

2003 ADVERTISING RATES

- RETAIL
- ONLINE
- PREPRINTS
- CLASSIFIED

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Kalamazoo Gazette

Kalamazoo is rich in history, culture, beauty and entertainment. Founded by Titus Bronson in the late 1700s, Kalamazoo County began as a small fur-trading post. The region grew to become home to major industries including papermaking, bedding plants and pharmaceuticals.

The area's largest employers include Pharmacia, Western Michigan University, Stryker Corporation and National City Bank.

Residents in the Kalamazoo Gazette circulation area enjoy an above average quality of life. The Kalamazoo Symphony Orchestra and Civic Theatre are regionally recognized as among the best in a multi-state area. Kalamazoo is also home to the bi-annual Gilmore International Keyboard Festival.

Visitors enjoy such world-class attractions as the Kalamazoo Aviation History Museum, the Gilmore Classic Car Club Museum, Kalamazoo Valley Museum and the Kalamazoo Nature Center. Each year Kalamazoo welcomes the USTA Boys Tennis Championship, the Little League World Series and the National Street Rod Association NATS North.

The Kalamazoo Gazette circulation covers the counties of Kalamazoo, Allegan, St. Joseph and Van Buren, and a portion of Barry and Cass counties. With a Monday-Thursday circulation of 54,568, Friday 60,707, Saturday 63,494 and Sunday 74,439, it is the dominant news

medium in southwest Michigan. (Circulation distribution, source Internal Records, October 2002, subject to audit.)

Kalamazoo, the largest city in southwestern Michigan, is home to more than 77,000 people, and is located halfway between Chicago and Detroit on I-94. Portage, the area's second largest city, has over 45,000 residents.

Each year \$2.8 billion is spent in retail sales in Kalamazoo County. Gazette advertisers reap the benefits of a demographically attractive audience as the papers' readers have a median household income of over \$45,500.

Monday-Thursday Circulation | 54,568

Friday Circulation | 60,707

Saturday Circulation | 63,494

Sunday Circulation | 74,439

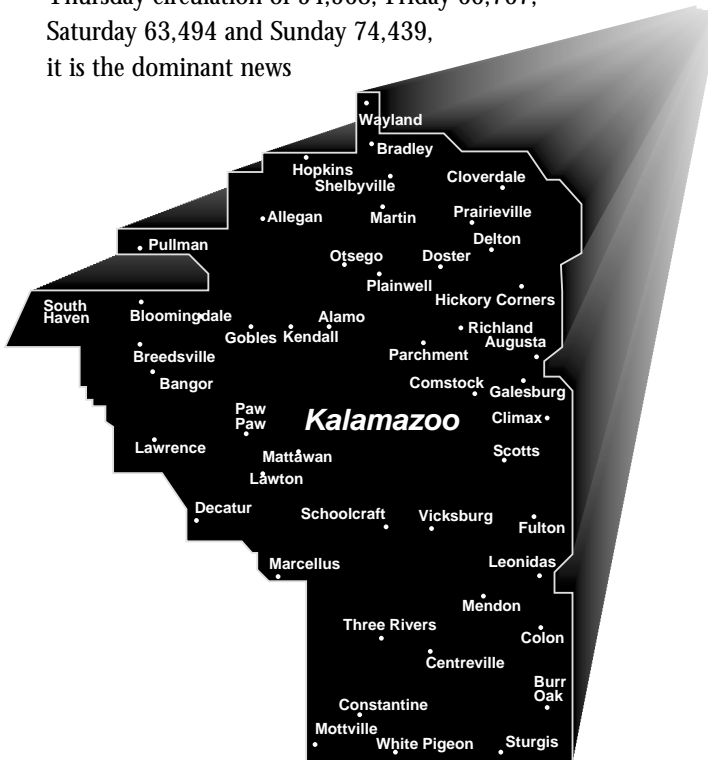
Annual Retail Sales, Kalamazoo County | \$2.8 billion

Readers' Median Household Income | \$45,500

Largest City in Southwest Michigan | Kalamazoo

Kalamazoo Population | 76,800*

Portage Population | 45,600



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2003 RETAIL ADVERTISING RATES

ANNUAL WEEKLY VOLUME CONTRACTS <small>*Minimum number of inches to be used each and every week for 52 weeks.</small>		Monday-Thursday Rate	Friday-Saturday Rate	Sunday/Holiday Rate
	1"	\$22.52	\$24.66	\$30.63
	3"	\$22.33	\$24.45	\$30.37
	6"	\$21.90	\$23.98	\$29.78
	15"	\$21.47	\$23.51	\$29.20
	30"	\$21.07	\$23.07	\$28.66
	66"	\$20.71	\$22.68	\$28.17
	90"	\$20.48	\$22.43	\$27.85

REVENUE CONTRACTS <small>*Minimum advertising investment to be used within 52 weeks except where noted.</small>		Monday-Thursday Rate	Friday-Saturday Rate	Sunday/Holiday Rate
	\$1,000 (90 Days)	\$24.34	\$26.65	\$33.10
	\$2,500 (6 Months)	\$23.91	\$26.18	\$32.43
	\$4,000 (1 Year)	\$23.91	\$26.18	\$32.43
	\$7,500 (1 Year)	\$23.50	\$25.73	\$31.87
	\$15,000 (1 Year)	\$23.12	\$25.32	\$31.35
	\$30,000 (1 Year)	\$22.69	\$24.85	\$30.77
	\$45,000 (1 Year)	\$22.43	\$24.56	\$30.41
	\$75,000 (1 Year)	\$21.64	\$23.70	\$29.34
	\$100,000 (1 Year)	\$21.09	\$23.09	\$28.60
	\$150,000 (1 Year)	\$20.35	\$22.28	\$27.60
\$200,000 (1 Year)	\$18.96	\$20.76	\$25.72	

