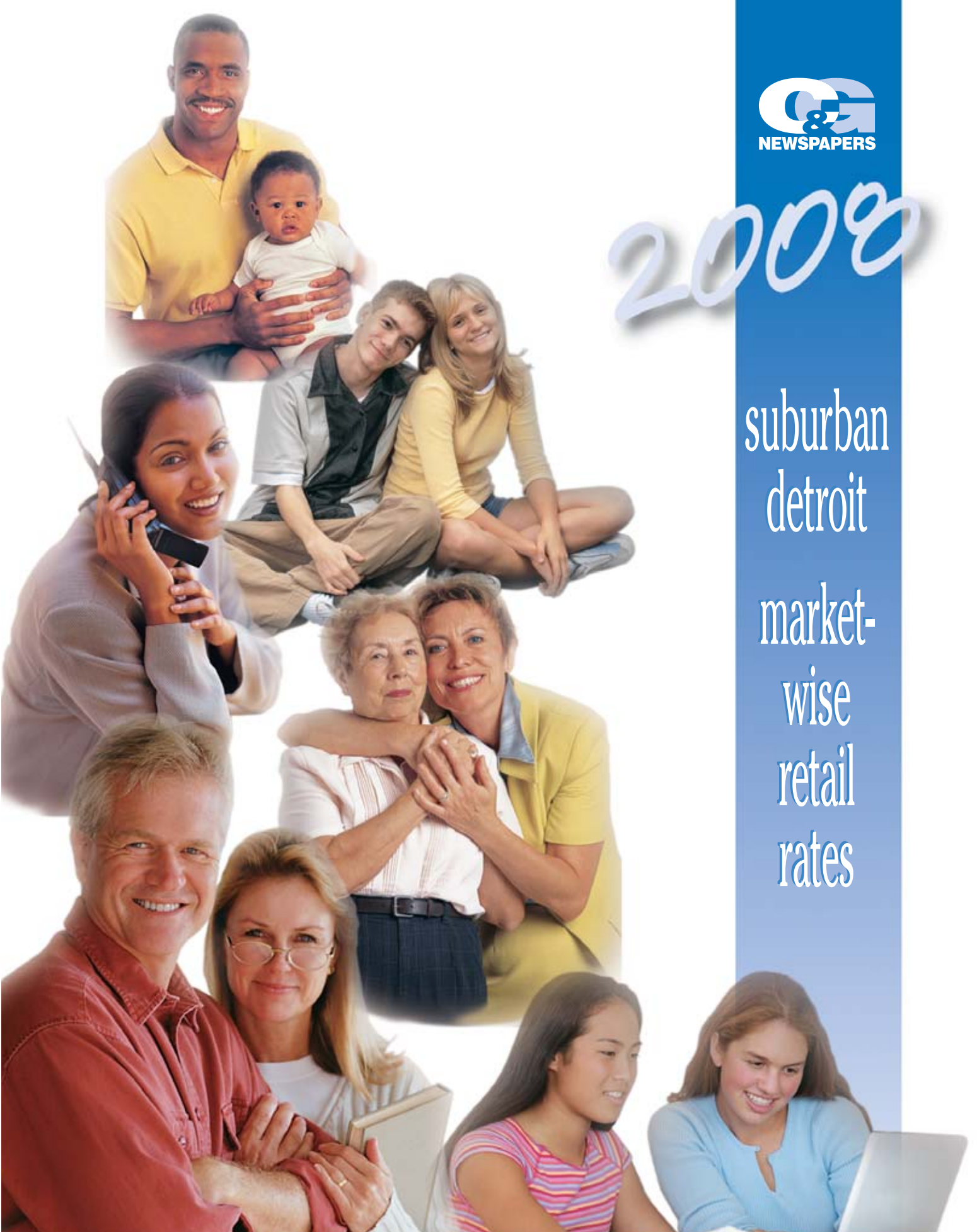




2008

suburban
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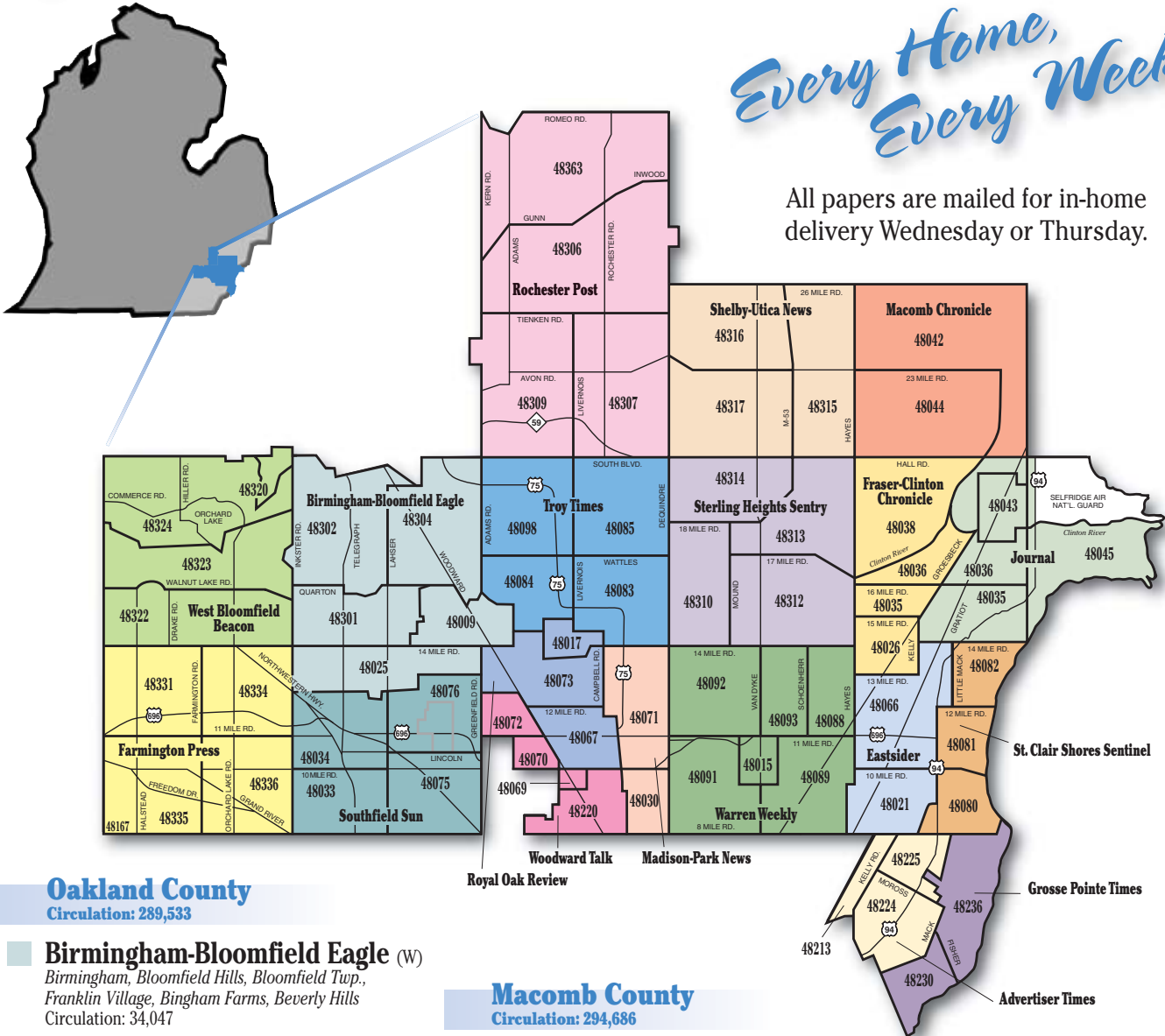


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Mid-week Coverage:

Every Home,
Every Week!

All papers are mailed for in-home delivery Wednesday or Thursday.



