

NON-CONTRACT RATES

RATES FOR CONSECUTIVE INSERTIONS. 75¢/LINE WILL BE ADDED FOR ONE INSERTION IN THE COMMUNITY CLASSIFIEDS [DISTRIBUTED TO 102,138 NON-SUBSCRIBERS]. INCLUDES MLIVE.COM.

# LINES RUN	1 DAY	3 DAYS
3-4 LINES	\$3.89	\$3.01
5-13 LINES	3.39	2.77
14 LINES & UP	3.35	2.67

FREQUENCY CONTRACT RATES

CONSECUTIVE INSERTIONS, 3-LINE MINIMUM DAILY. MLIVE.COM ALL IN-COLUMN LINE ADS ARE ALSO LISTED ONLINE FOR AN ADDITIONAL 6 DAYS

SHORT TERM CONTRACT RATES/LINE MINIMUM 90 DAYS

# LINES RUN	1 DAY LINE RATE	3 DAYS LINE RATE
3 LINES	\$2.91	\$2.25
4-23 LINES	2.69	2.18
24-71 LINES	2.61	2.06
72+ LINES	2.57	1.99

YEARLY CONTRACT RATES/LINE

# LINES RUN	1 DAY	3 DAYS
3 LINES	\$2.79	\$2.16
4-23 LINES	2.57	2.06
24-71 LINES	2.52	1.97
72+ LINES	2.44	1.92

2010 SPECIAL EMPLOYMENT FEATURES

PUBLISHED IN THE FLINT JOURNAL AND ON MLIVE.COM

SPECIAL SECTION	PUBLICATION DAY
HEALTHCARE EMPLOYMENT [BOOTH]	Sunday, January 24
MEGA EMPLOYMENT	Sunday, February 7
STEPS TO SUCCESS [SUMMER REG]	Sunday, March 28
ADMINISTRATIVE PROFESSIONALS WEEK APPRECIATION	Sunday, April 11
HEALTHCARE [BOOTH]	Sunday, May 2
STEPS TO SUCCESS [FALL REG]	Sunday, June 6
HEALTHCARE [BOOTH]	Sunday, October 10
STEPS TO SUCCESS [SPRING REG]	Sunday, October 31
BEST PLACES TO WORK	Sunday, December 19

CLASSIFIED RECRUITMENT PRINT & ONLINE PACKAGES*

PRINT	1ST DAY	2ND & 3RD DAY
NON-CONTRACT [PER LINE RATES]	\$6.10	\$4.07
\$3000 ANNUAL [PER LINE RATES]	5.80	3.50
\$6000 ANNUAL [PER LINE RATES]	5.18	3.12

*Must add MLive.com package of choice to above rates.

ONLINE IN-COLUMN LINE ADS	PLUS [OPTIONAL]
MLIVE.COM 14-DAY LINE AD POSTINGS	
- Hotlinks to Email/URL in ad text	50
- Add Print to Action Recruiter Tools	85
MLIVE.COM 30-DAY LINE AD POSTINGS	
- Above features, plus Spotlitged	165

ONLINE DISPLAY ADS	PLUS [OPTIONAL]
MLIVE.COM 7-DAY DISPLAY AD POSTINGS	90
- Up to a quarter page, multiple job titles	
- Hotlinks to Email/URL in ad text	
- Thumbnail image with each posting	
MLIVE.COM 30-DAY DISPLAY AD POSTINGS	165

- Above features, up to full page	
- Plus National Network	
- Add "Videos at Work"	425

NATIONAL NON-RECRUITMENT RATES

	1ST DAY	3RD DAY
3 OR MORE LINES	\$6.29/LINE	\$4.10/LINE

Includes MLive.com and Community Classifieds

CLASSIFIED ADVERTISING DEADLINES

CHECK WITH YOUR ADVERTISING SALES CONSULTANT FOR HOLIDAY DEADLINES. ADVERTISEMENTS REQUESTED AFTER DEADLINES MAY BE REFUSED.

