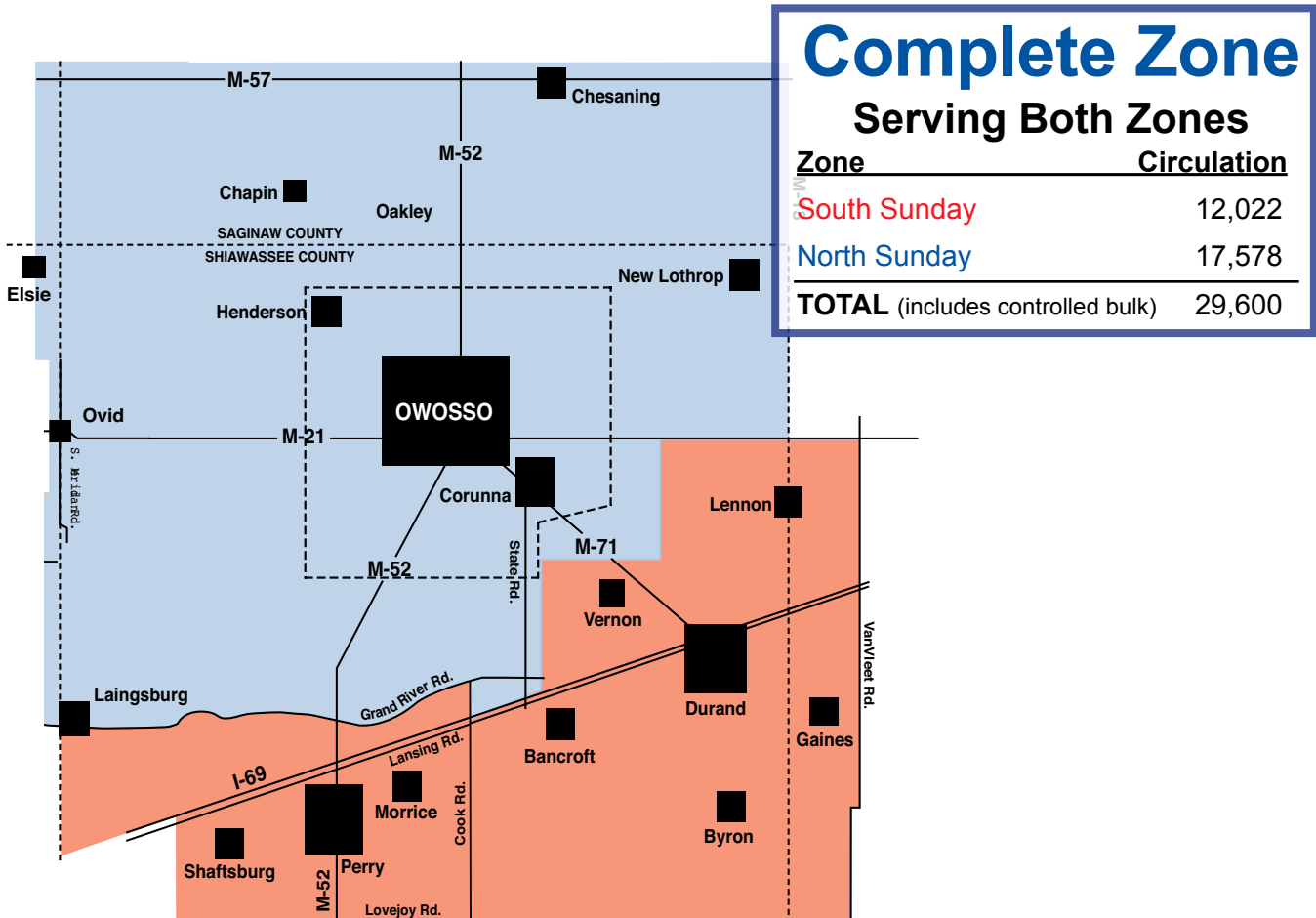

**Advertising
& Marketing
RATE GUIDE**

**THE
independent**
NEWSGROUP

The North Independent • The South Independent
www.owossoindependent.com



Complete Zone	
Serving Both Zones	
<u>Zone</u>	<u>Circulation</u>
South Sunday	12,022
North Sunday	17,578
TOTAL (includes controlled bulk)	29,600

