CAPTURE THIS ENGAGED AUDIENCE!

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.

<table>
<thead>
<tr>
<th>RATES</th>
<th>REGIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2x2</td>
<td></td>
</tr>
<tr>
<td>Statewide</td>
<td>$1,198</td>
</tr>
<tr>
<td>West/Central or North Region</td>
<td>$449</td>
</tr>
<tr>
<td>Metro Detroit Region</td>
<td>$699</td>
</tr>
<tr>
<td>2x4</td>
<td></td>
</tr>
<tr>
<td>Statewide</td>
<td>$2,098</td>
</tr>
<tr>
<td>West/Central or North Region</td>
<td>$898</td>
</tr>
<tr>
<td>Metro Detroit Region</td>
<td>$1,349</td>
</tr>
</tbody>
</table>

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.

*2016 SCARBOROUGH RESEARCH
# MICHIGAN SMALL SPACE DISPLAY PAPERS

## NORTH REGION
- **ANTRIM**
  - Bellaire/Antrim Review
- **BENZIE**
  - Frankfort Benzie County Record Patriot
  - Boyne City Gazette
  - Charlevoix Cougar
- **CHEBOYGAN**
  - Cheboygan Daily Tribune*
- **CHIPPEWA**
  - Sault St. Marie Evening News*
- **CLARE**
  - Clare County Review
- **CRAWFORD**
  - Grayling Crawford County Avalanche
- **EMMET**
  - Petoskey News-Review*
- **GENESEE**
  - Mt. Morris/Clio Herald
- **GRAND TRAVERSE**
  - Traverse City Record-Eagle*
- **HURON**
  - Bad Axe Huron Daily Tribune*
- **IOSCO**
  - East Tawas Iosco County News-Herald
  - Oscoda Press
- **LAKE**
  - Baldwin Lake County Star

## WEST CENTRAL REGION
- **ALLEGAN**
  - Saugatuck, The Commercial Record
  - Allegan County News
  - Plainwell Union Enterprise
- **BARRY**
  - Hastings Banner
  - Hastings Reminder
  - Middleville/Caledonia Sun & News
- **BERrien**
  - Niles Daily Star*
  - St. Joseph Herald-Palladium*
- **BRANCH**
  - Coldwater Daily Reporter*
- **CALHOUN**
  - Albion Recorder
  - Marshall Ad-visior & Chronicle
- **CASS**
  - Cassopolis Vigilant
  - Dowagiac Daily News*
  - Edwardsburg Argus
  - Cass County Weekly News
  - Cass County News*  
  - Cass County News

## HILLSDALE
- Hillsdale Daily News*
- Ionia Sentinel-Standard*
- KENT
  - Lowell Ledger
  - Muskegon Chronicle
  - Macomb Co. Legal News*
  - Mount Clemens, Clinton, Harrison Journal
  - Roseville Eastpointe Observer
  - Shelby Utica News
  - St. Clair Shores Sentinel
  - Sterling Heights Times
  - Warren Weekly
  - Monroe Tribune
- **NEWAYGO**
  - Fremont Times-Indicator
  - Grand Haven Tribune*
  - Holland Sentinel*
  - Zeeland Record
- **OTSEGO**
  - Gaylord Herald Times
  - Sturgis Journal*
  - Three Rivers Commercial-News*

## METRO REGION
- **LENAWEE**
  - Adrian Telegram*
  - Blissfield Advance
- **MACOMB**
  - Fraser-Clinton Chronicle
  - Macomb Chronicle
  - Macomb Co. Legal News*
  - Mount Clemens, Clinton, Harrison Journal
  - Roseville Eastpointe Observer
  - Shelby Utica News
  - St. Clair Shores Sentinel
  - Sterling Heights Times
  - Warren Weekly
  - Monroe Tribune
- **LIVINGSTON**
  - Howell Livingston County Press & Argus*
- **MONROE**
  - Monroe Evening News*

## ST. CLAIR
- Yale Expositor
- **WARREN**
  - Canton/Plymouth Observer
  - Farmington Observer
  - Garden City Observer
  - Grosse Pointe News
  - Grosse Pointe Times
  - Harper Woods/Advertiser Times
  - Livonia Observer
  - Northville Record
  - Wayne Westland/Belleville/Canton/Plymouth Inkster/Northville/Romulus The Eagle
  - Westland Observer

## Total Daily Newspapers: 25  |  Total Weekly Newspapers: 68  |  Total Publications: 93  |  Total Readership: 2,087,504

*Daily Newspaper

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