

Retail and Classified

Advertising Rates

2005



Jackson, Michigan

Rates effective January 1, 2005

CITIZEN PATRIOT

More Than Words

214 South Jackson Street, Jackson, MI 49201
Display, Pre-Prints (517) 768-4882 • Fax (517) 787-4053
Contract Classified (517) 768-4872 • Fax (517) 789-1249

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PERSONNEL

Publisher: Sandy Petykiewicz, (517) 768-4810	publisher@citpat.com
Adv. Director: Margaret Parshall, (517)768-4885	mparshall@citpat.com
Sales Manager: Mike LaRocque, (517) 768-4895	mlarocque@citpat.com
Major Accounts Rep: Terry Braun, (517) 768-4893	tbraun@citpat.com
Business Writer: (517) 768-4910	jcpnews@citpat.com

REPRESENTATIVES

Booth Newspapers, Inc., Newhouse Newspapers	
Kim Brown	Mary Alexander
P.O. Box 2168, Grand Rapids, MI 49501	P. O. Box 2027, Ann Arbor, MI 48104
(616) 222-5821	(734) 994-6976

1. DISPLAY ROP and PREPRINT RATES

All rates and space based on 6 column format.

a. OPEN RATE

Daily	\$31.88 per column inch
Sunday	\$36.41 per column inch

b. NATIONAL RATE

Daily	\$31.88 per column inch Net
Sunday	\$36.41 per column inch Net

c. ANNUAL REVENUE

<i>Contract Level</i>	<i>Daily</i>	<i>Sunday</i>
\$1,000.00	\$22.33	\$26.01
5,000.00	21.49	25.03
15,000.00	20.71	24.13
25,000.00	20.33	23.69
50,000.00	19.56	22.79
100,000.00	19.18	22.35
200,000.00	18.67	21.75
250,000.00	15.98	19.25

2. DISCOUNTS

Any ad that qualifies for more than one discount will receive the single largest discount only. These discounts do not apply to special sections.

REPEAT DISCOUNT

Any ROP ad may repeat within 6 days of the original insertion for a discount as follows:
 2nd - 3rd insertion in same business week (M-Sat.). 50% off applicable rate
 4th - 6th insertion in same business week (M-Sat.). 65% off applicable rate
Discounts apply to Monday-Saturday rates only. The Sun (TMC) does not count as an insertion for this discount. Discounts apply forward only — not backwards. The discount applies to space only; it does not apply to color or premium position charges.

SATURDAY DISCOUNT

Any ad 33-inches or larger that does not qualify for the Saturday pick-up discount run on Saturday will receive a 15% discount off established daily rate and will count toward contract fulfillment.

IN TOWN & AROUND/TV MAGAZINE ROP PICK-UP DISCOUNT

If a JCP In Town & Around ROP ad is picked up and repeated in the following TV Magazine with NO change, the TV Magazine ROP discount will be 75%. Back Cover and Front Page TV Magazine ads DO NOT qualify for the discount. (Note: Ad must first run in the In Town & Around and ad size must conform to TV Magazine format, i.e., 1, 2 or 3 columns wide and 2" to 10" high). No other Saturday discounts will apply.

CAMERA-READY DISCOUNT for 33" and LARGER ROP ADS

Single advertisers only	
JCP 33" to less than full	.5% off column inch rate
JCP Full page	6% off column inch rate

3. GUARANTEED POSITION CHARGES

Section Position (Main, Family, Sports)	\$150 extra
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4. THE SUN ROP RATES

Carrier-delivered FREE Tuesday to 30,000 households in your primary market. Rate is \$5.75 per column inch. Ads picked up from the TV Magazine into the following Sun will receive a 50% discount off the Sun rate.

