

THE SAGINAW NEWS
Business Builder
 2008 PROGRAM

Build name recognition for your business with an **effective, high frequency advertising program** at an affordable rate. A Business Builder Campaign is the perfect supplement to your regular price product ad schedule.

save up to
50% OFF
 your regular advertising rate

rates

4-AD SCHEDULE (PER WEEK)

	13x	26x	52x
3"	\$200.28	\$183.60	\$149.01
4"	264.48	242.48	195.16
6"	393.60	360.84	292.74
8"	513.60	470.88	382.48
10"	642.00	588.40	478.10
12"	760.92	706.80	573.72
14"	898.80	823.76	711.34

packages

4-AD PACKAGE

Two (2) daily ads, one (1) Sunday ad in The Saginaw News and one (1) ad in "Entertaining You" (delivered to non-subscribers).

7-DAY/8-AD INSERTION SPECIAL

Seven (7) ads on consecutive days, including Sunday, in The Saginaw News and one (1) in "Entertaining You". Double rates listed.

deadlines

THE SAGINAW NEWS

Monday	Wednesday, 4 pm
Tuesday	Thursday, 4 pm
Wednesday	Friday, 4 pm
Thursday	Monday, 4 pm
Friday	Monday, 4 pm
Saturday	Tuesday, noon
Sunday	Tuesday, 4 pm
"ENTERTAINING YOU"	
Monday	Tuesday, 10 am

Weeks must be consecutive. Program available only for ad sizes listed. Inches apply toward fulfillment of ROP contracts. You must sign a contract addendum. Ad copy changes may be made once a month. Any additional ad changes are billed at \$50 each.



Contact your account representative for complete information or Jim Stevenson at 989.776.9632 or jstevenson@thesaginawnews.com

SP3272

Get your name and business message to

OVER 88%

of Saginaw County residents age 18 plus.