PUBLICATION DAY	AD TYPE	AD RESERVATION & COPY DEADLINE	
THURSDAY	LINER	WEDNESDAY	6 PM
	DISPLAY	TUESDAY	5 PM
FRIDAY	LINER	THURSDAY	6 PM
	DISPLAY	TUESDAY	5 PM
SUNDAY	LINER	FRIDAY	6 PM
	DISPLAY	TUESDAY	5 PM
SUNDAY COMMUNITY CLASSIFIEDS	LINER	THURSDAY	6 PM
	DISPLAY	TUESDAY	5 PM

ANNUAL & QUARTERLY CLASSIFIED AGREEMENTS

FLINT JOURNAL CLASSIFIED				COMMUNITY CLASSIFIED	
INVESTMENT LEVEL	BLACK & WHITE DISPLAY AD BASE	1 DAY LINERS	3 DAY LINERS	LINERS	DISPLAY
\$1,500	\$38/inch	\$2.84	\$2.04	\$0.75	\$7.00/inch
\$3,000	36.50/inch	2.72	1.98	0.75	7.00/inch
\$5,500	33.75/inch	2.52	1.96	0.75	4.20/per inch
\$7,500	31/inch	2.47	1.93	0.75	4.20/per inch
\$15,000	29/inch	2.43	1.91	0.75	4.20/per inch
\$25,000	27/inch	2.40	1.87	0.75	4.20/per inch
\$50,000	24/inch	2.24	1.72	0.75	4.20/per inch
\$75,000	22/inch	2.24	1.72	0.75	4.20/per inch
\$100,000	20/inch	2.13	1.61	0.75	4.20/per inch
\$125,000	19/inch	2.13	1.61	0.75	4.20/per inch

Full Color 25% of B&W Display Ad Base Rate • Retail Ads --Use comparable rates from same revenue level of the Retail prices.

Sunday is always billed full rate as the first day.

- The Community Newspapers receives 25% off open rate; regular color rates apply.

- Custom revenue agreements are available.

CLASSIFIED SPECIAL RATES

	CHARGE
NOTARIZED PROOF OF PUBLICATION	\$11.50/ad
CLASSIFIED SECTION FRONT PREMIUM	350
OBITUARIES [PER 6 COL. COUNTED LINE]	2.92
IN MEMORIAM/CARD OF THANKS	1.35/agate line
FLINT JOURNAL BOX NUMBERS [CUSTOMER PICK-UP]	19
FLINT JOURNAL BOX NUMBERS [MAILED TO CUSTOMER]	29

CLASSIFIED AD DIMENSIONS

FULL PAGE [WIDTH]	10.875"
MAXIMUM DEPTH	20"
GUTTER	.041"
1 COLUMN	1.051"
2 COLUMN	2.142"
3 COLUMN	3.234"
4 COLUMN	4.325"
5 COLUMN	5.417"
6 COLUMN	6.508"
7 COLUMN	7.600"
8 COLUMN	8.691"
9 COLUMN	9.782"
10 COLUMN	10.875"

CLASSIFIED LINER AD ENHANCEMENTS

Stand out from the crowd when you add an eyecatcher, border, bold type or a colored background to your classified liner ad.

ENHANCEMENT	CHARGE
BORDERS	\$10/per Order
BLACK & WHITE EYE CATCHER	\$2.50/Day
COLOR EYE CATCHER	\$3/Day
BOLD PRINT	5% of Order
COLOR BACKGROUND [UP TO 1 INCH]	\$5/Day
COLOR BACKGROUND [3-13 LINES, 2 TIMES]	\$4.25/Day
COLOR BACKGROUND [3-13 LINES, 3 OR MORE TIMES]	\$3.75/Day

IN-COLUMN COLOR PHOTOS

Photos published in paper and on MLive.com. Available in real estate ads, automotive ads, etc.

1-3 DAY LINE ADS	Additional \$10
4-30 DAY LINE ADS	Additional \$20

THE COMMUNITY CLASSIFIEDS

The Community Classifieds is delivered with The Community Newspapers to approximately 94,021 Flint Journal non-subscribers on Sundays. To run an ad in The Community Classifieds, an advertiser must also run in The Flint Journal.

COMMUNITY CLASSIFIED AD TYPE	RATES
LINERS	75¢/Line
DISPLAY	50¢/Line

Rates apply with the purchase of a classified ad in The Flint Journal.

