

Tri-City Record

The Hometown Newspaper for Coloma, Hartford and Watervliet

138 N. Main St., P.O. Box 7, Watervliet MI 49098
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Web site: www.tricityrecord.com

Karl Bayer publisher & editor

Amy Loshbough business manager

2009 Advertising Rates - Per Column Inch

1-50 Col. Inches \$13.00 51-100 Col. Inches \$11.00 All Repeats \$9.25 C.I.

52-week contract rate... \$8.50 per column inch

Print Ready Ads \$9.25 per column inch

Spot Color Charge \$75/color

Full Color Charge \$125

All political ads must be prepaid

1 Column Inch "CI" = 2.02" wide x 1" deep There are 100 column inches to a full page, 10.5 inches wide (5 cols) by 20

Pre-printed Inserts: 1 page 8.5X11 \$80/M 4 page 8.5X11 \$90/M 4 page tab \$120/M

Business Card Bulletin Board Ads **\$240.00 3 months prepaid**
\$80/month thereafter

Want Ads, paid in advance, \$12.00 for minimum of 25 words

Add 10¢/word over 25 words Repeat want ad \$8.00 (+ extra words)

Add \$2 for border

Add \$2.00 for tear sheet

The advertising and news copy deadline for each issue is Noon on Tuesday

Primary circulation zip codes: Coloma 49038; Hartford 49057; Watervliet 49098

The Tri-City Record is a paid circulation, full-sized newspaper averaging the sale of 3,000 copies per week delivered by mail and sold at 42 stores and vending machines. The annual, local subscription rate is \$37.00. News stands, 75¢ per single issue. The Record is published on Thursdays.

Who Reads The Tri-City Record? More than 7,000 people read the only hometown newspaper for Coloma, Hartford, and Watervliet faithfully every week. Here's what they told us about the Record by completing a survey. 98% read the Record every week. 3.1 persons share the Record each week. The Record stays in the home 6.58 days. 97% of Record readers own their own home. Record readers have lived in the area an average 38 years, and have 13.5 years of education. 70% of Record readers are employed, 13% as homemakers and have an average income of \$29,577.

These survey results show the Tri-City Record has more than 7,000 loyal readers every week. Our readers are also faithful to Record advertisers, 77% say they shop Record advertisers regularly. Record readers get their hometown newspaper each week and keep it in their home until the next! Tri-City Record readers are homeowners, longtime residents of the community, have more than a high school education and nearly half have children in the local schools.