Oakland County

Circulation: 289,533

- Birmingham-Bloomfield Eagle** (W)
Birmingham, Bloomfield Hills, Bloomfield Twp., Franklin Village, Bingham Farms, Beverly Hills
Circulation: 34,047
- Farmington Press** (W)
Farmington & Farmington Hills • Circulation: 42,160*
- Madison-Park News** (Th)
Madison Heights & Hazel Park • Circulation: 20,456
- Rochester Post** (W)
Rochester, Rochester Hills & Oakland Twp.
Circulation: 42,124
- Royal Oak Review** (W)
Royal Oak & Clawson • Circulation: 34,471
- Southfield Sun** (Th)
Southfield & Lathrup Village • Circulation: 35,530
- Troy Times** (Th)
Troy • Circulation: 32,291
- West Bloomfield Beacon** (W)
West Bloomfield, Orchard Lake, Keego Harbor & Sylvan Lake • Circulation: 27,632
- Woodward Talk** (W)
Ferdale, Berkley, Huntington Woods & Pleasant Ridge • Circulation: 20,822

Macomb County

Circulation: 294,686

- Eastsider** (W)
Eastpointe & Roseville • Circulation: 33,269
- Fraser-Clinton Chronicle** (W)
Fraser & Clinton Twp. • Circulation: 34,324
- Journal** (Th)
Mt. Clemens, Clinton & Harrison Twp.
Circulation: 33,251
- Macomb Chronicle** (Th)
Macomb Twp. • Circulation: 26,233
- St. Clair Shores Sentinel** (W)
St. Clair Shores • Circulation: 27,642
- Shelby-Utica News** (W)
Shelby Twp. & Utica • Circulation: 30,881
- Sterling Heights Sentry** (W)
Sterling Heights • Circulation: 50,663
- Warren Weekly** (W)
Warren & Center Line • Circulation: 58,423

Wayne County

Circulation: 46,946

- Advertiser Times** (W)
Harper Woods & Northeast Detroit • Circulation: 27,741
- Grosse Pointe Times** (W)
All Five Grosse Points • Circulation: 19,205

Total Circulation
631,165 3/31/08

CAC

Postal Receipts

Circulation by zip code and sub-zip is available. Ask your sales representative for current coverage.

*Farmington Press circulation effective 4/23/08.

Retail Rates:

Effective 5/14/08

Recommended Zones

Full Run				
19 Papers • Circulation: 631,165				
Col. Inch	Open	3 x	13 x	26 x
40-55	277.14	255.82	234.50	213.19
30-39	284.92	263.00	241.08	219.17
20-29	322.23	297.44	272.65	247.87
15-19	333.91	308.22	282.54	256.85
10-14	368.79	340.43	312.06	283.69
Full Color: \$3,800 • Spot Color \$1,520				

Oakland				
9 Papers • Circulation: 289,533				
Col. Inch	Open	3 x	13 x	26 x
40-55	138.40	128.52	118.63	108.75
30-39	142.18	132.03	121.87	111.72
20-29	162.06	150.48	138.91	127.33
15-19	167.46	155.50	143.54	131.58
10-14	186.65	173.32	159.98	146.65
Full Color: \$2,025 • Spot Color \$810				

Macomb - Wayne				
10 Papers • Circulation: 341,632 Includes Grosse Pointes				
Col. Inch	Open	3 x	13 x	26 x
40-55	160.06	148.62	137.19	125.76
30-39	164.65	152.89	141.13	129.37
20-29	184.96	171.74	158.53	145.32
15-19	192.13	178.41	164.68	150.96
10-14	210.51	195.48	180.44	165.40
Full Color: \$2,250 • Spot Color \$900				

Individual Newspapers

Col. Inch	St. Clair Shores Sentinel	The Eastsider	Warren Weekly	Sterling Heights Sentry	Shelby-Utica News	Fraser-Clinton Chronicle	Macomb Chronicle	The Journal	Grosse Pointe Times	Advertiser Times	Madison-Park News	Troy Times	Birmingham-Bloomfield Eagle	Royal Oak Review	Woodward Talk	West Bloomfield Beacon	Southfield Sun	Rochester Post	Farmington Press
40-55	23.91	23.91	31.29	24.98	18.44	23.91	14.75	23.91	19.03	24.51	16.42	21.41	23.91	23.91	16.42	21.41	24.74	24.74	24.74
30-39	24.65	24.65	32.35	26.05	18.67	24.65	14.95	24.65	19.39	25.23	16.59	21.96	24.65	24.65	16.59	21.96	25.58	25.58	25.58
20-29	28.68	28.68	35.01	29.95	20.39	28.68	15.43	28.68	19.93	28.79	17.16	25.34	28.68	28.68	17.16	25.34	29.72	29.72	29.72
15-19	29.03	29.03	36.97	31.79	21.65	29.03	16.59	29.03	21.42	29.95	18.43	26.03	29.03	29.03	18.43	26.03	30.75	30.75	30.75
10-14	30.87	30.87	39.74	35.94	24.53	30.87	19.70	30.87	25.45	31.90	21.88	29.95	30.87	30.87	21.88	29.95	33.75	33.75	33.75

