

NO INTERNET; STANDARD CONTRACT RATES (NO INTEGRATED DISCOUNT)

REVENUE LEVEL	THURSDAY/FRIDAY INCH RATE	SUNDAY INCH RATE	FULL COLOR	
\$1,500	\$44.30	\$53.52	1-9"	\$80
\$3,000	41.40	50.02	10-20"	\$125
\$5,000	38.70	46.74	21-30"	\$200
\$7,500	38.29	46.29	31-49"	\$435
\$10,000	38.09	46.07	50-120"	\$900
\$15,000	37.88	45.84	Clients with a minimum MLive.com monthly commitment may earn additional color discounts.	
\$20,000	36.70	44.48		
\$30,000	35.69	43.28		
\$50,000	34.67	42.08		
\$75,000	33.89	41.16		
\$100,000	33.76	41.01		

All products purchased through the Flint Journal (MLive.com, direct mail, pre-prints etc) will be considered in determining your revenue contract level, in turn, offering you a lower rate per column inch when running ROP advertisements.

Clients with minimum MLive.com monthly spend may earn up to a 20% discount on ROP rates; see your advertising consultant for details.

RETAIL AD DEADLINES

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

PUBLICATION DAY	RESERVATION, AD COPY & ELECTRONIC AD DEADLINE	
THURSDAY	MONDAY	5 PM
FRIDAY	TUESDAY	5 PM
SUNDAY	TUESDAY	5 PM
SUNDAY DIVERSIONS	MONDAY	5 PM

Electronic ads are those received via Email, Adsend or other electronic delivery services. Electronic ad format is a PDF.

RETAIL STANDARD SIZE DIMENSIONS

	ROP BROADSHEET	ROP TABLOID
BUSINESS CARD	2 (3.558") x 2"	2 (3.558") x 2"
SQUARE	2 (3.558") x 4"	2 (3.558") x 4"
1/8 PAGE	3 (5.387") x 5"	N/A
1/4 PAGE	3 (5.387") x 10"	3 (5.387") x 5"
1/2 PAGE	3 (5.387") x 20" or 6 (10.875") x 10"	3 (5.387") x 10.75"
3/4 PAGE	6 (10.875") x 15" or 5 (9.045") x 18"	4 (7.216") x 10.75"
FULL PAGE	6 (10.875") x 20"	5 (9.045") x 10.75"
DOUBLE TRUCK	22.625" x 20"	18.965" x 10.75"
GUTTER	.1"	.1"

Non standard sizes must fill complete columns and in increments of at least .5" inch

NATIONAL ADVERTISING

	DAILY	SUNDAY
OPEN RATE/INCH—GROSS	\$64.25	\$74.88
BILLED AT—NET	54.61	63.65
CO-OP RATES/INCH [In addition to b&w rates]	DAILY	SUNDAY
GROSS	47.80	\$55.10
NET [Non-commissionable]	40.56	46.84
TRAVEL TIE-IN RATES/INCH	DAILY	SUNDAY
OPEN	41.94	50.96

SPECIAL CLASSIFICATION RATES

CHARITABLE, CHURCH, CIVIC, EDUCATION & GOVERNMENT	DAILY	SUNDAY
OPEN RATE/INCH	\$34.26	\$41.14
CHURCH SERVICES RATES	DAILY	SUNDAY
OPEN RATES/INCH	26.48	30.22
12 TIMES WITHIN 52 WEEKS	25.15	28.70
24 TIMES WITHIN 52 WEEKS	24.47	27.95
48 TIMES WITHIN 52 WEEKS	23.94	27.36

Must submit a Tax ID Number to qualify.

NON-CONTRACT RATES/INCH

	DAILY	SUNDAY
OPEN	\$54.61	\$63.65
FOCUS SECTION	37.88	45.84

MULTI WEEK RUN FREQUENCY DISCOUNTS

ADVERTISER MUST ADD MLIVE.COM'S 7-DAY SHOPPING SITE (\$10/AD) TO QUALIFY FOR FREQUENCY OFFER. ANY 4" OR GREATER SIZED ROP AD THAT RUNS 2 OR 3 TIMES WITHIN A 7-DAY WINDOW WILL RECEIVE THE FOLLOWING DISCOUNTS. IF SUNDAY IS INCLUDED IN SCHEDULE, IT IS ALWAYS THE FULL-PRICE AD. NO COPY CHANGES. VISIT FLINTSHOPPING.MLIVE.COM

1ST AD	Full Price	2ND AD	10% Discount	3RD AD	25% Discount
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Frequency discounts can not be combined with any other discount/offer.