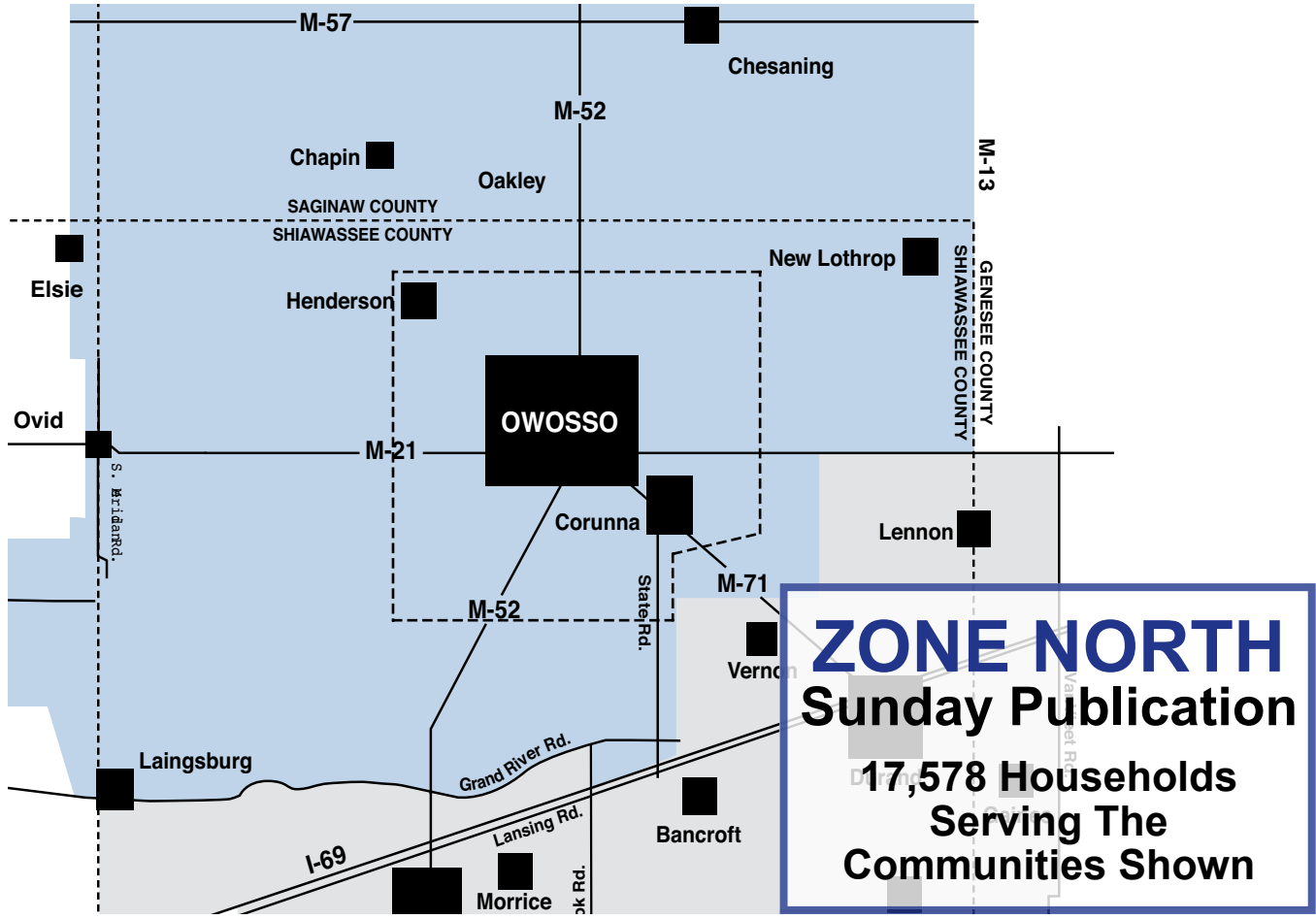
2020

FREQUENCY

AD SIZES

	Open	13 week	26 week	52 week
Full page	\$1937	\$1598	\$1530	\$1462
2/3 page	\$1292	\$1065	\$1020	\$974
1/2 page	\$969	\$799	\$765	\$731
1/3 page	\$646	\$533	\$510	\$487
1/4 page	\$485	\$400	\$383	\$366
Banner	\$352	\$290	\$278	\$266
1/8 page	\$265	\$217	\$209	\$200
1/16 page	\$117	\$97	\$93	\$89