Multiple Paper Discounts	Frequency			
	1x	3x	13x	26x
4-7	25%	30%	35%	40%
8-11	30%	35%	40%	45%
12-19	35%	40%	45%	50%

Published weekly Wednesday/Thursday

Space Deadline: Thursday 9 a.m., **Copy Deadline: Friday 12 p.m.**

Color Charges Spot Color: \$135 per paper Full Color: \$405 per paper
Multiple paper & frequency discounts also apply to color charges.

Mechanical Requirements:

Tabloid Format Main news, Arts & Entertainment, Sports, Extra
Full page size= 5 column x 11" (9.5" x 11"), 55 col. inches.
Ads over 9" in depth will be billed to full depth of 11".

Broadsheet Section (Transportation, Recruitment, and Classifieds)
6 column x 20" • Page size= 10" x 20" (Call for rates)

Column Width Inches

1 Column:	1.775"
2 Column:	3.706"
3 Column:	5.637"
4 Column:	7.569"
5 Column:	9.5"

Printed Offset, 100 line screen. Ads submitted should be done as an electronic file in PDF format with fonts embedded. We accept QuarkXPress (include all images and fonts), Adobe Photoshop, Adobe Illustrator. Media: 100 MB zip disk, CD Rom. Photo images should be saved in tiff format with a resolution of 200 dpi. **EMAIL: artroom@candgnews.com • ADSEND: MICWG**

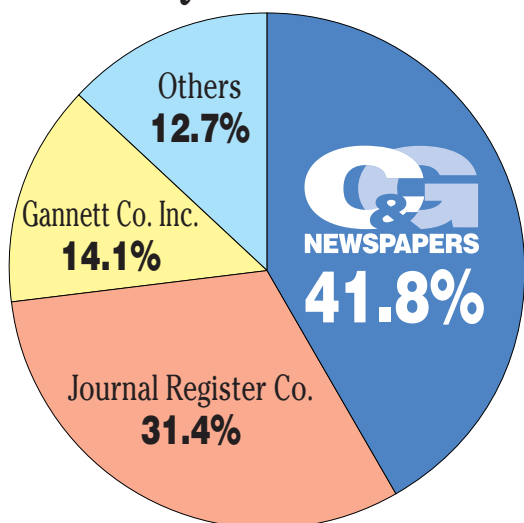
Preprinted Inserts are direct mailed by zip code every mid-week to 631,165 homes. Cost determined by weight, volume and frequency, single sheet rates start at \$34/M. Minimum purchase one zip code. Reservation and material deadline is one week prior to publication. Circulation updated monthly, call for current distribution and price quote. Send skid packed material to: **Michigan Web Press, 10450 Enterprise Drive, Davisburg, MI 48350.**

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100% household coverage to 47 communities by the U.S. Post Office assures your ad or preprint arrives safe and dry every week.

Local Papers, Local News and Loyal Readers

Best local news: 22 Michigan Press Association awards including "best news story" and "best sports feature".

Readers that spend: 79% of our market "frequently purchases products or services from ads they've seen in C&G Newspapers".

Loyal readers: 79% of our market "are regular readers of C&G Newspapers".
45% of our readers keep their papers in the home for at least a week.

Smart readers: 65% of our readers have attended, or graduated from college.

Readers ready to buy: "during the next 12 months"... Automobiles 31%, Vacations 52%, Furniture/Home Furnishings 40%, Major Home Appliances 22%, Home Improvement/Supplies 46%, Carpet/Flooring 18%.

CVC readership study



CAC



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