Advertising Marketing RATE GUIDE



Serving Shiawassee County

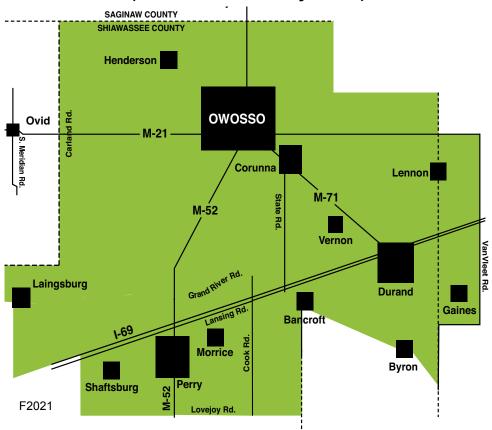
www.owossoindependent.com



1907 W. M-21, Owosso 989-723-1118 www.owossoindependent.com

Reaching 25,082 Homes Weekly

(49% Direct Mailed by USPS)



FREQUENCY

	Non Profit	Open	13 week	26 week	52 week		
Full page	\$1089	\$1551	\$1287	\$1204	\$1139		
2/3 page	\$726	\$1034	\$858	\$803	\$759		
1/2 page	\$545	\$776	\$644	\$602	\$569		
1/3 page	\$363	\$517	\$429	\$402	\$379		
1/4 page	\$273	\$388	\$322	\$301	\$285		
Banner	\$198	\$282	\$234	\$219	\$207		
1/8 page	\$136	\$194	\$161	\$151	\$142		
ВС	\$66	\$94	\$78	\$73	\$69		

Full Color \$150.00 additional per publication

independent

Producing Over 20 Special Sections Supporting Countywide Events & Interests!



The Independent is your community news source! Likewise, our staff wholeheartedly supports the Shiawassee County area! We live here, shop here : independent and we're involved with many community organizations! We truly are about

community!

989-723-1118 · www.owossoindependent.com





1907 W. M-21, Owosso, MI 48867 • 989-723-1118 indysales@owossoindependent.com • www.owossoindependent.com • www.i60media.com

	<u>5M</u>	<u>10M</u>	<u>20+</u>	<u>Wed.</u>
8-1/2 x11	45.00	40.00	35.00	46.00
4 Page Tabloid	48.00	42.00	37.00	56.00
8-12 Page Tabloid	50.00	43.00	39.00	62.00
16-20 Page Tabloid	51.00	45.00	41.00	68.00
24-28 Page Tabloid	52.00	47.00	43.00	74.00
32 Page Tabloid	55.00	49.00	45.00	80.00

Maximum Size: 11" wide x 15" high (Cost Per Thousand) Zone charges apply

Policy:

- Single sheet glossy, small coupon books or odd size pieces may be charged at a higher rate than published rate. Rates and inserting specifications available upon request.
- 2. Preprints accepted on a zip cluster or full-run basis. Subject to ability to handle.
- 3. All skids are to be bundled & shipped tied. Advertiser pays all shipping cost.
- 4. Delivery requested 7 day notice. Deadline is Tuesday 5pm prior to insertion date.
- 5. Publisher requests 2% minimum overrun to each insert for spoilage.
- 6. Due to machining requirements and increased labor cost there is a minimum zip cluster purchase on all inserts. Any variance from a zip cluster will require an additional handling fee of \$50.
- 7. We rely on zip clusters for insertions and will attempt to match zip codes to the best of our ability.

Ship To:

Michigan Web Press C/O Independent Newsgroup 10441 Enterprise Dr. Davisburg, MI 48350

Delivery of Inserts to Michigan Web Press

- 1. Receiving hours are Monday through Friday, 9am-5pm
- 2. All inserts on skids must be tagged with publication name and insertion date.
- 3. Individual cartons must be labeled with publication name and insertion date.

We Offer:

Through i60media...Custom-made Web or Offset Circulars, Brochures, Post Cards, All Business Printing and more!

• Full service mail house for all your targeted direct mail needs.

Our sales representatives will be glad to assist you.























For ease and convenience, we currently offer three zip cluster options. Plus, we can always accommodate full circulation buy.

**Due to machining requirements and increased labor cost there is a minimum zip cluster purchase on all inserts. Any variance or quantity below 5,000 pieces will require on additional \$50 zone fee.

CIRCULATION

Bancroft	48414
Corunna	48817
Durand	48429
Gaines	48436
Henderson	48841
Laingsburg	48848
Lennon	48449
Morrice	48857
Oakley	48649
Ovid	48866
Owosso	48867
Perry	48872
Vernon	48476

ZIP CLUSTERS

Owosso/Corunna Zip Cluster:

Owosso 48867 Corunna 48817

13,848 Households (includes special requests)

Durand Zip Cluster:

 Bancroft
 48414

 Durand
 48429

 Vernon
 48476

 Lennon
 48449

 Gaines
 48436

6,992 Households (includes special requests)

Perry Zip Cluster:

Perry 48872 Laingsburg 48848 Morrice 48857 Bancroft 48414

4.916 Households (includes special requests)

Note: The Independent Newsgroup newspapers are delivered by carrier. We deliver all city routes and select rural routes in Owosso (48867), all of Durand (48429) and parts of Perry (48872) via the United States Postal Service.