SPECIAL RATES*		Monday-Thursday Rate	Friday-Saturday Rate	Sunday/Holiday Rate
	Open	\$37.35	\$40.90	\$50.80
	Tie-In/ Co-Op	\$28.08	\$30.75	\$38.19
Civic/ Church	\$24.32	\$26.63	\$33.08	

*Civic Rate/Church Rate: Local churches, charities and other groups limited to those cases where ENTIRE proceeds are for charitable or community benefits. Tax exempt number required. Unless prior credit approval has been arranged, advertising must be paid cash in advance at the time ad is scheduled. Tie-In Rate: Non-contract, used exclusively for special sections/multi-advertiser pages. Copy exceeding 20" will be charged full 22" depth.

SPACE RESERVATIONS© DEADLINES

PUBLICATION DAY	COPY & SPACE DEADLINE	TIME
Monday-ROP	Wednesday	5 p.m.
Monday Hometowns		
West, South, CityLife	Wednesday	5 p.m.
East, Portage, North	Wednesday	5 p.m.
Tuesday	Wednesday	5 p.m.
Wednesday	Friday	5 p.m.
Thursday	Monday	Noon
Friday-ROP	Monday	5 p.m.
FRIDAY Tab	Friday	5 p.m.
Saturday-ROP	Tuesday	5 p.m.
Saturday-OnTV	Friday (8 days prior)	5 p.m.
Sunday Family/Partners	Tuesday	Noon
Sunday HOMElife	Tuesday	Noon
Sunday Travel	Tuesday	Noon
Sunday	Wednesday	Noon

PREMIUM POSITIONS&TARGETED PLACEMENT

Position	Size	Availability	Cost
Business Island Ads	2x10, 4x5	6 Available each Sunday	Contract plus 25% premium (color extra)
Homelife Front Banner Ad	6x3	1 Available each Sunday	Contract plus 33% premium (no color charge)
Travel Front Banner Ad	6x3	1 Available each Sunday	Contract plus 33% premium (no color charge)
Outdoors Front Banner Ad	6x3	1 Available each Saturday	Contract plus 33% premium (no color charge)
TV Magazine Front Banner Ad	5x3	1 Available each Saturday	Contract plus 25% (no color charge)
Page A2 Ad	3x5	2 Available Daily	Contract plus 25% premium
Local Round Up	4x11, 2x11, or 4x5	1 Available Daily	Contract plus 25% premium 52x contract - no premium 26x contract - 15% premium

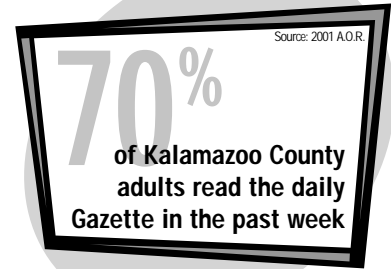
NOTE: Premium and targeted positions sell out quickly!

Please consult with your Gazette Advertising Representative for availability and deadline information.

Color Rates

- Charges in addition to black & white rates. No minimum size required.

COLOR	DAILY	SUNDAY
	Black + One Color	\$435
Black + Two Colors	\$750	\$865
Black + Three Colors	\$870	\$995



Repeat Discount

- Any ROP full run ad may repeat within 6 days of the original insertion for 25% off. A third run of the ad within 6 days earns a 50% discount.

No changes to original insertion other than sale dates or store hours. Discounts apply to Monday-Saturday rates only.

Full Page Discount

- Any advertiser running 35 or more full pages within one year may be eligible for a 15% discount on each page. In the event that the advertiser is eligible for more than one discount on any one ad, only the largest discount will be applied.

Some restrictions apply. Consult with your Gazette Advertising Representative for all the details.

Holiday Rates

- Due to increased circulation on select holidays, Sunday ROP rates will apply to the following: Thanksgiving Day, Christmas Day and New Year's Day.

Guaranteed Position

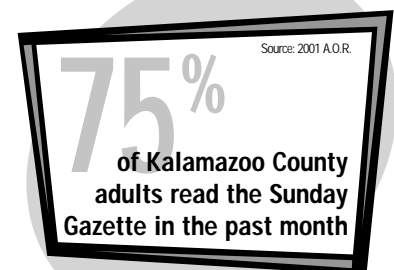
- Subject to Publisher's ability to handle, 33% additional. Minimum size for guaranteed position is 66".

Standby Discount

- **50% off** the total cost of any previously run ad in the Kalamazoo Gazette to be used at the Gazette's discretion for "fill-in" reasons (i.e. kills, etc.).

Camera Ready Discount

- Camera ready advertising **66 column inches or larger** will receive a **5% discount (.05)** from the appropriate display rate for the first insertion only of the ad.
- Camera ready advertising **33 to 65.75 column inches** will receive a **2.5% discount (.025)** from the appropriate display rate for the first insertion only of the ad.
- Camera ready is defined as an ad that requires no additional work with the exception of stripping in address/hours information.



If applicable, the camera ready discount will apply to electronically submitted ads when the Kalamazoo Gazette is only responsible for outputting ads to film from an advertiser supplied disk or from an ad submitted via e-mail. Should other prepress work be necessary, including scanning, toning or typesetting, the discount will not apply.

Combination Discount

- As a contract advertiser, you may be eligible for additional savings when you also schedule your advertising in combination with Business Direct Weekly, a weekly business publication of the Kalamazoo Gazette and/or in the monthly Chamber of Commerce publication, Enterprise. Ask your sales representative for details.