AT FIRST SITE

On Sundays, The Flint Journal publishes At First Site a new feature for open houses and just listed properties. Each home features a photo and a description of the property. All photos are published in FULL COLOR at no additional charge. Deadline Tuesdays at Noon prior to Sunday publication.

OPEN RATE [NO AGREEMENT]	\$55
WITH MINIMUM \$95/MONTH MLIVE.COM AGREEMENT	39

REALTOR EXCLUSIVES

Show your homes to over 82% of Genesee County Adults with The Flint Journal and MLive.com. Published every Sunday in The Flint Journal.

HEADER + HOME WITH MINIMUM \$95/MONTH MLIVE.COM AGREEMENT	\$29.50
ADDITIONAL HOME WITH MINIMUM \$95/MONTH MLIVE.COM AGREEMENT	9.75
THE FLINT JOURNAL ONLY	
HEADER + HOME	\$40
ADDITIONAL HOME	15

Includes Full Color and MLive.com Shopping Site.

ADVERTISING POLICIES

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GENERAL

1. Publisher reserves the right, at his 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, positioning separations, facings, editorial adjacencies or other stipulations are at the sole discretion of Publisher. No adjustment, reinsertions or refunds will be made because of the position in which an advertisement has been published.
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. In no event shall Publisher be liable to advertiser or any other party for any further damages of any kind relating to advertising or any breach of this rate card, including but not limited to indirect, special or consequential damages or lost profits.
5. Advertiser shall indemnify and save Publisher harmless from any loss or expense, including reasonable attorney's fees, resulting from all claims or suits based on the contents of the copy submitted to Publisher and published.
6. The make-up and composition of advertising and news content is the sole property of The Flint Journal and may not be reproduced without our expressed permission.
7. No advertising space may be used, or re-sold, by the advertiser for the promotion, either directly or indirectly, of any business, organization or enterprise other than one conducted by the advertiser. Advertiser and Agency shall be jointly and severally liable for the payment of all bills and charges incurred.
8. Advertiser authorizes Publisher, at its election, to tender any bill to Agency, and such tender shall constitute notice to Advertiser of the bill and such manner of billing shall in no way impair the joint and several liability of Advertiser and Agency. Payment by Advertiser to Agency shall not discharge Advertiser's liability to Publisher. The rights of Publisher shall in no way be affected by any dispute or claim as between Advertiser and Agency.
9. Advertiser and Agency recognize that the copyright in any advertisements created by Publisher is owned by Publisher. As to all other advertisements, Advertiser and Agency agree that Publisher has the non-exclusive right, for the full term of copyright, by itself or through third parties, to republish and re-use any advertisements submitted in any form in which the advertisements may be published or used in any media now in existence or hereafter developed] in whole or in any part, whether or not combined with materials of others.
10. Publisher does not guarantee any given level of circulation or readership. All issues relating to advertising will be governed by the laws of the State of Michigan. Any action based on or alleging a breach of this rate card must be commenced in a state or federal court in the State of Michigan.
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 Publisher.

CONTRACTS

1. Contract rates apply only if contract agreement is signed within 30 days of the first insertion.
2. Contracts are not subject to rebates, however they may be replaced with either a larger or smaller revenue commitment at any time. If replacement contract is for less revenue, charges for advertising placed prior to the change will be adjusted to the new rates.
3. Unfulfilled contract commitments will be subject to a rate adjustment charge to the open or best rate earned for all space used.
4. In the event copy is not furnished as contracted for, The Flint Journal reserves the right to repeat the last regular order and/or charge advertiser for minimum of inches required under the contract, said charge to be paid for by advertiser at contract rate.

RATES

1. Retail rates apply to firms doing a retail to consumer business exclusively through their own retail outlet or outlets within The Flint Journal distribution area.
2. Publisher reserves the right to revise the rates listed herein at any time upon 30 days written notice.
3. Orders which contain rates 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.

CREDIT

1. All advertisements are sold on cash in advance basis unless credit approval has been granted by the Credit Manager. Newspaper has the right to require cash with order at any time.
2. All political and going out of business advertising must be paid in advance.

TERMS

1. All local rates are non-commissionable.
2. No cash discounts.
3. Payment is due on the 15th day of the month following that in which advertising was published.