GUARANTEED POSITION

CERTAIN POSITIONS ARE REQUESTED MORE FREQUENTLY THAN OTHERS. THE FLINT JOURNAL WILL HONOR REQUESTS, BUT WILL GUARANTEE POSITIONS ONLY WHEN PREMIUM CHARGES ARE PAID. SUBJECT TO AVAILABILITY. POSITIONS GUARANTEED UP TO 90 DAYS IN ADVANCE.

POSITION	SIZE	CHARGES
SPECIFIC CONTENT PAGE POSITION	As Requested	20%
A SECTION GUARANTEE	As Requested	10%
A SECTION GUARANTEE	6 x 1" • Front Page Strip	\$500
DIVERSIONS	5 x 1.5" • Front Page Strip	\$250
LET'S GO	5 x 1.5" • Front Page Strip	\$150
TODAY/SPORTS/BUSINESS	6 x 2" • Front Page Strip	\$100
THANKSGIVING	As Requested	5%
SKYBOX Top of page in Posh, Social, Business, Sports, Travel, or A3	2 x 2" • Top of Page	\$25
WEATHER PAGE Top of Weather page A2	2 x 2" • Top of Page	\$25

Percentage premiums apply to space and color at qualified contract rate. Front Page Strips are flat add-ons to qualified contract rate and must run in full color.

SPECIAL ADVERTISING OPPORTUNITIES

UNIQUE AD SIZES

GET NOTICED AND STAND OUT FROM THE REST WITH UNIQUE AD SIZES.

PRODUCTION NOTES

1. Limit of 1 ad per day ROP. **2.** Special handling requires a 2 day advance to regular deadlines. **3.** Ads will run within a two day window.

UNIQUE AD NAME	INCHES BILLED	DESCRIPTION	PREMIUM
Full Stair Step, Full Pie, Upper Corner Cut—ROP	80", 59", 60"	Use 1 Page	\$400*
Partial Stair Step, Quarter Pie, Lower Corner Cut	48", 29", 30"	Use 1 Page	\$300*

*Premium is added to advertiser's earned rate for total number of inches per ad. Color may be added at regular color rates. Other shapes may be requested.

PRINT AND DELIVERY

THE FLINT JOURNAL OFFERS A COMMERCIAL PRINTING SERVICE—TO HELP BUSINESSES TARGET THEIR ADVERTISING MESSAGE. WE'LL CUSTOM DESIGN, PRINT AND INSERT YOUR FLYER OR CIRCULAR TO PRE-SELECTED TARGET AREAS TO REACH YOUR BEST CUSTOMERS ON THE DAY YOU CHOOSE. FOR RATES AND DESIGN SERVICE INFORMATION, CONTACT WENDY BRIMLEY AT 810.766.6211.

MICHIGAN DIRECT MARKETING GROUP

THE MICHIGAN DIRECT MARKETING GROUP CAN CREATE AND IMPLEMENT A COMPLETE DIRECT MARKETING SOLUTION IN ONE SIMPLE COST EFFECTIVE PROCESS. USING OUR STATE-OF-THE-ART ACXIOM® DATABASE TOGETHER WITH OUR STAFF OF ANALYSTS, THE MDMG WILL CREATE AN ACCURATE UP-TO-DATE MAILING LIST PIN POINTING YOUR BEST PROSPECTS. THE MDMG WILL DESIGN THE COMPONENTS THAT STAND OUT AND GRAB YOUR PROSPECTS' ATTENTION PLACING YOU ABOVE THE COMPETITION. FOR RATES AND INFORMATION, CONTACT YOUR FLINT JOURNAL REPRESENTATIVE AT 810.766.6200

FRONT PAGE STICKY NOTES

CHOICE OF 3" X 3" SHAPE OR SQUARE STICKY NOTE POSITIONED ON THE TOP RIGHT CORNER OF ALL FRONT PAGES. CONSUMERS WON'T JUST REMEMBER YOUR AD, THEY'LL BE ABLE TO RESTICK IT ANYWHERE! 1-7 SPOT COLORS ON WHITE STOCK INCLUDED IN RATES. FULL PROCESS COLOR \$5.80/M ADDITIONAL.