SPECIALFEATURES

Daily

Local
Family
Sports
Business

Monday

Hometown Gazettes
Portage Gazette
CityLife

Friday

FRIday Entertainment Tab

Saturday

Outdoors
OnTV
Faith & Spirituality
Generations
(last Saturday of the month)

Sunday

Business
Homelife
Arts & Entertainment
Travel
Family
Auto
Help Wanted

JANUARY

Wedding Guide • 1/26

FEBRUARY

Progress • 2/16

MARCH

Home Expo • 3/2
Spring Car Care • 3/9

APRIL

Healthy Living • 4/13
Yard & Garden • 4/27

MAY

Yard & Garden • 5/4, 11, 18
Living Here • 5/18
Home Improvement • 5/25

JUNE

Home Improvement • 6/1
Parade of Homes • 6/12
Family Owned Business • 6/22

JULY

Women in Business • 7/27

AUGUST

Football • 8/28

SEPTEMBER

Fall Home Improvement • 9/14, 21
Fall Car Care • 9/28

OCTOBER

Senior Expo • 10/5
Healthy Futures • 10/19

NOVEMBER

Festival of Trees • 11/16
Holiday Cookbook • 11/24

DECEMBER

Basketball • 12/9

Maximize the reach of your advertising by combining the best in local print and online!

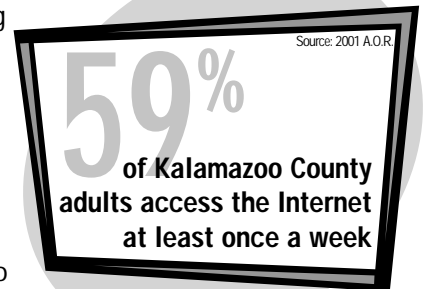


The Kalamazoo Gazette is on the forefront of the blending of newspaper and Internet through our online affiliate www.mlive.com. Michigan's most popular website for daily news content, **mlive.com** also incorporates seven other cities in lower Michigan.

Services include everything from putting your ad, exactly as it appears in the newspaper, onto the web, and linking to your site through searches and various sizes of tile and banner ads to yellow pages and print classifieds for employment, home and autos.

Special pricing is available when you orchestrate your advertising for southwest Michigan's largest daily newspaper and half-million of unique Internet users who come to **mlive.com** each month.

Contact our Internet Services Manager at 269-388-8587 to discuss how the Kalamazoo Gazette can help you broaden your market through both print and online!



COMMERCIAL PRINTINGSERVICES

Annual Reports

Whether you're a small non-profit organization or a multi-million dollar corporation, Total Market Strategies can create your next annual report – accurately, on-time and with the image that represents your company the way you want.

Chamber of Commerce Publications

We'll work with you to produce your Visitor Guides, Membership Directories and Area Maps. We can even produce your monthly News Publication including sales, design and distribution, providing great benefits to your Chamber.

Commercial Printing

We offer a variety of print options for your next project, from black and white single sheet inserts to full color glossy magazines. Our years of experience finding the right printer to fit your project and getting the highest quality at an affordable price takes the pressure away from you. No-hassle satisfaction guaranteed.

Specialty Publications

No matter the project, Total Market Strategies will produce a publication to showcase it. From trifold brochures and business to business publications to program books, we custom design each piece to fit your needs.

Put your trust in Total Market Strategies to produce your next extraordinary project. From advertising sales, marketing, design and electronic production to distribution, we work for you.



**TOTAL
Market
Strategies**
A Division of the Kalamazoo Gazette
making business better.

For quotes or additional information, call Norman L. Smith, **269.388.8429** or email: nsmith@tmsadv.com

2003 CLASSIFIED ADVERTISING RATES

Daily And Sunday Rates

All Rates And Space Based On 10-Column Format,
14 Agate Lines Per Inch

*Classified lineage 3-11 lines billed counted lines;
ads 12 lines and up are billed measured lines.

Commercial Rates

LINES	LINE RATE CHARGE			
	1	3	7	10
3-4 Lines	3.44	2.32	1.86	1.51
5-27 Lines	3.06	2.07	1.66	1.43
28-55 Lines	2.68	1.99	1.51	1.36
56-139 Lines	2.30	1.88	1.49	1.34
140-307 Lines	2.22	1.75	1.34	1.08
308 & up Lines	1.94	1.63	1.18	0.96

DEADLINES

PUBLICATION DAY	LINER DEADLINE	CLASSIFIED DISPLAY DEADLINE
Sunday	4 p.m. Friday	Noon Thursday
Monday	4 p.m. Friday	5 p.m. Thursday
Tuesday	4 p.m. Monday	Noon Friday
Wednesday	4 p.m. Tuesday	Noon Monday
Thursday	4 p.m. Wednesday	Noon Tuesday
Friday	4 p.m. Thursday	Noon Wednesday
Saturday	4 p.m. Friday	5 p.m. Wednesday

HomeLife Deadlines

PUBLICATION DAY	LINER DEADLINE	CLASSIFIED DISPLAY DEADLINE
Sunday	11 a.m. Friday	4 p.m. Wednesday

Copy Deadlines

Sunday Automotive • Thursday at 2:00 p.m.
HomeLife • Wednesday at 4:00 p.m.

CANCELLATIONS

PUBLICATION DAY	LINER DEADLINE	CLASSIFIED DISPLAY DEADLINE
Sunday	5 p.m. Friday	4 p.m. Thursday
Monday	5 p.m. Friday	4 p.m. Thursday
Tuesday	5 p.m. Monday	9 a.m. Monday
Wednesday	5 p.m. Tuesday	9 a.m. Tuesday
Thursday	5 p.m. Wednesday	9 a.m. Wednesday
Friday	5 p.m. Thursday	9 a.m. Thursday
Saturday	5 p.m. Friday	9 a.m. Friday

Classified Contract Rates

YEARLY FREQUENCY

52-WEEK CONTRACT

Rates for single and consecutive insertions. • 3 line daily minimum contract.

