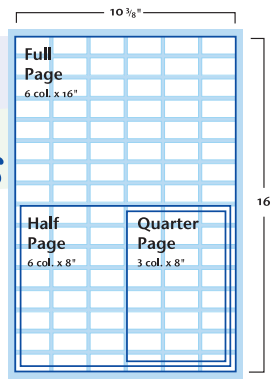


Mechanical Requirements



NUMBER OF COLUMNS	6
COLUMN WIDTH	1 5/8 INCHES
WIDTH BETWEEN COLUMNS	1/8 INCH
WIDTH OF TYPE PAGE	10 3/8 INCHES
DEPTH OF TYPE PAGE.....	16 INCHES
COLUMN DEPTH.....	224 AGATE LINES
NO. OF AGATE LINES TO FULL PAGE.....	1344

Call for Free Standing Insert Rates.

Publication Policies

Advertising rates include the cost of a single proof for customer review within the deadline submission guideline. Additional customer requested proofs and requests for proofs after the deadline will incur an additional cost per proof.

Political advertising must be pre-paid.

All advertising positions are at the option of the Hi-Lites Shoppers' Guide. No adjustment, reinsertions or refunds will be made because of the position in which an advertisement has been published.

Publisher reserves the right, at its absolute discretion and at any time, to reject advertising copy, whether or not it has been previously acknowledged and/or published.

Failure to publish copy as ordered or material with typographical errors by publisher shall entitle advertiser to credit for actual space of error, which credit shall be the sole remedy to advertiser.

The Hi-Lites Shoppers' Guide retains all rights, title and interest to all layouts which represent the creative efforts of the newspaper's staff and/or utilization of its own illustrations, labor, composition or materials. There is no charge for reasonable layout and typesetting work associated with the purchase of advertising space.

Advertising layout is for the exclusive use for reproduction in the Hi-Lites Shoppers' Guide. Additional reproduction is strictly prohibited without written consent of Hi-Lites Graphics, Inc.

HI-LITES SHOPPERS' GUIDE

A free distribution publication serving the Newaygo County, Michigan market area since 1947

ADVERTISING RATES

INFORMATION GUIDE

**Rate Card #21
Effective July, 2010**



1212 Locust Street • Fremont, MI 49412

Phone: 231-924-0630

Toll Free: 800-482-5262

Fax: 231-924-5580

General Email Box: ads@hi-lites.net

Advertising Rates

Effective July 4, 2010

DISPLAY ADVERTISING

LOCAL RATE\$6.25 per column inch

CLASSIFIED ADVERTISING

FIRST 15 WORDS\$9.50
 EACH ADDITIONAL WORD.....10¢
 \$1.50 discount on classified ad if paid prior to publication

SPECIAL POSITION AD RATES

(Reservation basis only. Discounting does not apply to special position ad rates.)

FRONT PAGE
 6 COLUMNS x 6 INCH AD.....\$345.00
 2 COLUMNS x 7 INCH AD.....\$140.00
 2 COLUMNS x 3 1/2 INCH AD\$70.00
 1 COLUMN x 1 INCH BANNER AD\$20.00
 BACK PAGE (first section)\$600.00
 All special position ad rates include color.
 Limit one position per advertiser per month.

FIXED SIZE DISCOUNTED ADS

FULL PAGE (open rate \$600.00)\$500.00
 HALF PAGE (open rate \$300.00)\$255.00
 QUARTER PAGE (open rate \$150.00).....\$135.00

BUSINESS CARD DIRECTORY

Reproduced from your business card

RUNS FOUR WEEKS - no changes.....\$60.00

HOMES FOR SALE PROMO

2 column by 2 inch display with house photo and description under **Homes For Sale** heading

RUNS FOUR WEEKS - no changes.....\$70.00

DISCOUNTING OPPORTUNITIES*

CAMERA READY OR
 MULTI ISSUE RUN DISCOUNT 10%
 FILLER ADS50%
Filler advertisement run at publisher's discretion on space available basis.

CONTRACT.....Discount determined by weekly or monthly R.O.P. column inch volume
 Contact your sales representative for details

*Only one discount to apply (cannot be used in combination) must be determined prior to advertisement placement.

COLOR

SHARED SPOT COLOR (up to 1 full page).....\$80.00
 PROCESS COLOR.....\$200.00
 (Color availability/selection on a space available basis.)

Deadlines

PROOF REQUIRED ADVERTISING

Wednesdays - 5:30 p.m.

CANCELLATIONS/CHANGES

Thursdays - 3:00 p.m.

CLASSIFIED & DISPLAY ADVERTISING

Thursdays - 5:30 p.m.

ELECTRONIC AD SUBMISSION:

www.hi-lites.net

or e-mail direct to: ads@hi-lites.net

Circulation

The Hi-Lites Shoppers' Guide is sent to every home & business in Fremont, Hesperia, Holton, Brunswick, White Cloud, Newaygo, Bailey, Grant, Walkerville, Ferry, Bitely, Brohman, Twin Lake and some routes in Shelby, Kent City and Howard City.

Subscriptions available to all homes outside established trading area - call for details.

CIRCULATION VERIFICATION:

INDEPENDENT CIRCULATION
 AUDIT AFFIDAVIT BY CIRCULATION
 VERIFICATION COUNCIL

CIRCULATION AUDIT BY



Geographical Circulation Area:

Circulation area highlighted in blue