5. MAGAZINE

Regular Friday Rates Apply

Service Directories -- No Premium
 TV Front Page Spadea — \$906 (includes 4 color)

COLOR

Red, Yellow or Blue -- \$35 Page
 Guaranteed Position -- Back page -- \$100 extra
 Guaranteed Position -- Front page -- \$115 extra
Deadline: Friday, 9 a.m. 8 days preceding publication

6. ZONED ROP -Saturdays

County Edge West — \$8.20 per ci
 Paid Circulation 14,645

County Edge East — \$12.25 per ci
 Paid Circulation 22,112

7. SPECIAL CLASSIFICATION ROP RATES

Churches	Friday	\$11.85
Civic, Charities, Church	Saturday	11.85
	Daily	18.80
	Sunday	21.85
Tie in Rate	Daily	23.65
	Sunday	26.90
*Political Advertising	Daily	31.88
(Open Rate)	Sunday	36.41
Affidavits (each)		5.00

*Cash in advance, contracts available at regular contract rates

8. ROP COLOR RATES

LESS THAN FULL PAGE COLOR ADS

1 color and black	\$326
2 colors and black	600
3 colors and black	796

FULL PAGE COLOR ADS

1 color and black	\$143
2 colors and black	330
3 colors and black	380

THE SUN COLOR

1 color and black	\$92
2 colors and black	162
3 colors and black	220

COLOR COMICS RATES

Regular Rates -- No Color Charge. Deadline is three weeks in advance

9. DEADLINES

Display Advertising Space Reservation Deadlines

Publication	Deadline	Time
Monday	Wednesday	12 Noon
Tuesday	Thursday	12 Noon
Wednesday	Friday	12 Noon
Thursday	Monday	12 Noon
Friday	Tuesday	12 Noon
Saturday	Tuesday	12 Noon
Sunday	Tuesday	4 P.M.



SPECIAL SECTIONS

2 Weeks in advance of publication date

HOLIDAY DEADLINES

2 Days ahead of the normal deadline

FRIDAY TV MAGAZINE

9 a.m. Friday eight days prior to publication

THE SUN

4 p.m. Wednesday preceding Tuesday publication

CANCELLATION CHARGE

10% of ad cost for ads cancelled after 9 a.m. day following deadline.

10. ELECTRONIC FORMATS

The Jackson Citizen Patriot accepts ads that are electronically submitted. Ads may be emailed to prepress@citpat.com, uploaded to our web site or by providing a CD. Acrobat .pdf files are preferred. Please include fonts and select Print Optimized for best quality. For detailed information about submitting electronic files, please see our web site at <http://ja.mlive.com>

We also accept Quark Xpress files (4.0 or lower, fonts included), Adobe Illustrator (8.0 or lower), Adobe Pagemaker (6.5 or lower) and Photoshop (6.0 or lower).

Always include your sales representative and other relevant information such as advertiser name and run date when submitting electronic ads.

The Citizen Patriot operates in a Macintosh environment. Please avoid saving in PC file formats. Due to limitations and cross platform compatibility not all formats can be opened.

WEB DELIVERY

The Jackson Citizen Patriot also has the ability to receive ads through our web site ads.citpat.com. This method allows us to receive ads that are too large for our e-mail server. We encourage our advertisers to use this site for ad delivery.

- If you need help preparing electronic files, or compressing files prior to sending, please visit our [Instructions](#) page on this site.
- If files are ready to be sent, please fill out the form on our [Send Files](#) page.
- For contact information, please visit our [Contact](#) page.

11. CIRCULATION

The Jackson Citizen Patriot is audited by ABC. Ask your sales representative for latest report.

12. PREPRINTS

Full-run Billing Quantities

Sunday 40,000 Daily (M-S) 35,000 The Sun (Tues.) 30,000

To ensure full coverage, please send: Sunday 41,000 Daily 36,000 The Sun 30,800

Preprint Costs Per Thousand Are:

	① 1-4 Times CPM		② 5-25 Times CPM	
	Full-Run Coverage	Zoned Coverage	Full-Run Coverage	Zoned Coverage
Card (not folded)	\$36.74	\$42.43	\$31.67	\$34.16
4 Page Tab	43.59	48.93	38.16	40.08
4 Full/8 Tab	60.30	65.24	56.66	58.46
6 Full/12 Tab	69.98	75.00	66.47	69.23
8 Full/16 Tab	83.98	88.07	79.94	81.70
10 Full/20 Tab	95.86	100.06	92.71	95.23
12 Full/24 Tab	99.04	103.31	97.09	98.73
14 Full/28 Tab	101.22	105.50	98.20	99.85
16 Full/32 Tab	106.64	109.81	104.23	106.05
18 Full/36 Tab	115.12	118.55	110.13	113.37
20 Full/40 Tab	121.55	125.06	116.79	119.05
22 Full/44 Tab	126.95	130.49	122.17	125.51
24 Full/48 Tab	132.74	139.50	127.29	130.11