Non-Profit Rate - \$20.00
 Full Color \$100.00
 per publication



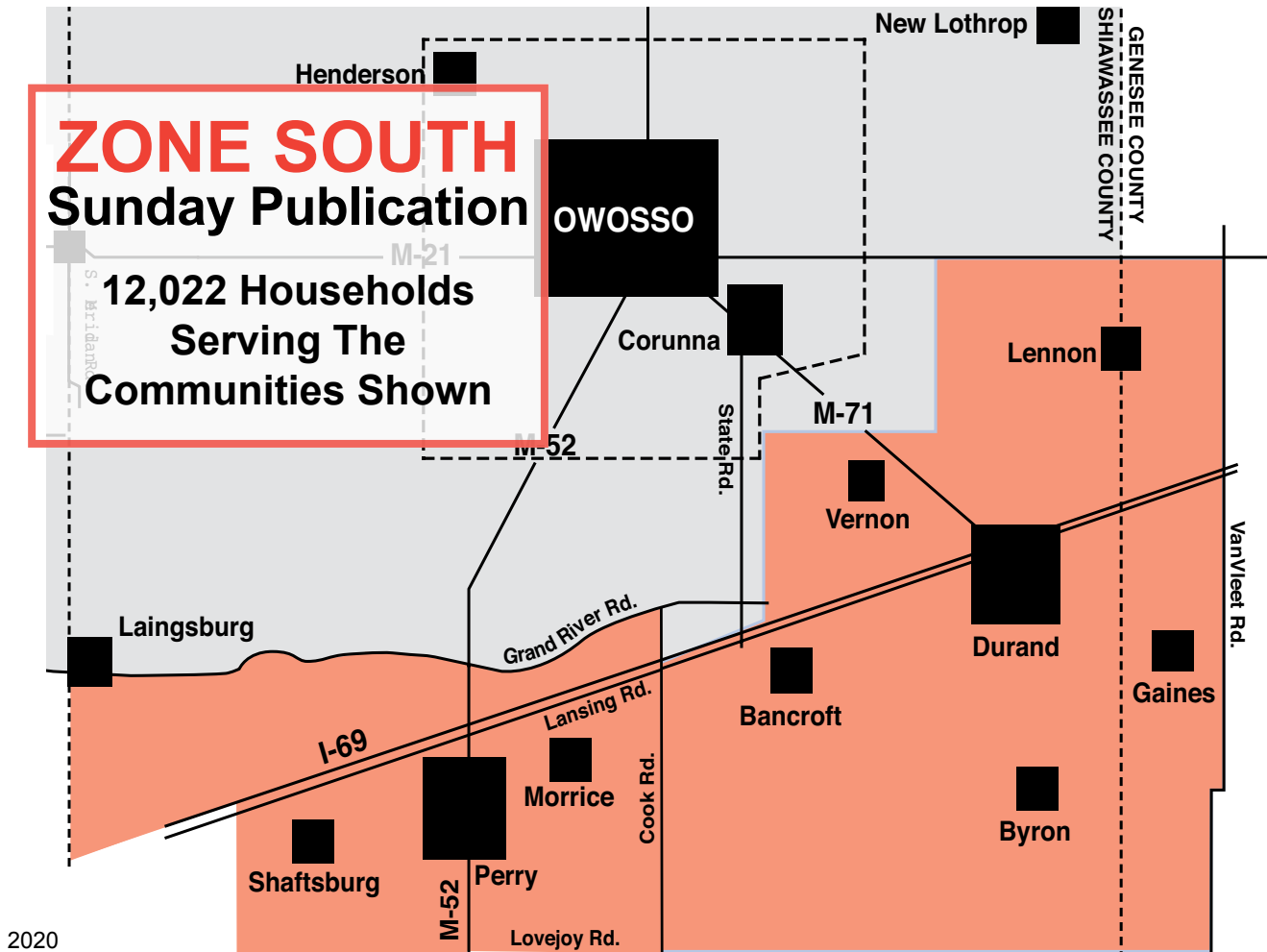
2020

FREQUENCY

	Open	13 week	26 week	52 week
Full page	\$1564	\$1088	\$1020	\$952
2/3 page	\$952	\$725	\$680	\$634
1/2 page	\$714	\$544	\$510	\$476
1/3 page	\$476	\$363	\$340	\$317
1/4 page	\$357	\$272	\$255	\$238
Banner	\$260	\$198	\$185	\$173
1/8 page	\$195	\$148	\$139	\$130
1/16 page	\$87	\$66	\$62	\$58

AD SIZES

Non-Profit Rate - \$13.00
Full Color \$100.00



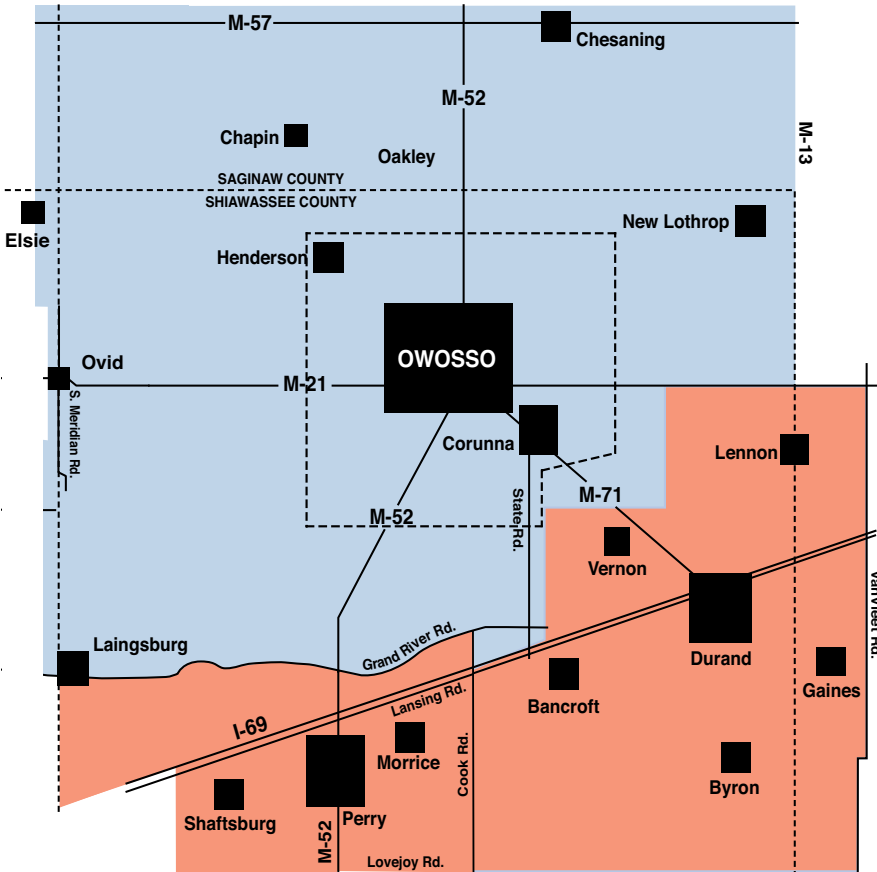
FREQUENCY

	Open	13 week	26 week	52 week
Full	\$1088	\$884	\$816	\$748
2/3	\$725	\$589	\$544	\$499
1/2	\$544	\$442	\$408	\$374
1/3	\$363	\$295	\$272	\$249
1/4	\$272	\$221	\$204	\$187
Banner	\$198	\$161	\$148	\$136
1/8	\$148	\$121	\$111	\$102
1/16	\$66	\$54	\$49	\$45

Non-Profit Rate - \$10.00
Full Color \$100.00

AD SIZES

NonProfit & Political Advertising



Zones

Zone	Circulation
South Sunday	12,022
North Sunday	17,578
TOTAL	29,600

Call for Quotes

Business Cards

Flyers

Rack Cards

Literature

Web Development

Direct Mailing

and More

AD SIZES

	Complete	North	South
Full page	\$1320	\$858	\$660
2/3 page	\$880	\$572	\$440
1/2 page	\$660	\$429	\$330
1/3 page	\$440	\$286	\$220
1/4 page	\$330	\$215	\$165
Banner	\$240	\$156	\$120
1/8 page	\$165	\$107	\$83
1/16 page	\$80	\$52	\$40

\$20 PCI

\$13 PCI

\$10 PCI

Full Color is
Available for
\$100
per publication

THE independent

NEWSPAPER

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 and we're involved with many community organizations! We truly are about community!

