



595 Jenner Dr.,  
Allegan, MI 49010

# 2010 Combination Advertising Rates

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## ANY ONE ALLEGAN, LAKESHORE PUBLICATION ADVERTISING RATES

SIZE	OPEN	6X	12X	26X	52X
<b>1/8 page</b> (5.097"x4")	<b>\$118.32</b>	<b>\$106.56</b>	<b>\$100.56</b>	<b>\$94.56</b>	<b>\$88.80</b>
<b>1/4 page</b> (5.097"x8")	<b>\$236.64</b>	<b>\$213.12</b>	<b>\$201.12</b>	<b>\$189.12</b>	<b>\$177.60</b>
<b>1/2 page</b> (5.097"x16") (10.319"x8")	<b>\$473.28</b>	<b>\$426.24</b>	<b>\$402.24</b>	<b>\$378.24</b>	<b>\$355.20</b>
<b>Full page</b> (10.319"x16")	<b>\$946.56</b>	<b>\$852.48</b>	<b>\$804.48</b>	<b>\$756.48</b>	<b>\$710.40</b>
<b>Unit Rate</b>	<b>\$9.86</b>	<b>\$8.88</b>	<b>\$8.38</b>	<b>\$7.88</b>	<b>\$7.40</b>

**Allegan • Lakeshore • Holland North • Holland South • My Zeeland**

**\$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	\$37.00	\$33.00	\$31.00
4 page Tab	\$42.00	\$38.00	\$36.00
8 page Tab	\$43.00	\$39.00	\$37.00

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

*Based upon consecutive insertions*

### Deadlines

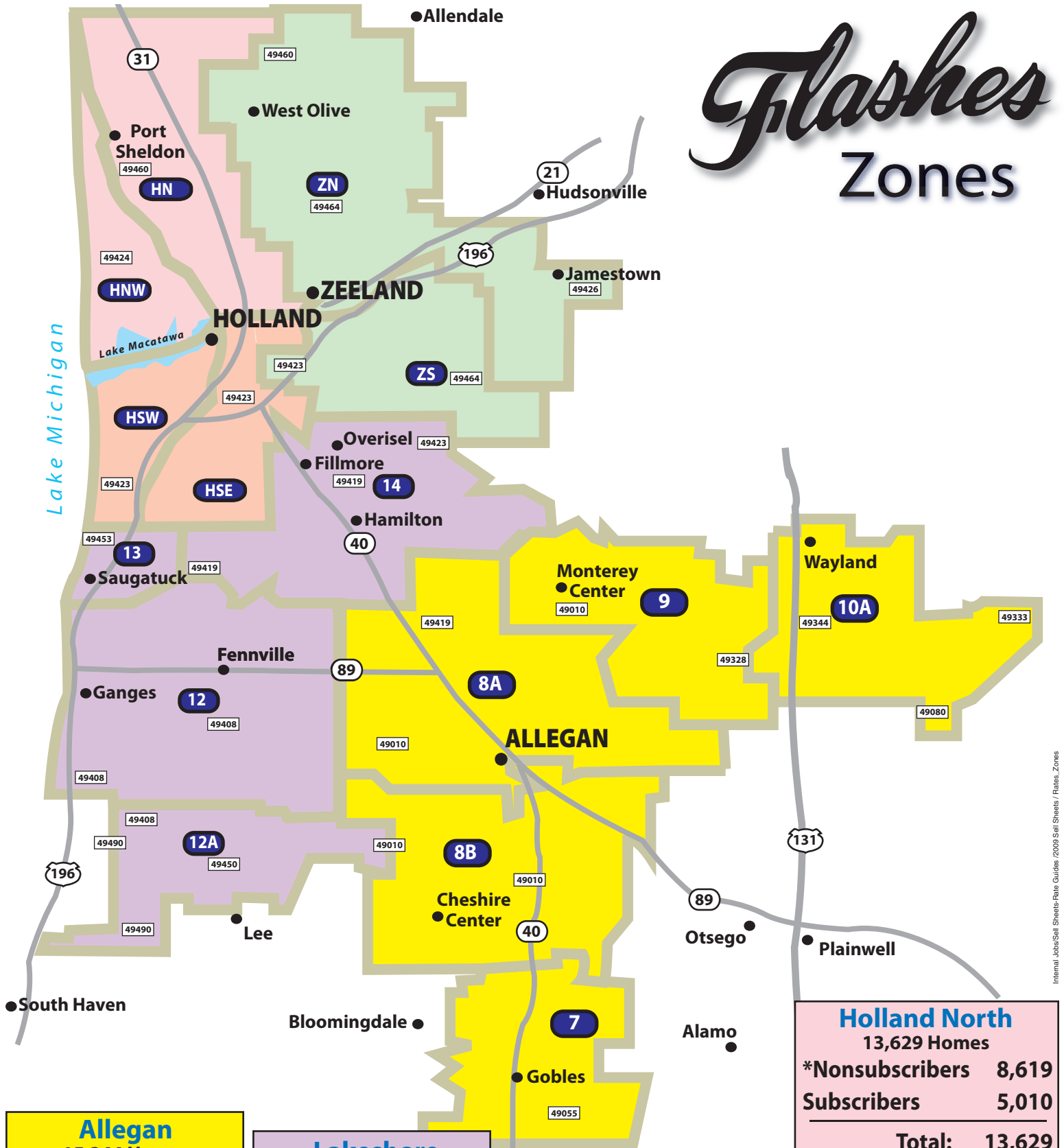
**Regular Publication Ads**

**Proof Ads: Wednesday, 3:00 pm**

**Final Deadline: Thursday, 1:00 pm**

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

# Flashes Zones



<b>Allegan</b>	
15,344 Homes	
Zone 7	1,976
Zone 8A	3,075
Zone 8B	4,608
Zone 9	2,886
Zone 10A	2,799
<b>Total: 15,344</b>	
<i>*Zone counts may vary 11/08</i>	

<b>Lakeshore</b>	
8,445 Homes	
Zone 14	2,617
Zone 13	580
Zone 12	3,416
Zone 12A	1,832
<b>Total: 8,445</b>	
<i>*Zone counts may vary 11/08</i>	

<b>Zeeland</b>	
10,456 Homes	
Nonsubscribers	6,506
Subscribers	3,950
<b>Total: 10,456</b>	

<b>Holland North</b>	
13,629 Homes	
*Nonsubscribers	8,619
Subscribers	5,010
<b>Total: 13,629</b>	
<i>*Holland Sentinel Subscribers</i>	

<b>Holland South</b>	
13,766 Homes	
HSE Nonsubscribers	4,188
HSW Nonsubscribers	4,078
HSE & HSW Subscribers	5,500
<b>Total 13,766</b>	