	③ 26-47 Times CPM		④ 48 Times or More CPM	
	Full-Run Coverage	Zoned Coverage	Full-Run Coverage	Zoned Coverage
Card (not folded)	\$25.80	\$26.88	\$25.78	\$26.88
4 Page Tab	30.62	32.30	30.59	32.30
4 Full/8 Tab	47.79	49.92	46.65	48.77
6 Full/12 Tab	57.75	60.50	56.59	59.39
8 Full/16 Tab	72.72	76.23	70.37	73.76
10 Full/20 Tab	84.89	88.96	81.96	85.84
12 Full/24 Tab	87.26	91.23	84.81	88.64
14 Full/28 Tab	90.58	94.98	88.08	92.40
16 Full/32 Tab	96.16	100.67	93.07	97.56
18 Full/36 Tab	101.23	106.01	98.22	103.06
20 Full/40 Tab	107.60	114.83	104.70	109.76
22 Full/44 Tab	114.03	121.48	110.44	115.68
24 Full/48 Tab	117.39	123.36	113.88	120.17

Any full run JCP and Sun will earn the more than 48 CPM rate.

PREPRINTS continued

Preprint sizes 26 Full/52 tab and larger will be quoted individually.

Mini-Tab - Any preprint measuring up to, and including 85 square inches per page. Billed 1/2 page count. Minimum of 8 mini pages to qualify.

Tab - Any preprint measuring between 85.125 and 131.5 inches per page.

Catalog - Any 4-page preprint or larger which is 50 square inches or less must be a minimum of 6" along the fold, less than 6" will receive a surcharge to cover hand insertion. Catalogs will be billed at actual page count. There is a minimum charge of \$750 for this size preprint.

Tri-Folds - Are opened up flat and measured at total size.

SPECIAL DISTRIBUTION

Various zone and combinations available. Ask your Advertising Representative for details. Minimum charge of \$175 to contract and non-contract advertisers regardless of number delivered.

As of 1-1-05

JCP Daily Distribution	35,000
JCP Sunday Distribution	40,000
TMC & Daily Distribution	65,000
TMC & Sunday Distribution	70,000

"Combination" preprint delivery using JCP and The Sun means we can reach subscribers and nonsubscribers. Minimum cost is \$175.

1,000 zoned TMC 8 page tabs will cost	\$175
2,000 zoned TMC 8 page tabs will cost	\$175
7,000 zoned TMC 8 page tabs will cost	\$456.68

All JCP runs count toward the preprint frequency discount

PREPRINT REQUIREMENTS

Multi-page and single card preprinted supplements are machine inserted in our plant daily and Sunday. Folded supplements should not exceed 10 1/2 inches x 11 1/2 inches. Cover page of each supplement may carry the line: "Supplement to Jackson Citizen Patriot" or "Newspaper Supplement", however, this is not mandatory. Pallet shipment to arrive prepaid 10 days prior to publication.

Inserts having more than 26 full pages and inserts on non-newsprint stock will be accepted and quoted individually. Preprint rates subject to change on 30-day written notice.

United States Postal regulations prohibit use of Bulk Rate permit stamp on newspaper inserts.

Please have all pre-printed inserts delivered to our warehouse at 615 Hupp Ave., Jackson, MI 49201, 517-787-2159.

13. SPECIAL DAYS & FEATURES

a. Special Days

Each day, seven days a week, the Jackson Citizen Patriot provides Local, State, Nation, World, Sports and Living Today news. In addition, on specific days, the following features are provided.

