

West  
Central  
Zone

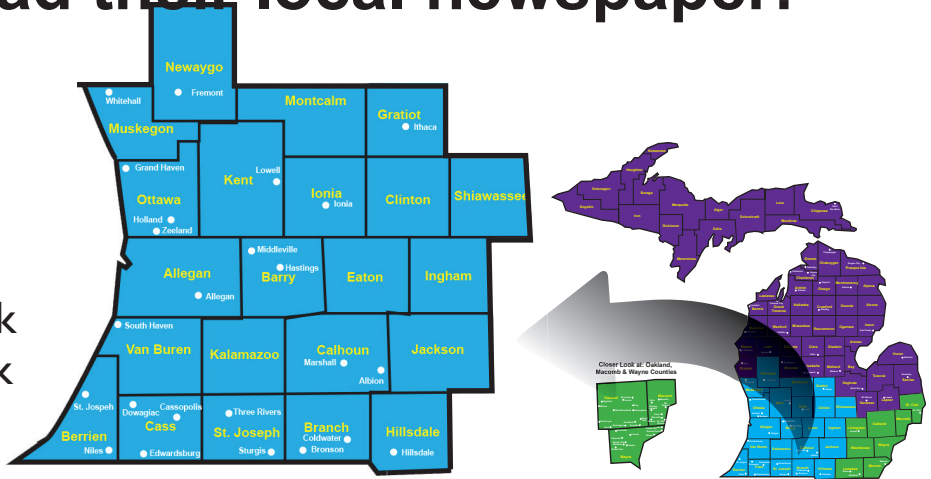
Michigan  
Display  
Networks



# 77% of lowans read their local newspaper!\*

328,110 readers  
27 newspapers

Choose from two sizes:  
2x2 (3.792"x2"): \$449 per week  
2x4 (3.792"x4"): \$898 per week



Save more than 50% with one call, one order and one rate in West Central Michigan!

**Allegan**  
Allegan County NEws  
Allegan Union Enterprise  
Allegan / Saugatuck,  
The Commercial Record

**Barry**  
Hastings Banner  
Hastings Reminder  
Middleville/Caledonia Sun & News

**Berrien**  
Niles Daily Star\*  
St. Joseph Herald-Palladium\*

**Branch**  
Bronson Journal  
Coldwater Daily Reporter\*

**Cass**  
Cassopolis Vigilant  
Dowagiac Daily News\*  
Edwardsburg Argus  
**Calhoun**  
Albion Recorder  
Marshall Chronicle & Ad-visor

**Gratiot**  
Gratiot County Herald

**Hillsdale**  
Hillsdale Daily News\*

**Ionia**  
Ionia Sentinel-Standard\*

**Kent**  
The Lowell Ledger

**Muskegon**  
White Lake Beacon  
**Newaygo**  
Fremont, Times-Indicator

**Ottawa**  
Grand Haven Tribune\*  
Holland Sentinel\*  
Zeeland Record  
**St. Joseph**  
Sturgis Journal\*  
Three Rivers Commercial-News\*

**Van Buren**  
South Haven Tribune

**27 Newspapers**  
**Readership: 328,110**

\* = Daily Newspaper

Total value of West Central Zone 2x2 network: \$669.47  
Total value of West Central Zone 2x4 network: \$669.47

## DEADLINE

Ad copy, insertion order and payment must be received by Wednesday at 3 pm CST, the week prior to the week of publication. Please provide ad copy in the following width: 3.22-inches wide. Day of publication varies by newspaper; CNA cannot guarantee a specific publication day, even for daily newspapers.