

# DISPLAY ADVERTISING

## MODULAR AD SIZES AND COSTS

Ad Dimensions (inches)	Open Rate	13 weeks
Full Page (5 cols. x 10.9")	\$1,050.00	\$864.00
Junior Page (4 cols. x 8.9")	594.00	493.00
Half Page Vert. (4 cols. x 7.9")	528.00	438.00
Quarter Page (3 cols. x 5.9")	309.00	260.00
Eighth Page (2 cols. x 3.9")	132.00	112.00

Ads may also be built to your specifications, keeping within the 1, 2, 3, 4, or 5 column widths (column width is 11.6 picas or approximately 2 inches), but choosing a depth up to 12 3/4 inches.

## RATE EXAMPLES AND DISCOUNT RATES

Total Column Inches	OPEN RATE	13 WEEKS
1 column inch	\$16.50	\$14.20
5 column inches	16.50	14.00
10 column inches	16.50	13.85
20 column inches	16.50	13.70
40 column inches	16.50	13.55

## BULK RATE DISCOUNT

(minimum inches during one year)

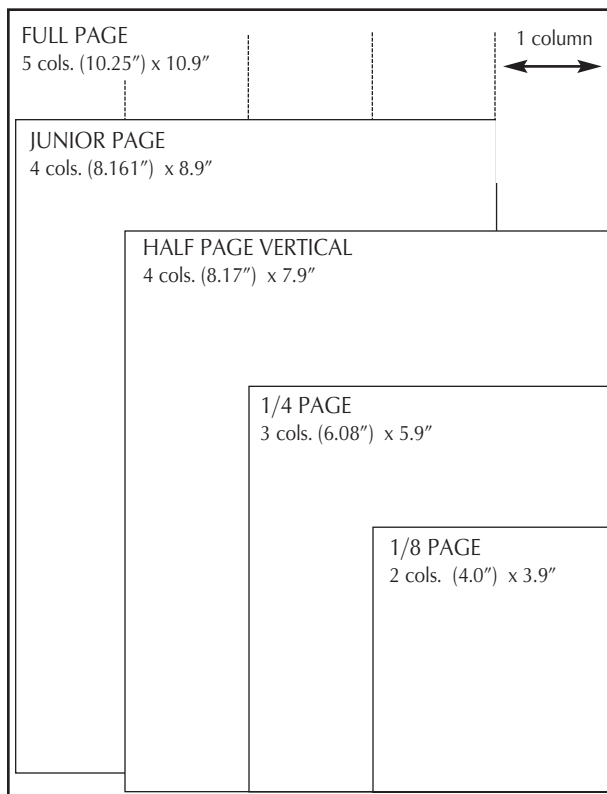
250 column inches	\$13.35
500 column inches	\$13.20
1000 column inches	\$12.85
2000 column inches	\$12.55

## TERMS

- Rates include most typesetting and composition charges.
- A charge of 1.5 percent per month will be made on all unpaid balances over 30 days.
- Camera ready ads may receive a 15 percent discount for the first insertion only.
- Rates quoted are retail. For national (agency) rates, please inquire.

• • • • • • • •

Rates effective September 1, 2010



## SPECIFICATIONS

Ad design components are accepted in QuarkExpress 7.1, PhotoShop & Illustrator CS. PDF's are acceptable if ads are built to our ad specs. We will accept camera ready logos or art on a disk as tiff, eps or jpg images. Art files less than 4mg can be emailed to: [artroom@troy-somersetgazette.com](mailto:artroom@troy-somersetgazette.com)

## DEADLINES

Space reservation is due by Wednesday of the previous week. Ad copy is due by Thursday of the previous week.

## COLOR

Spot color is based on size of ad purchased and is available at rates of:  
 1-20 inches .....\$35.00  
 21-39 inches .....\$55.00  
 40+ inches.....\$85.00

## WHO'S READING THE TROY-SOMERSET GAZETTE

The TROY-SOMERSET GAZETTE is a business circulation Monday morning newspaper serving the community in an area bounded on the east and west by Dequindre and Woodward and on the north and south by M-59 and 14 Mile Road. The route also includes office buildings on Stephenson Hwy. and select locations in Birmingham, Rochester Hills, Auburn Hills, Clawson, Madison Heights and Sterling Heights.

At present, the TROY-SOMERSET GAZETTE has a circulation of over 20,000 and is distributed to office buildings, restaurants, the Somerset Mall, large apartment complexes, banks—all high-traffic areas in the community.

The TROY-SOMERSET GAZETTE focuses on the 136,000 people who are working in this community and the 87,000 residents. The intent of the TROY-SOMERSET GAZETTE is to reach the people who have leisure time money to spend. With the average family income in Troy at \$101,795 and average housing valued at over \$300,000\*, the community buying power is among the highest in Oakland County. Within the purchasing potential index of Michigan, Troy ranks in the 98th percentile. With 5,000 businesses in Troy, and considering those employed here and those living here, the market reached by the TROY-SOMERSET GAZETTE is one of the most lucrative in the nation.

Our readers trust and believe in the TROY-SOMERSET GAZETTE because we are a part of the community. Our advertisers get results, and they continue to repeat advertising with us.

\*City of Troy Demographics