Home Auto Garden

Identify and Treat A Barren Mole Problem

Lawns and garden embankments often reveal mole tunnels and mounds of soil, but it's not always obvious if they're a problem. A mole is a small, wingless insect that feeds on soil and organic matter. After a spring rain, you may notice small mounds of soil or tunnels in your lawn. The mole is a pest because it can damage the roots of plants and create a path for other insects. Mole tunnels are also a problem for gardeners because they can damage the roots of plants and create a path for other insects. Mole tunnels are also a problem for gardeners because they can damage the roots of plants and create a path for other insects.

not the yard in search of food. Some of the better signs include irregular mounds of displaced soil, holes and raised ridges in the lawn. Mole tunnels are also a problem for gardeners because they can damage the roots of plants and create a path for other insects. Mole tunnels are also a problem for gardeners because they can damage the roots of plants and create a path for other insects.

Did You Know?

Most amateur landscapers or homeowners who are mowing in their lawns, but they have not seen signs of a mole problem. The mole is a pest because it can damage the roots of plants and create a path for other insects. Mole tunnels are also a problem for gardeners because they can damage the roots of plants and create a path for other insects.

offer an unusual small mole, which is usually a mole. Mole tunnels are also a problem for gardeners because they can damage the roots of plants and create a path for other insects. Mole tunnels are also a problem for gardeners because they can damage the roots of plants and create a path for other insects.

on. Mole tunnels are also a problem for gardeners because they can damage the roots of plants and create a path for other insects. Mole tunnels are also a problem for gardeners because they can damage the roots of plants and create a path for other insects.

Hedrich EXCAVATING
SAND • STONE • GRAVEL • TOPSOIL
• Retention • Driveways • Drain Fields • Septic Tanks
• Water/Sewer • Paving • Commercial • Licensed & Insured
SAND & GRAVEL - BACKHOE & DOZER WORK
989-845-2146

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ACCEPTING RECYCLING PRODUCTS!!
cardboard, newspaper, phone books, textbooks, magazines
SUBSIDIZED SERVICES AVAILABLE:
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Residential Drop Off
Public Drop Off: Mon-Fri, 8a-3p
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989-723-0843 Visit us at www.djrootrecycling.com

ELSESSERS
Complete Auto Repair and Maintenance
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Master ASE Certified Technicians

15% off 160+ gal
15% Off

Shiawassee Community Foundation Annual Report
Thomas S. Bridges
989-723-2346

Active Living
The Independent Newspaper
1369-2019

2018 Shiawassee Conservation District Annual Report
conserve EVERY ACRE COUNTS

VETERANS DAY
Honoring 100 Years Since the End of WWII.

Shop • Dine

HEALTHY LIQUOR

High School football
Byron Morrice, Chesaning New Lotthrop, Corunna Durand, Ovid-Esie, Laingsboro Owasco
September 20

Corunna Celebration
4th of July
1369-2019
Fireworks

Curwood Festival

Shiawassee County FAIR
August 4-6

FARM

989-723-1118 • www.owossoindependent.com

Insert Customers

FAMILY DOLLAR



Save
a lot



QDOBA
MEXICAN EATS



Walgreens

Higher Standards
meijer
Lower Prices

STEAMASTER
CARPET CLEANING



Walmart 



- Alderman's
- Baker College
- Blue Cross Blue Shield
- Consumers Energy
- Dish Network
- Dominoes Pizza
- Family, Farm & Home
- Frontier
- JCPenney
- Main Street Pizza
- Memorial Healthcare
- Menards
- Norm Henry Shoes
- PFCU Credit Union
- Physicians Health Plan
- Riverside Market
- Self Serve Lumber
- Senior Care of Michigan
- Shiawassee Conservation District
- Shiawassee Family YMCA
- Shiawassee Regional Chamber of Commerce
- Shoe Sensation
- Spectrum
- Subway
- TDS Telecom
- TSC
- Verizon
- VG's
- Woodard
- Liberty Coin

1907 W. M-21, Owosso, MI 48867 • 989-723-1118

indysales@owossoindependent.com • www.owossoindependent.com • www.i60media.com

PRE-PRINTS

	5M	10M	20+	Wed.
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:

1. 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.