TFJ DAILY • FULL RUN [65,544]	\$43.88/M
TFJ SUNDAY • FULL RUN [83,727]	\$55/M
TCN 1 - 3 PAPERS [MINIMUM 20,000]	\$65/M
TCN 4 OR MORE PAPERS	\$43.88/M

Flint Journal products require full run. The Community Newspaper products require full run of each zone purchased.

MEMBERSHIP CARDS

YOUR 2" X 3" FRONT PAGE MEMBERSHIP CARD WILL HAVE THE BEST POSITIONING—ON THE TOP RIGHT CORNER OF ALL FRONT PAGES. CONSUMERS WON'T JUST REMEMBER YOUR CARD, THEY'LL BE ABLE TO RESTICK IT ANYWHERE!

TFJ DAILY • FULL RUN [65,544]	\$58/M
TFJ SUNDAY • FULL RUN [83,727]	\$70/M
TCN 1 - 3 PAPERS [MINIMUM 20,000]	\$75/M
TCN 4 OR MORE PAPERS	\$58/M

Flint Journal products require full run. The Community Newspaper products require full run of each zone purchased.

SUNDAY COLOR COMICS

COMICS DISPLAY AD OPTIONS

- Rates: Sunday ROP contract rate. No charge for color.
- Ad sizes: 1/6 page [6 col. X 3.5"] or full page [6 col. X 20"].
- Reservation & ad copy deadline: 12 days prior to publication date.

COMICS SPADEA WRAP AD RATES

Two-sided, full page, black + 3 colors, folded vertically and wrapped around Sunday's Color Comics section.

# OF INSERTIONS/YR.	RATE/1,000
1-5 TIMES	\$58.25
6-9 TIMES	Frequency Discounts Available

SPORTS HIGHLIGHTS

UNIQUE AD PLACEMENT IN THE SPORTS SECTION.

See advertising sales consultant for details and Varsity Club member discounts.

WIDE AWAKE CLUB

A COLLECTION OF STUDENT STORIES, POEMS AND DRAWINGS IS PUBLISHED EVERY MONDAY DURING THE SCHOOL YEAR. BECOME A SPONSOR AND HELP PROMOTE CREATIVITY IN KIDS.

Sponsors receive a 6 x 2" strip ad and/or a 2 x 2" skybox. See advertising sales consultant for details.

ASK THE ATTORNEY

ASK THE ATTORNEY IS A FOCUS PAGE FEATURING PROFESSIONAL ADVICE FROM LOCAL ATTORNEYS, PUBLISHED FIRST THURSDAY OF THE MONTH.

8" Q & A [1 COLUMN X 8"]	COST PER INSERTION	ADDITIONAL SPACE • PER INCH
OPEN	\$275	\$36
4 TIMES PER YEAR	\$250	\$33
12 TIMES PER YEAR	\$230	\$31

HEALTHY TALK

HEALTHY TALK IS A FOCUS PAGE FEATURING QUESTIONS AND ANSWERS FROM HEALTH CARE PROFESSIONALS, PUBLISHED EVERY SUNDAY.

8" Q & A [1 COLUMN X 8"]	COST PER INSERTION	ADDITIONAL SPACE • PER INCH
OPEN	\$300	\$36
4 TIMES PER YEAR	\$275	\$33
13 TIMES PER YEAR	\$250	\$31
26 TIMES PER YEAR	\$230	\$28
52 TIMES PER YEAR	\$210	\$25

ONLINE CONTEST

GO BEYOND TRADITIONAL ADVERTISING AND BE SEEN IN PRINT AND ONLINE.

See advertising sales consultant for details.

MLIVE.COM

MLIVE.COM IS THE NUMBER ONE WEB SITE IN MICHIGAN FOR LOCAL NEWS AND INFORMATION ABOUT PEOPLE, PLACES AND THINGS TO DO IN THE STATE. MLIVE.COM AUDIENCE CONTINUES TO GROW.

See advertising sales consultant for details.