DAYS	LINE RATE CHARGE		
	1	3	7
Lines 3-4	2.41	1.61	1.13
5-27	1.93	1.34	1.06
28-55	1.76	1.29	.97
56-139	1.63	1.17	.96
140-307	1.53	1.14	.85
308-769	1.46	1.03	.78
Quarter Page 770 & up	1.22	.85	.70
Half Page 1540 & up	1.10	.81	.62
Full Page	.94	.80	.56

SHORT TERM FREQUENCY

90-DAY CONTRACT

Rates for single and consecutive insertions. • 3 line daily minimum contract.

DAYS	LINE RATE CHARGE		
	1	3	7
Lines 3-4	2.50	1.68	1.26
5-27	2.14	1.44	1.12
28-55	2.03	1.41	1.11
56-139	1.78	1.39	1.10
140-307	1.59	1.31	1.00
308 & up	1.51	1.21	.93

3000 LINE MONTHLY MINIMUM

3,000 Lines Per Month For One Year

DAYS	LINE RATE CHARGE		
	1	3	7
Lines 3-4	2.35	1.56	1.11
5-27	1.90	1.41	.99
28-55	1.72	1.33	.95
56-139	1.54	1.23	.87
140-307	1.47	1.17	.86
308-769	1.37	1.07	.77
Quarter Page 770 & up	1.17	.92	.69
Half Page 1540 & up	1.03	.83	.60
Full Page	.91	.81	.55

8000 LINE MONTHLY MINIMUM

8,000 Lines Per Month For One Year

DAYS	LINE RATE CHARGE		
	1	3	7
Lines 3-4	2.23	1.49	1.07
5-27	1.76	1.21	.91
28-55	1.57	1.10	.87
56-139	1.46	1.06	.85
140-307	1.39	1.01	.77
308-769	1.21	.91	.69
Quarter Page 770 & up	1.10	.77	.63
Half Page 1540 & up	.91	.73	.56
Full Page	.82	.70	.47

NOTE: 25% Second-time Discount – A 25% discount is available for any classified display ad 20" or more run for a second time within 6 days of the original insertion. Discount applies only to second run. For ads run three or more times, see regular frequency line rates. Copy exceeding 20" will be charged full 22" depth.

2003 CLASSIFIED ADVERTISING RATES

Jottings Rates

3 Lines minimum, 10 point type, 6 column page format

Non-Contract Rates

DAYS	LINE RATE CHARGE			
	1	3	5	7
Lines 3 & up	6.14	5.47	4.93	4.38

Contract Rates

YEARLY

3 Lines • 3 x's a week minimum

DAYS	LINE RATE CHARGE			
	1	3	5	7
Lines 3-7	4.85	4.33	3.90	3.46
8-14	4.37	3.90	3.51	3.11
15 & up	3.93	3.51	3.16	2.80

26-WEEK

3 Lines • 3 x's a week minimum

DAYS	LINE RATE CHARGE			
	1	3	5	7
Lines 3-7	5.10	4.55	4.10	3.64
8-14	4.59	4.10	3.69	3.28
15 & up	4.13	3.69	3.32	2.95

13-WEEK

3 Lines • 3 x's a week minimum

DAYS	LINE RATE CHARGE			
	1	3	5	7
Lines 3-7	5.21	4.65	4.19	3.72
8-14	4.69	4.19	3.77	3.35
15 & up	4.22	3.77	3.39	3.02

NON-PROFIT & CIVIC

DAYS	LINE RATE CHARGE			
	1	3	5	7
Lines 3 & up	4.85	4.33	3.90	3.46

JOTTINGS HIGHLITES

Add the Impact of Color!

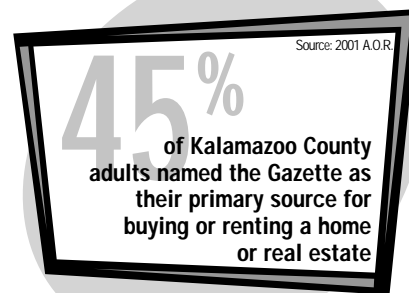
\$40.00 Weekdays

\$50.00 Sundays

* 5% premium for Sunday only

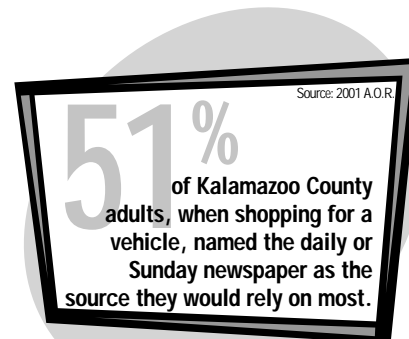
ADDITIONAL INFORMATION

COLOR	DAILY	SUNDAY	
	Black + One Color	\$435	\$500
	Black + Two Colors	\$750	\$865
	Black + Three Colors	\$870	\$995



FAX NUMBER 345-0583

If you need additional assistance, please call
Elaine Stafford at (269) 388-8469



CLASSIFIEDS (269) 381-5100 • JOTTINGS (269) 388-2779

PRE-PRINTED INSERTS

	Daily Monday-Saturday Zoned Coverage*	Daily/Sunday Full Run Coverage
Single Sheet	29.85	27.00
2 Full/4 Tab/8 Mini	33.45	31.90
4 Full/8 Tab/16 Mini	51.95	51.45
6 Full/12 Tab/24 Mini	64.05	62.25
8 Full/16 Tab/32 Mini	80.50	77.95
10 Full/20 Tab/40 Mini	92.10	89.75
12 Full/24 Tab/48 Mini	96.70	94.40

RATES ARE BASED ON PER THOUSAND

*Zoned Inserts are not available for Sunday or Holiday distribution.