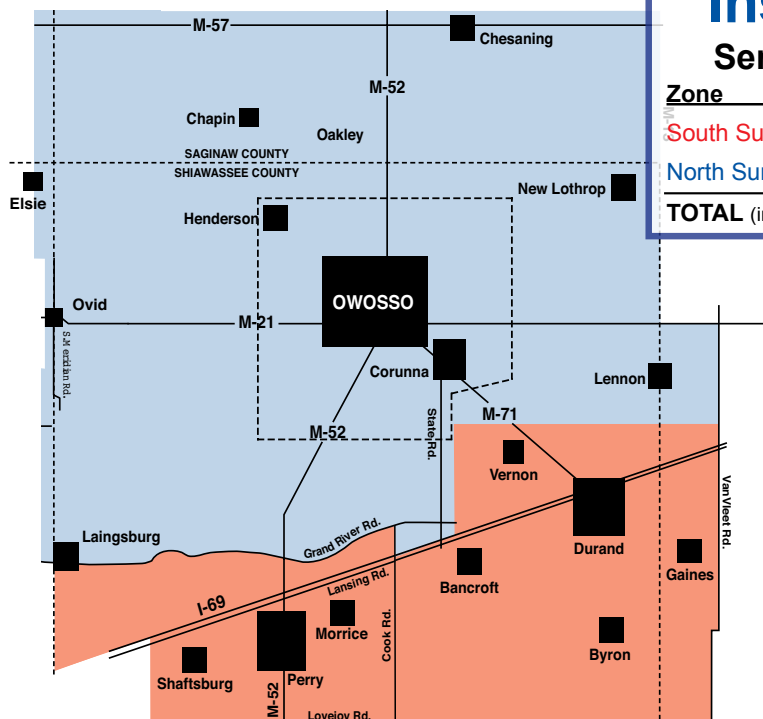
We Offer:

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.

INSERTION MAP



2020

Insert Zones

Serving Both Zones

Zone	Circulation
South Sunday	11,636
North Sunday	17,964
TOTAL (includes controlled bulk)	29,600

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 an additional \$50 zone fee.

For ease and convenience, we currently offer three zip cluster options. Plus, we can always accommodate a total market buy in both our Sunday North Zone or our Sunday South Zone.

INSERT ZONES

North Zone:

Chesaning	48616
Corunna	48817
Elsie	48831
Henderson	48841
Lennon	48449
New Lothrop	48460
Oakley	48649
Ovid	48866
Owosso	48867

South Zone:

Bancroft	48414
Byron	48418
Durand	48429
Gaines	48436
Laingsburg	48848
Morrice	48857
Perry	48872
Swartz Creek	48473
Vernon	48476

ZIP CLUSTERS

SW Perry Zip Cluster:

Perry	48872
Laingsburg	48848
Morrice	48857

5591 Households (includes special requests)

SE Durand Zip Cluster:

Durand	48429
Vernon	48476
Lennon	48449
Gaines	48436
Byron	48418

6759 Households (includes special requests)

Owosso/Corunna Zip Cluster:

Owosso	48867
Corunna	48817

14076 Households (includes special requests)

Note: The Independent Newsgroup newspapers are delivered by carrier. As of May 1, 2017, we deliver all city routes and select rural routes in Owosso (48867) via the United States Postal Service.

GENERAL

1. 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.
5. 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.
6. 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
- 1/16 pg 3.083"w x 2"h
- Banner 9.5"w x 2"h

MECHANICALS

For the North Independent and South Independent our 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 contract 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.

ONLINE BANNER ADS

THE independent

NEWSGROUP



Skyscraper Ad

150px X 430px
\$290

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

Button Ad

150px X 150px
\$150

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