GENERAL

- Publisher reserves the right, at its absolute discretion and at any time, to reject any advertising copy, whether or not it has been previously acknowledged and/or published.
- 2. The word "advertisement" will be placed with copy, which in Publisher's opinion resembles editorial matter.
- 3. All restrictions, including without limitations, positions, separations, facings, editorial adjacencies or other stipulations are at the sole discretion of the Publisher.
- 4. Failure to publish copy as ordered or material typographical errors by Publisher shall entitle advertiser to credit for actual space of error, which credit shall be the sole remedy to advertiser.
- Advertiser shall indemnify and save Publisher harmless from any loss or expense, including reasonable attorney's fees, resulting from all claims or suits based on the contents of the copy submitted to Publisher and published.
- The make-up and composition of advertising and news content is the sole property of The Independent Newsgroup and may not be reproduced without our expressed permission.
- 7. The terms and conditions shown on this rate card shall govern the relationship between Publisher and the advertisers. Unless expressly agreed to in writing by Publisher, not other terms or conditions in contracts, orders, copy instructions or otherwise will be binding on Publisher.

MODULAR SIZE ADS

• Full pg 9.5"w x 11"h

• 2/3 pg 6.291"w x 11"h

• 1/2 pg 9.5"w x 5.4"h

• 1/2 pg 4.687"w x 11"h

• 1/3 pg 3.083"w x 11"h

• 1/4 pg 4.687"w x 5.4"h

• 1/8 pg 4.687"w x 2.625"h

• BC 3.083"w x 2"h

Banner 9.5"w x 2"h

MECHANICALS

The Independent page width is 9.5". Individual columns are 1.479" wide with a .125" gutter between columns. Multiple column widths are:

2 columns – 3.083"

3 columns – 4.687"

4 columns – 6.291"

5 columns – 7.895"

6 columns – 9.5"

Full pg Ad – 9.5"x11"

Special Section Sizes Vary.

CREDIT

- 1. All advertisements are sold on cash in advance basis unless the credit manager has granted credit approval.
- 2. All political and going out of business advertising must be paid in advance with no exceptions.

TERMS and CONDITIONS

Statements for advertising are due and payable upon presentation. Advertiser agrees to pay the collection costs and reasonable attorney's fees incurred upon default of any of the terms of this agreement and consents that such cost and fees shall be made a part of any judgment rendered herein.

A finance charge will be imposed if any outstanding balance is not paid within 25 days of the billing as shown on the periodic statement with which the advertiser will be furnished. The advertiser will incur no FINANCE CHARGE if the amount shown on such periodic statements is paid within 25 days of the billing date.

The amount of the FINANCE CHARGE is determined by multiplying the outstanding balance by a periodic rate of 1.5 percent per month. The corresponding ANNUAL PERCENTAGE Rate is 18 percent.

The Publisher shall not be held liable for more than one incorrect insertion or typographical error and liability shall not exceed and shall be only such a proportion of the entire cost of the advertisement. Upon request, the Publisher will furnish an affidavit to be displayed where goods are located stating that an error was made. It is understood that in no case will the publisher be responsible for the sale of goods made by reason or error in advertisements.

This agreement is automatically renewable, without resigning, unless advertiser cancels in writing 30 days prior to expiration of contract. The publisher reserves the right to effect a rate adjustment upon 30 days written notice.

If the advertiser terminates this contract before expiration, all advertising run under contact to date shall be adjusted to the earned rate in effect at the time the contract was signed. The Independent Newsgroup shall have reason to cancel this contract if account is in arrears and assess rate adjustment.

All positions are at the option of The Independent Newsgroup; in no event will an adjustment, re-run, discount or refund be made because of an advertiser's position in The Independent Newsgroup. Every effort will be made to comply with advertiser position requests, but acceptance of the order does not imply a guarantee.

Ads simulating editorial content must be clearly labeled "Advertisement" in type 9 point or larger and be enclosed by 3 point borders.

independent NEWSGROUP

Ask about online advertising!



CURRENT WEB STATISTICS FOR THE INDEPENDENT NEWSGROUP

Analytics tracked using Google analytics.

Monthly Views - 11,000+ Readership stays on page for an average of 4.5 minutes, with a 63% reader retention rate

63% visitors - First Time, 37% Returning



Online Ad Monthly Rate \$250





WE LOVE PAPER. WE LOVE PRINTING. IT SHOWS.

It's more than printing. It's about defining you through quality materials. We can meet all of your printing needs with our modern digital and traditional offset presses and our effective design.

WHEN WE SAY FULL SERVICE, WE MEAN IT.

Our full service printing is the back bone of our company. It's where we gathered our humble beginnings and it's helped us grow into the company we are today. We take a lot of pride in our print work! We have every application to suit your unique needs.

What sets us apart is we offer every kind of printing under one roof. From high impact full saturation digital to cost effective high volume traditional offset, we have diversified to better serve our customers. We understand that the needs of our customers are ever changing and pride ourselves in always offering a better solution, no matter what the situation.



MAKE IT LOVE AT FIRST SITE

FIRST IMPRESSIONS COUNT IN WEBSITE DESIGN.

TESTED BY THE BEST (ED).

When it comes to the web, we're testing and re-testing the latest and bringing that expertise to you. We love new media (and it just keeps coming!) Everyday, there is a new website, app, or tool introduced to the web.

Digital marketing uses some of the same marketing techniques that have been successful for years and adds a fresh spin.

CHECK OUT SOME OF OUR DIGITAL SERVICES:

- Website Development
- eCommerce
- Digital & Social Marketing
- SEO Strategic Planning