Rates for *larger inserts* available on request. • *Discounts* available for frequency contract.

Policy

- Quantities of 20,000 or less may be re-scheduled at Publisher's option.
- Pre-prints accepted full run, zoned distribution, and Total Market saturation. Subject to ability to handle.
- Daily pre-prints must be reserved a minimum of 7 days prior to desired distribution. Sunday pre-prints must be reserved a minimum of 10 days prior to desired insertion. Secure reservations with your account representative or call Susan Kwiecien, (269) 388-8433.
- Zoned distribution, day and quantity must be cleared in advance and are subject to ability to handle. Zoned inserts accepted Daily and Saturday only. Minimum charge \$134.00.
- If attachments (envelopes, return cards, etc.) are included in preprints, an additional charge of \$210 per attachment will be made.
- Linage (66" per tabloid page, 132" per standard page) will be credited toward contract fulfillment for full run inserts. Inches for less than full run quantities will be pro-rated.
- Pre-print revenue will be credited toward annual revenue contracts.
- All pre-prints are inserted mechanically in-plant.

Mechanical Requirements

- Single Sheet Inserts: Minimum 70 lb. card stock.
- 8" width required on lead/folded edge.
- Postal indicia on pre-prints not accepted.

Shipping Instructions

Brick pile on disposable skids, double band on all 4 sides; do not bundle higher than 5 1/2 feet; maximum weight each 4,000 lbs., do not double tier in shipment.

Ship pre-prints to: Kalamazoo Gazette,
401 S. Burdick St., Kalamazoo, MI 49007.
(minimum 7 days prior to insertion date)

Receiving Hours: Monday through Friday 6:30 a.m. to 10:30 a.m. and 2:00 p.m. to 10:00 p.m. Driver unloading available all other times. (269) 388-8483. Call Susan Kwiecien for further information (269) 388-8433.

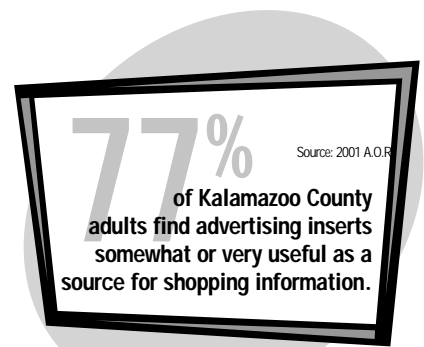
Pre-print Measurement Sizes

BROADSHEET - any pre-print measuring 131.625+ square inches per page.

TABLOID - any pre-print measuring between 82.125 and 131.5 square inches per page.

MINI-TAB/FLEXI - any pre-print measuring up to, and including 82 square inches per page. Billed 1/2 page count.

SINGLE SHEET - single sheets, no larger than 10.5 inches x 12.5 inches.



Gazette Express (Print & Distribute)

Print & distribute prices available upon request. For price quotes and design assistance please call your sales representative or Kim Overway at (269) 388-7776.

Multi-Page Discount

Prices for full-run camera ready ROP advertising published in a single issue of the Kalamazoo Gazette, Hometown Gazette, Portage Gazette or CityLife as consecutive pages, non-consecutive pages or separate sections. All pages must be solid advertising from a single advertiser.

Full run only.

