

COLOR RATES (in addition to black and white)

Amount of Color	Saginaw News	Weekly
One color plus black	\$510	\$300
Two colors plus black	\$745	\$425
Three colors plus black	\$850	\$485

Color frequency discounts available.
Ask your sales representative for details.

Small space color (half page or less)

Ad size	# of colors	Daily	Sunday	Weekly
0-5.75"	1 color	\$30	\$30	\$30
	2 & 3 colors	\$55	\$55	\$55
6-10.75"	1 color	\$55	\$55	\$55
	2 & 3 colors	\$80	\$80	\$80
11-30.75"	1 color	\$105	\$105	\$105
	2 & 3 colors	\$155	\$155	\$155

For special sections in tabloid format (30" to 54").
The 11-30" rate applies.

Ad size	# of colors	Daily	Sunday	Weekly
31-60"	1 color	\$185	\$185	\$185
	2 & 3 colors	\$235	\$235	\$235
60.25-90"	1 color	\$325	\$325	\$250
	2 & 3 colors	\$475	\$475	\$375

EXTENDED MARKET COVERAGE (EMC)

Entertaining You Weekly - Delivered to non-subscribers in select zip codes. Delivered each Monday to non-subscriber households of both The Saginaw News and Bay City Times, Entertaining You delivers advertising and entertainment content to over 49,600 households in Saginaw and Bay Counties. Deadline for advertising is the Tuesday prior at 10:00 AM.

	Per inch
In combination with a Saginaw News ad	\$7.90
The Saginaw News Entertaining You Weekly only	\$17.50

STICKY NOTES

Sticky Notes put the power of the front page advertising to work for your business. A 3" x 3" square Sticky Note can create product awareness, brand recognition and increase sales volume. Discounts for up to 12 insertions per year. Prices begin at **\$60 per thousand** (includes printing and application on the day of your choice). One Sticky Note per day. Ask your advertising representative for complete details. "Application Only" available starting at \$45 per thousand.

- **Daily \$2,460** (yellow or white background and two base colors)
- **Sunday \$3,060** (yellow or white background and two base colors)
- **Other background, ink colors, unique die-cut shapes and sizes are available.**

CUSTOM INSERTS

An affordable advertising concept for local retailers. Customize your local insert to target as few as 5,000 households, or as many as 84,000 households.

CUSTOM INSERTS OFFER YOU:

- Flexible Delivery Locations
- Guaranteed Delivery Dates
- Reaches Both Subscribers and Non-subscribers
- Free Copy Writing
- Free Custom Design/Layout
- Photos or Line Art Reproduction
- Variety of Colored Paper Available
- One low Rate for Both Printing & Inserting

4 COLORS/2 SIDES	8.5" x 11"	11" x 17"
5,000-11,999	\$114/M	\$180/M
12,000-24,999	\$95/M	\$127/M
25,000-49,999	\$74/M	\$97/M
50,000-99,999	\$65/M	\$88/M
100,000-249,999	\$63/M	\$85/M
250,000+	\$59/M	\$82/M

- Paper Size: 8.5" x 11" or 11" x 17"
- Paper Weight: 70 lb. Enamel and 75 bright
- Add \$15.00/M for perforation.
- Add \$75.00 per plate change within the run.
- Seven working day turnaround.
- Printing must be ordered in increments of 1,000 pieces.
- Price includes printing, inserting & shipping to one location. Split shipping charge is \$75.00 per location.
- Folding add \$15/M (included with 11"x17")
- Single/two color/one side flyers also available. Ask your sales representative for details.

