

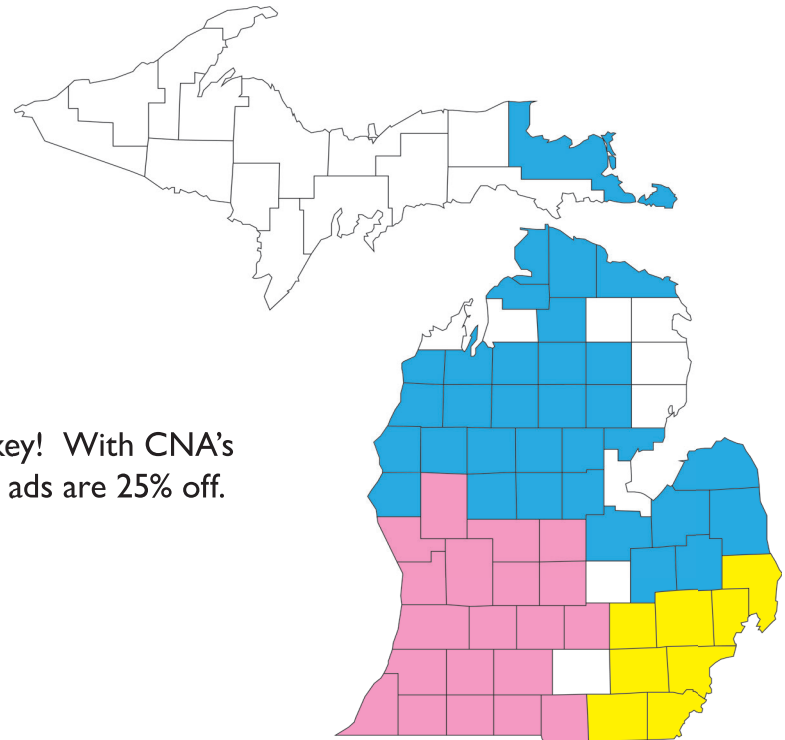
# 71% of Michigan adults read a local newspaper!\*

That makes the Michigan newspaper networks the best way to reach readers statewide with your message.  
Reach as many as **2.3 million readers** per week.

Save more than **70%** statewide by using the network with one call, one order and one rate.

## RATES

<b>2x2</b>	Statewide	\$1198
	West/Central or North Zone	\$ 449
	Metro Detroit Zone	\$ 699
<b>2x4</b>	Statewide	\$2098
	West/Central or North Zone	\$ 898
	Metro Detroit Zone	\$1349



## FREQUENCY

In order to maximize response to your advertising message, frequency is key! With CNA's frequency discount, place one ad at regular price and the second and third ads are 25% off.

## AD COPY

Choose from two sizes: 2x2 (3.22"x2") or 2x4 (3.22"x4")

## DEADLINE

Ad copy, insertion order and payment must be received by Tuesday at noon EST, the week prior to the week of publication. Day of publication varies by newspaper; CNA cannot guarantee a specific publication day, even for daily newspapers.

# Michigan Small Space Display Papers



## North/Midland Region

### DAILY NEWSPAPERS

Bad Axe Huron Daily Tribune  
Big Rapids Pioneer  
Cadillac News  
Cheboygan Daily Tribune  
Ludington Daily News  
Manistee News-Advocate  
Midland Daily News  
Mt. Pleasant Morning Sun  
Petoskey News-Review  
Sault St. Marie Evening News  
Traverse City Record-Eagle

### WEEKLY NEWSPAPERS

Atlanta Montmorency County Tribune  
Baldwin Lake County Star  
Bellaire/ Antrim Review  
Birch Run/Bridgeport Herald  
Boyer City Gazette  
Charlevoix Courier  
Clare County Review  
Frankfort Benzie County Record Patriot  
Gaylord Herald Times  
Grayling Crawford County Avalanche  
Hart Oceana Co. Herald  
Iosco County News-Herald  
Lapeer, The County Press  
Lapeer Area View  
Mt. Morris/Clio Herald

Oscoda Press  
Rogers City Presque Isle Co. Advance & Onaway Outlook  
Sandusky Tribune  
**29 Newspapers**  
**Readership: 405,320**

## West/Central Zone

### DAILY NEWSPAPERS

Coldwater Daily Reporter  
Dowagiac Daily News  
Grand Haven Tribune  
Hillsdale Daily News  
Holland Sentinel  
Ionia Sentinel-Standard  
Niles Daily Star  
St. Joseph Herald-Palladium  
Sturgis Journal  
Three Rivers Commercial-News

### WEEKLY NEWSPAPERS

Albion Recorder  
Allegan County News  
Allegan Union Enterprise  
Allegan / Saugatuck, The Commercial Record  
Bronson Journal  
Cassopolis Vigilant  
Edwardsburg Argus  
Fremont, Times-Indicator  
Gratiot County Herald  
Hastings Banner

Hastings Reminder  
Marshall Chronicle & Ad-visor  
Middleville/Caledonia Sun & News  
South Haven Tribune  
The Lowell Ledger  
White Lake Beacon  
Zeeland Record  
**27 Newspapers**  
**Readership: 328,110**

## Metro Region

### DAILY NEWSPAPERS

Adrian Telegram  
Livingston County Press & Argus  
Macomb Co. Legal News  
Monroe Evening News  
Troy/Oakland Legal News

### WEEKLY NEWSPAPERS

Birmingham-Bloomfield Eagle  
Birmingham Eccentric  
Blissfield Advance  
Canton / Plymouth Observer  
Detroit, Michigan Chronicle  
Farmington Observer  
Farmington Press  
Ferndale/Berkley Woodward Talk  
Fraser-Clinton Chronicle  
Garden City Observer  
Grosse Pointe News  
Grosse Pointe Times

Harper Woods/East English Village Advertiser Times  
Highland Spinal Column Newsweekly  
Livonia Observer  
Macomb Chronicle  
Madison-Park News  
Milford Times  
Mount Clemens, Clinton, Harrison Journal  
Northville Record  
Novi News  
Rochester Post  
Roseville/Eastpointe Eastsider  
Royal Oak Clawson Review  
Shelby Utica News  
Southfield Sun  
South Lyon Herald  
South Oakland Eccentric  
St. Clair Shores Sentinel  
Sterling Heights Sentry  
Troy Times  
Warren Weekly  
Wayne/Westland/Belleville/Canton/Plymouth/Inkster/Northville/Romulus The Eagle  
West Bloomfield Beacon  
Westland Observer  
Yale Expositor  
**42 Newspapers**  
**Readership: 1,610,456**

*\*\*Rates, Publications and Circulation figures subject to change*

**Total Daily Newspapers: 26 | Total Weekly Newspapers: 72 | Total Publications: 98 | Total Readership: 2,343,886**