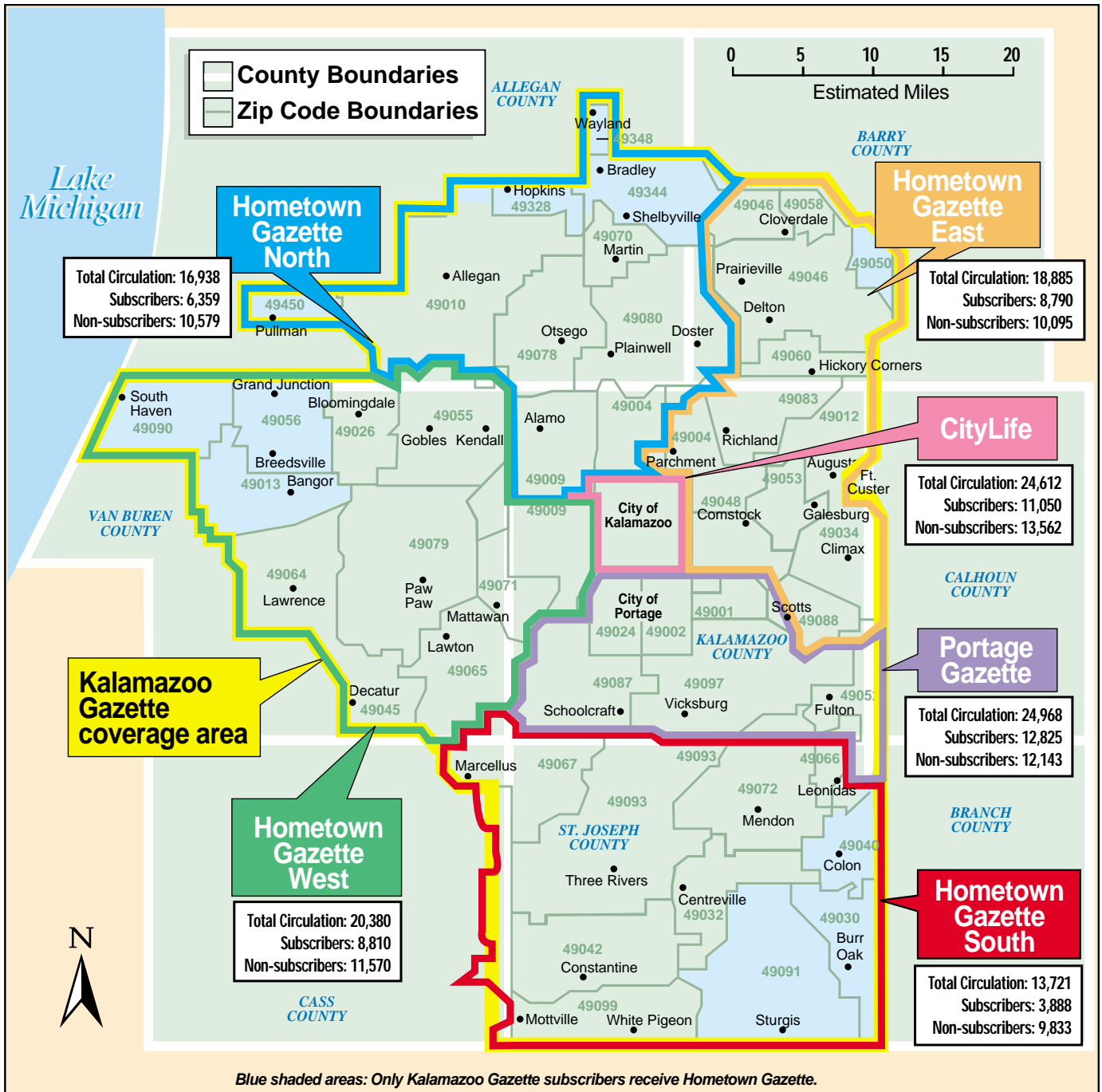
4 Full/8 Tab.....\$127/M

6 Full/12 Tab\$163/M

8 Full/16 Tab\$201/M

Normal color rates apply. Ask your Gazette representative for complete details.

HOMETOWN/PORTAGE GAZETTE & CITYLIFE



The Kalamazoo Gazette publishes four HOMETOWN Gazettes, CITYLIFE & the PORTAGE Gazette. With these weekly newspapers you can geographically target your advertising message.

PUBLISHES: Monday (Tuesday on holiday weeks)

DISTRIBUTION METHOD: Carrier delivered, Kalamazoo Gazette paid subscribers.

FREE distribution of Hometown, Portage Gazette and CityLife newspapers to non-subscribers of the Kalamazoo Gazette.

FORMAT: Broadsheet, SAU – 6 columns by 21³/₄ inches deep.

Copy exceeding 20" will be charged at 22" depth.

News (Feature-Oriented) and Advertising

HOMETOWN, PORTAGE GAZETTE & CITY LIFE

	North	South	East	West	Portage	CityLife
Open Rate	\$13.99	\$10.96	\$16.24	\$13.36	\$19.31	\$14.61
Tie-In Rate	13.43	10.52	15.59	12.83	18.54	14.03
Civic Rate	10.18	7.98	11.82	9.75	14.06	10.64

12 TIME YEARLY CONTRACT

1"	\$13.43	\$10.52	\$15.59	\$12.83	\$18.54	\$14.03
6"	12.22	9.58	14.18	11.68	16.87	12.77
18"	10.72	8.40	12.44	10.24	14.80	11.20
33"	10.07	7.90	11.69	9.62	13.91	10.52
66"	9.29	7.28	10.79	8.88	12.83	9.71
90"	7.99	6.26	9.28	7.63	11.03	8.35
132"	6.61	5.17	7.67	6.31	9.12	6.90

26 TIME YEARLY CONTRACT

1"	\$12.31	\$9.65	\$14.29	\$11.76	\$17.00	\$12.86
6"	11.20	8.78	13.00	10.70	15.47	11.70
18"	9.82	7.70	11.41	9.38	13.56	10.26
33"	9.23	7.24	10.71	8.82	12.75	9.65
66"	8.51	6.68	9.89	8.14	11.76	8.90
90"	7.33	5.74	8.50	7.00	10.11	7.66
132"	6.06	4.74	7.03	5.79	8.36	6.33

52 TIME YEARLY CONTRACT

1"	\$11.19	\$8.77	\$12.99	\$10.69	\$15.45	\$11.69
6"	10.18	7.98	11.82	9.73	14.06	10.64
18"	8.93	7.00	10.37	8.53	12.33	9.33
33"	8.39	6.58	9.74	8.02	11.59	8.77
66"	7.74	6.07	8.99	7.40	10.69	8.09
90"	6.66	5.22	7.73	6.36	9.19	6.96
132"	5.51	4.31	6.39	5.26	7.60	5.75

North South East West Portage CityLife

Each individual ad earns its own rate based on size. Rates above are per column inch.

RESERVATION AND COPY DEADLINE: Wednesday @ 5:00 P.M.

Color Rates



One Color	Two Colors	Three Colors
\$155	\$245	\$335

Buy color in one publication at full price; get color in each additional Hometown publication at

60% OFF
regular price.

Repeat Discount from the Kalamazoo Gazette

Repeat ANY Kalamazoo Gazette ad within 6 days and earn a special discount.

ONE-TIME REPEAT AD(S)

\$7.97

Per Column Inch for the first Hometown or Portage repeat ad

\$13.40...2 Hometowns or Portage repeats

\$19.23...3 Hometowns or Portage repeats

\$20.40...4, 5 or ALL 6 Hometowns or Portage repeats

Prices are per column inch.

