonia, Cutlerville, Dutton and Kentwood	\$16.00 PER COLUMN INCH	27,046 HOUSEHOLDS
 <p>m LIVE PENASEE GLOBE 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	\$15.50 PER COLUMN INCH	14,000 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

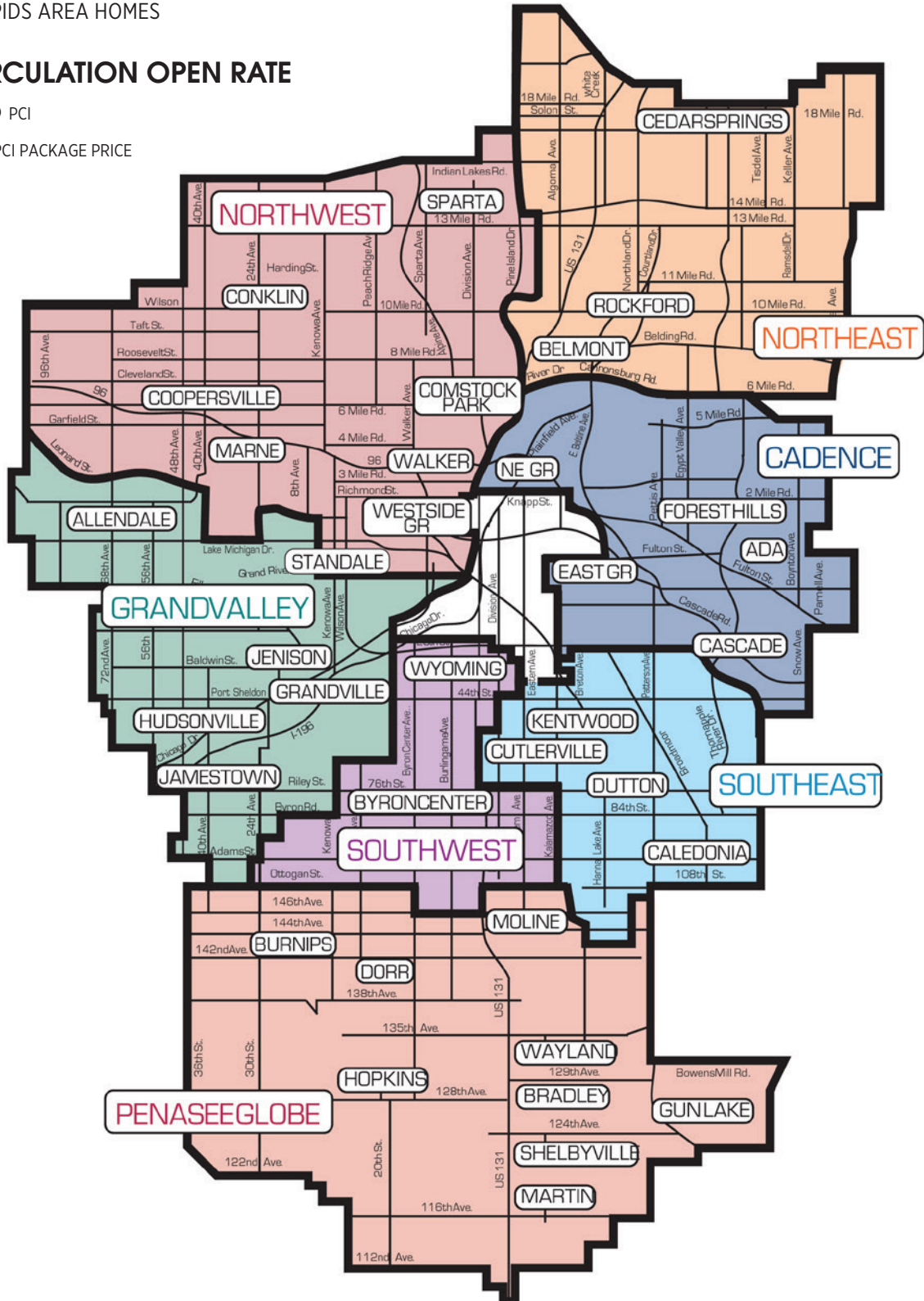
204,743

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 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.

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 InDesign, 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 5pt 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	2.934"
3 column	4.46"
4 column	5.986"
5 column	7.515"
6 column	9.04"
Double Truck	19.86"

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:	5c x 1.75"
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 MAY 2016



Advance
NEWSPAPERS

mlivemediagroup.com/advance-weeklies

advanceadvertising@mlive.com

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Walker, MI 49544

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