2010 PRE-PRINT RATES

	OPEN RATE			12 TIMES			26 TIMES			48 TIMES		
	Daily	Sunday Zoned	Sunday Full Run	Daily	Sunday Zoned	Sunday Full Run	Daily	Sunday Zoned	Sunday Full Run	Daily	Sunday Zoned	Sunday Full Run
CARD 8.5" X 11"	27.25	30.00	28.50	27.00	29.90	28.25	26.75	29.80	28.15	26.25	29.55	27.85
2 FULL/4TAB	33.00	35.75	33.85	32.50	35.70	33.60	31.90	35.60	33.55	31.40	35.55	33.30
6TAB	42.70	45.75	43.70	41.00	45.25	42.00	39.90	45.00	41.90	38.85	44.25	41.20
4FULL/8TAB	52.50	55.50	53.50	49.50	54.00	50.90	47.85	54.30	50.35	46.35	53.00	49.15
6FULL/12TAB	60.75	66.25	62.00	60.00	66.20	61.50	58.20	66.15	61.15	56.50	64.90	59.95
8FULL/16TAB	78.25	84.40	79.75	75.75	83.00	78.00	73.25	83.15	77.00	70.25	80.70	74.55
10FULL/20TAB	87.75	96.00	89.50	86.00	95.70	88.50	85.50	95.35	88.10	81.80	93.90	86.80
12FULL/24TAB	97.25	102.25	99.25	93.50	101.00	95.25	89.80	100.00	94.35	84.65	97.05	89.85
14FULL/28TAB	101.75	107.65	103.75	98.00	107.00	99.90	94.15	106.95	98.90	88.95	102.00	94.40
16FULL/32TAB	106.25	113.00	108.25	102.50	112.50	104.50	98.60	112.00	103.55	93.35	107.05	99.05
18FULL/36TAB	111.75	117.50	114.00	108.00	117.00	109.50	102.85	116.90	108.10	97.60	112.00	103.55
20FULL/40TAB	117.50	126.75	119.75	114.25	125.00	115.75	109.35	124.15	114.85	104.00	119.35	110.25
22FULL/44TAB	123.75	134.00	126.25	119.75	130.00	122.00	113.80	129.15	119.50	108.35	124.30	114.95
24FULL/48TAB	126.25	136.50	128.75	124.50	134.50	127.00	118.10	134.25	124.05	112.65	129.20	119.50

PRE-PRINT DEADLINES

PRE-PRINT RESERVATION DEADLINES

PUBLICATION DAY	Reservation Deadline
SUNDAY	12 business days prior to insert
DAILY	5 business days prior to insert

PRE-PRINT DELIVERY DEADLINES

EARLY DEADLINES MAY APPLY DURING HOLIDAY PERIODS.

PUBLICATION DAY	Delivery Deadline
SUNDAY	6 business days prior to insert
DAILY	3 business days prior to insert

PRE-PRINT FORMATS & REQUIREMENTS

FREE-STANDING [MINIMUM 50LB. STOCK]	No larger than 12.5" width X 10.5" max. depth. Quarter fold if larger.
FULL PAGE [FOLDED ONCE]	131.625 + square inches per page
TABLOID	Between 85.125 & 131.5 square inches per page.
FLEXI/MINI	Page size up to, and including, 85 square inches, 8 & 12 pages only.
ENVELOPE	Minimum size 5" X 7" Ask your Advertising Sales Consultant for more information on envelope inserts.

PRE-PRINT ZONING

- Minimum Sunday is 25,000 into the paid Flint Journal
- Minimum daily distribution is one full ZIP code
- Include Sunday EMC (Community Newspapers & Express) to optimize coverage.

PRE-PRINT SHIPPING INSTRUCTIONS

DELIVER PRE-PRINTS TO:
The Flint Journal Printing and Distribution Center [PDC]
300 E. First Street, Flint, MI 48502

RECEIVING HOURS: MONDAY-FRIDAY FROM 8 AM-5 PM

ONLINE DIRECTIONS:
flintjournal.com/advertise/pdc.html

PRINTING & DISTRIBUTION CENTER CONTACTS:
Dave Roberts, Production Manager
810.766.6308, droberts@flintjournal.com
Darcey Hatcher, Pre-Print Secretary
810.766.6126, fax 810.767.2212

PRE-PRINT INSERT POLICIES

- Pre-printed inserts are to be shipped pre-paid on skids in turns of 4" or larger, to arrive no later than 1 PM, 6 business days prior to insertion date for Sunday, 3 business days prior to insertion for daily.
- Bill of Lading must accompany shipment.
- Quantity requirements vary depending on the day of week and time of year; please consult your Advertising Sales Consultant about quantity requirements & insertion days.
- Prices quoted are for pieces printed & supplied by a single advertiser.
- Rates for larger inserts are available upon request.
- Pre-printed insert revenue will be credited toward ROP contract fulfillment.
- Church, charitable & civic rate is 26 times rate.
- Maximum height of 60" for skids.
- Political inserts are sold at open rate & must be approved prior to scheduling.

ADVERTISING POLICIES

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.