12x COMBINATION CONTRACT

Inches	1 Zone	2 Zone	3 Zone*	4 - 6 Zones
1	\$7.45	\$13.04	\$18.03	TOTAL MARKET SATURATION Repeat ANY size Kalamazoo Gazette ad into 4, 5, or ALL 6 Hometowns for only \$17.14 per column inch
6	7.08	12.38	17.13	
18	6.33	11.08	15.30	
33	5.95	10.40	14.37	
66	5.53	9.68	13.38	
90	4.73	8.28	11.46	
132	3.97	6.96	9.60	

Each individual ad earns its own rate. Rates above are per column inch. Hometown and Portage Gazette ads must be scheduled at one time to qualify for combination rate.

*When repeating a full-run Gazette ad for publication in any "expanded edition" of a HOMETOWN or PORTAGE GAZETTE, such publication will be billed at the 3-Zone rate.

Repeat Discount from Hometown to Hometown

Multiple repeat rates between Hometown newspapers

First ad is at regular price per column inch...

(established rate in Hometown where the store is located)

Every subsequent ad is only an additional...

\$5.66

For any and all subsequent Hometown or Portage Gazette ads scheduled at one time. Prices are per column inch.

Classified Display Advertising

ALL SIX HOMETOWNS (RATES PER LINE)

3-83 Lines	\$1.20
84-384 Lines	1.08
385-769 Lines	1.02
770-1539 Lines	.90
1540-3079 Lines	.84
3080 Lines	.72

GENERAL INFORMATION

MECHANICAL REQUIREMENTS

CLASSIFIED

PAGE SIZE:
10 COLUMNS BY 21³/₄ INCHES

WIDTH	INCHES
1 Column	1.25"
2 Columns	2.556"
3 Columns	3.861"
4 Columns	5.167"
5 Columns	6.472"
6 Columns	7.778"
7 Columns	9.083"
8 Columns	10.389"
9 Columns	11.694"
10 Columns	13.00"

DISPLAY

BROADSHEET PAGE SIZE:
6 COLUMNS BY 21³/₄ INCHES

TAB PAGE SIZE:
5 COLUMNS BY 12³/₄ INCHES

WIDTH	INCHES
1 Column	2.028"
2 Columns	4.222"
3 Columns	6.417"
4 Columns	8.611"
5 Columns	10.806"
6 Columns	13.00"

ROP DEPTH REQUIREMENTS:

Minimum Depth: 1", Full Depth: 21³/₄"
Copy exceeding 20" will be charged full 22" depth.

For additional information please call: Jay Newmarch, Ad Creation Manager, at (269) 388-8409

CLASSIFIED E-MAIL
classifiedads@kalamazoogazette.com

ROP E-MAIL
gztads@kalamazoogazette.com

FTP (UPLOAD)
<http://ads.kalamazoogazette.com>
User name: kzelectronic
Password: clever

ELECTRONIC DELIVERY AND DEADLINES

All electronic ads are assumed to be ready for publication unless specifically stated. All electronic ad processing is done on Macintosh computers running at least a version 8.0 operating system. If you are preparing advertising material on a PC please refer to the list of software that may be used for advertising production. For example: Microsoft Publisher is not compatible with Macintosh computers and therefore we are unable to download an ad if it was built on Publisher.

All ad material submitted must be in the software applications supported by the Gazette's computer system. Those applications are: **Adobe Acrobat™, Quark XPress™, Adobe Illustrator™, Adobe Photoshop™, Adobe Pagemaker™, and Macromedia Freehand™**

The Gazette does accept other alternative electronic data transmissions as well, such as:

- **Gazette Upload (FTP - File Transfer Protocol)** is the preferred format for all ads being sent electronically to the Gazette. Use either Netscape Navigator (3.02 or higher) or Internet Explorer (4.0 or higher) to upload your files. If you are not sending PDF's, you can use a utility to compress your image, font and layout files prior to uploading. Mac users will need Stuffit Deluxe or similar compression software. PC users will need PKzip, Winzip or similar compression software. Instructions for FTP are available on our site <http://ads.kalamazoogazette.com>. For further information, please contact Jay Newmarch, Ad Creation Manager, at (269) 388-8409, or Andy Smith at (269) 388-8481.

- **Adobe Acrobat PDF (Portable Document Format)**
- **E-mail.** Advertisers must convey all information via your sales representative concerning delivery date and time so that downloading can be coordinated with the Ad Creation Department.
- **AdSend** is a service provided by the Associated Press for delivering Acrobat PDF files via satellite transmission to subscribing newspapers. If you wish to send ads using AP AdSend, or need further information call the AP Marketing Department at 1-800-223-7363. The transmission code for the Gazette is "MIKAL."

Electronic black and white ad files should be sent to arrive one day prior to established hard copy deadlines and 2 days prior for all color ads.

Laser proofs are required with all ad material submitted.

PRINTING SPECIFICATIONS

- Photo composition, Direct Printing, Napp Plates, Letterpress.
- Camera ready ads must have SOLID five-thousandths high-light dots and/or SOLID seven-thousandths shadow dots.
- All halftones must be 72 line screen.
- Camera work on a "camera ready" ad for resizing purposes will lessen the quality of the ad.
- Black and white photographs will always reproduce better than color prints.
- Photos/artwork from magazines, catalogs and newspapers do not reproduce satisfactorily, and their use is not recommended.
- Line shots and/or drawings must have FIRM lines no smaller than four-thousandths in width.
- Reverse copy should be set in bold face type for best reproduction.
- Color separations must be full CMYK color separations with no gray component reduction techniques used. Separations must be 72 line screen, .005 highlight dots and .007 shadow dots. Separations should be supplied in negative form on emulsion side up, right reading film.

