7 in 10 Michigan adults have read a newspaper in the past week, making newspapers, in any format, an important vehicle to reach a desirable audience.*

Reach as many as 2 million readers per week.

**RATES**

Statewide  
25 words $299  
Per additional word $7

Per Region  
25 words $150 (North & West)  
25 words $250 (East)  
Per additional word $7

**FREQUENCY**

In order to maximize response to your advertising message, frequency is key! With CNA’s frequency discount, place an ad for four consecutive weeks and your ad runs free for a fifth week.

**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.

*2016 SCARBOROUGH RESEARCH
MICHIGAN CLASSIFIED PAPERS

NORTH REGION
ALPENA
Alpena News*

ANTRIM
Bellaire / Antrim Review

BENZIE
Frankfort Benzie County Record

CHARLEVOIX
Boyne City Gazette
Charlevoix Courier

CHEBOYGAN
Cheboygan Daily Tribune*

CHIPPEWA
Sault St. Marie Evening News*

CLARE
Clare County Review

CRAWFORD
Grayling Crawford County Avalanche

EMMET
Petoskey News-Review*

GLADWIN
Gladwin County Record

GOGEBIC
Ironwood Daily Globe*

GRAND TRAVERSE
Traverse City Record-Eagle*

IOSCO
East Tawas Iosco County News-Herald

LAKES
Baldwin Lake County Star

MACKINAC
St. Ignace News

MANNINGHAM
Cheboygan Daily Tribune*

MT. CLEMENS
Macomb Chronicle

NEWAYGO
Fremont Times-Indicator

ONTARIO
Grand Haven Tribune*

OTTAWA
Adrian Daily Telegram*

PRESQUE ISLE
Rogers City Presque Isle Co Advance & Onaway Outlook

WEXFORD
Cadillac News*

West Central Region
ALLEGAN
Allegan County News
Plainwell - The Union Enterprise

BARRY
Middleville/Caledonia - The Sun & News

BERrien
Niles Daily Star*

BRANCH
Coldwater Daily Reporter*

CALHOUN
Albion - The Recorder

CASS
Cassopolis Vigilant*

CASS
Dowagiac Daily News*

EDWARDSBURG
Edwardsburg Argus*

GRAND TRAVERSE
Traverse City Record-Eagle*

Huron
Bad Axe Huron Daily Tribune*

IMLAY CITY
Imlay City Tri-City Times

MANISTEE
Manistee News-Advocate

MICHIGAN
Muskegon County Press

MUSKOGON
Muskegon Norton Lakeshore Examiner

NEWAYGO
Fremont Times-Indicator

OCEANA
Hart - Oceana Co. Herald Journal

OTTAWA
Grand Haven Tribune*

PRESQUE ISLE
Rogers City Presque Isle Co Advance & Onaway Outlook

WAYNE
Canton / Plymouth Observer

OAKLAND
Birmingham Eccentric

GRAND TRAVERSE
Traverse City Record-Eagle*

Huron
Bad Axe Huron Daily Tribune*

LAPEER
Imlay City Tri-City Times

MICHIGAN
Muskegon County Press

LIVINGSTON
Howell Livingston County Press & Argus*

MACOMB
Fraser-Clinton Chronicle

ST. CLAIR
Yale Expositor

MECOSTA
Big Rapids Pioneer*

MUSKOGON
Muskegon Norton Lakeshore Examiner

NEWAYGO
Fremont Times-Indicator

OCEANA
Hart - Oceana Co. Herald Journal

OTTAWA
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Fremont Times-Indicator

OCEANA
Hart - Oceana Co. Herald Journal

OTTAWA
Grand Haven Tribune*

PRESQUE ISLE
Rogers City Presque Isle Co Advance & Onaway Outlook

WEXFORD
Cadillac News*

Total Daily Newspapers: 30  |  Total Weekly Newspapers: 72  |  Total Publications: 102  |  Total Readership: 2,114,498

01/24/19
www.CNAads.com  |  800-227-7636

* Daily Newspaper

Rates, Publications and Circulation figures subject to change