For additional information please call: Thomas J. Sewall, Production Manager, at (269) 373-7161

FOR BETTER QUALITY, WE RECOMMEND

- Serif and non-bold fonts under 10 point may disappear when placed reversed (white type on black background)
- Do not reverse small type over colored images
- Type set smaller than 6 point should be avoided
- All fonts used in ads, including EPS graphics, must be provided (this does not include ads sent in PDF format if fonts have been properly embedded)
- Sharp, in-focus images reproduce better than "soft" focus photos
- Transparencies, 35mm negatives, professional quality prints or digital images of at least 150 dpi are preferred
- Duplicates of photos should be avoided
- Screened or printed halftone material generally reproduce poorly
- Faxes or photocopied material should not be used as original material for scanning

ADVERTISING POLICIES

Terms:

1. All local rates are non-commissionable.
2. No cash discount for prompt payment.
3. Payment is due 30 days from the statement date.
4. The Gazette does NOT accept "sequential liability." Payment for advertising orders placed by agencies is subject to terms and conditions established by the Publisher.
5. For billing inquiries, please call (269) 388-8402.

Advertising Policies:

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 limitation, position, facings, editorial adjacencies or other stipulations are at the sole discretion of 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. The publisher's obligation to give such credit shall not apply to more than one incorrect insertion under any contract or order unless it is notified of the inaccuracy prior to the deadline for repetition of the insertion. Claims for error or omission must be made within 90 days following publication date.
5. Advertiser shall indemnify and save Publisher harmless from any loss or expense, including reasonable attorney's fees, resulting from claims or suits based on the contents of the copy submitted to Publisher and published.
6. The make-up and composition of Gazette advertising and news content is the sole property of the Kalamazoo Gazette and may not be reproduced without our expressed permission.
7. All display advertising takes the "run of the paper," unless otherwise specifically requested in each case. Every effort will be made to comply with the request but acceptance of the order does not imply a guarantee. No allowance will be made for advertisements appearing in other than requested positions.
8. Incorrect rates or conditions on insertion orders which do not correspond to the rate card will be regarded as clerical errors and the advertisements will be published and charged for at the applicable rates in effect at the time of publication unless expressly agreed to in writing by the publisher to the contrary.
9. The Kalamazoo Gazette shall not be liable for any loss or damage sustained by the advertiser resulting from typographical errors, wrong insertions, omissions in whole or in part.
10. Deadlines: Strict adherence to Kalamazoo Gazette deadlines is necessary. Advertiser's failure to provide complete printing materials by deadline will defeat the showing of completed proofs, and excuse newspaper of error responsibility.
11. 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, no other terms or conditions in contracts, orders, copy, instructions or otherwise will be binding on the Publisher.

Contracts:

1. Frequency contract week is Sunday through Saturday. To increase space and/or frequency commitments, contracts may be rewritten at any time without short-rate penalty. A rebate will apply up to 30 days prior to the new contract date.
2. Advertising agreement must be signed within 30 days of the first insertion to secure contract rates.
3. Unfulfilled contract commitments will be subject to a short-rate

- charge to the open or best rate earned for all space used.
4. In the event copy is not furnished as contracted for, the Kalamazoo Gazette reserves the right to repeat the last regular order and/or charge advertiser for minimum inches required under the contract, said charge to be paid for by the advertiser at contract rate.
5. Cancellation of any portion of any advertising contract by or on behalf of the advertiser automatically nullifies any rate protection. If a space discount has been deducted in paying for prior insertions on such a cancelled contract, the advertiser shall reimburse Publisher for any difference between the rate paid and the rate earned.
6. Pre-print inches count toward contract fulfillment.
7. No space may be used by the advertiser for the promotion, either directly or indirectly, of any business, organization or enterprise other than that for which a contract is specifically written.
8. Classified contracts are self-renewing at the end of the contract period and may be kept in force by Advertiser through continued insertions according to the terms agreed.
9. Contract rates subject to change upon 30 days written notice.
10. Errors. Adjustments: It is the responsibility of the advertiser to notify the Gazette immediately if an error occurs. PLEASE CHECK YOUR AD ON THE FIRST DAY. The Gazette shall not be liable for failure to publish an ad, or for a typographical error or errors in publication except to the extent of the cost of the ad for the first day's insertion. Adjustment for errors is limited to the cost of that portion of the ad rendered valueless by the error. CLAIMS FOR ALL ALLOWANCES OF ADJUSTMENTS WILL BE CONSIDERED ONLY IF PRESENTED WITHIN 10 DAYS AFTER EXPIRATION OF AD.

Rates:

1. Retail rates apply to firms doing a retail to consumer business exclusively through their own retail outlet or outlets.
2. Some special sections or tabloids may be distributed on Saturdays for home-delivery to weekend subscribers and sold on newsstands with the Gazette on Sundays. All advertising for these products will be at the Sunday rate.
3. Rates may not be made retroactive, nor is advertising space subject to rebate.
4. Contract rates apply only if advertising agreement is signed within 30 days of the first insertion.
5. Publisher reserves the right to revise the rates listed herein at any time upon 30 days written notice.
6. Orders which contain rates or conditions which vary from the rates listed herein shall not be binding on Publisher and may be inserted and charged for at the actual schedule of rates.
7. To qualify for civic rate, local churches, charities and other groups are limited to those cases where ENTIRE proceeds are for charitable or community benefits. Tax Exempt Number Required.

Credit:

1. All advertisements are sold on cash in advance basis unless credit approval has been granted.
2. All political and going-out-of-business advertising must be paid in advance.
3. Time For payment; Time Payment Differential: Any amounts not paid when due shall be subject to a time price differential at the rate of 18% per annum.

Kalamazoo Gazette
Keep In Touch With Your Community