SUNDAY — Builders News, Business Section, Parade, Travel News, Color Comics, Weddings

MONDAY — Food, Community Journal, Money

TUESDAY — Business News, Kid News

WEDNESDAY — Business News, Health & Fitness

THURSDAY — In Town & Around Entertainment, At Home, Business News

FRIDAY — TV Magazine, Business News, Religious News, Real Estate Properties

SATURDAY — County Edge, Venture Outdoor

b. Special Features

A-1 STRIP AD — A one-inch full-color ad, available daily. Ask your sales representative for details.

SPECIAL SECTION FRONT PAGE STRIP AD — A one-inch full-color ad on the front cover of various special subject tabloids.

FULL-PAGE AD SALES — Periodically throughout the year The Jackson Citizen Patriot hosts full-page ad sales. These sales feature full page ad space offered at a discount rate available on special days to be determined. Ask your sales representative for details.

EATS & TREATS MAGAZINE — A special magazine featuring great places to eat. Prints twice a year with distribution in a Sunday paper.

MEDICAL DIRECTORY — A special magazine featuring information on a variety of medical practices throughout the Jackson community and surrounding areas.

14. MECHANICAL MEASUREMENTS

6 Column Format

Classified 10 Column Format

LAYOUT SIZE

All space billed to next half inch

Width — 11 5/8 inches

Depth — 21 3/4 inches

6 COLUMN BROADSHEET FORMAT

1 13/16 inch column, 1/8 inch space between columns

Page width 11 5/8 inches, depth 21 3/4 inches

Column Widths

1 col. - 1 13/16 inches	4 col. - 7 11/16 inches
2 col. - 3 13/16 inches	5 col. - 9 11/16 inches
3 col. - 5 3/4 inches	6 col. - 11 5/8 inches

Double Truck

24 1/8 inches wide x 21 3/4 inches depth

NOTE: All ads are shortened by 1/8 inch. This allows white space between each ad and prevents the border of one ad from touching the border of another ad.

5 COLUMN TABLOID FORMAT WIDTHS

1 col. - 1 13/16 inches	4 col. - 7 11/16 inches
2 col. - 3 13/16 inches	5 col. - 9 11/16 inches
3 col. - 5 3/4 inches	

3 COLUMN TV MAGAZINE FORMAT WIDTHS

1 13/16 inch column, 1/8 inch space between columns

Page width 5 1/2 inches, depth 9 3/4 inches

1 Col.	1 13/16 inches
2 Col.	3 13/16 inches
3 Col.	5 1/2 inches

10 COLUMN CLASSIFIED FORMAT

1 column	1 1/8 inches
2 column	2 1/4 inches
3 column	3 7/16 inches
4 column	4 5/8 inches
5 column	5 3/4 inches
6 column	6 15/16 inches
7 column	8 1/16 inches
8 column	9 1/4 inches
9 column	10 7/16 inches
10 column	11 5/8 inches

MECHANICAL MEASUREMENTS continued

PRINTING SPECIFICATIONS

*Single sheet size: 12 1/2" x 22 3/4"

*Photo composition, offset printing

*Camera-ready ads should have SOLID 5-7% highlight dots and/or SOLID 85-93% shadow dots.

*All halftones should be 85 line screens

*Camera work on a "camera-ready" ad for resizing purposes will lessen the quality of the ad.

*Camera-ready ads should have screens no finer than 20% for best reproduction

*Black and white photographs will always reproduce better than color prints

*Line shots and/or drawings should have FIRM lines no smaller than four-thousandths in width

*Reverse copy should be set in bold face type for best reproduction

*Color separations should be full color separations with no grey component reduction techniques used. Separations should be 100 line screen, 5-7% highlight dots and 85-93% shadow dots. Separations should be supplied in negative form on emulsion out, matte finish film.

ROP DEPTH REQUIREMENTS

Advertisements which are greater than 20 inches in depth but less than 22 inches in depth will be floated in space and charged for 22 inches depth.

For tabloids, ads more than 10" in depth will be charged for full-page depth of 11 1/2".

15. SPECIAL SERVICES

REPRODUCTION SERVICES

Veloxes (Halftones)

Up to 8" x 10" — \$6.00

8" x 10" thru full page — \$10.00

COLOR GLOSSY SOUVENIR PAGES (Up to full page) — \$75.00

16. CLASSIFIED RATES 10 COLUMN FORMAT

Recruitment Ads and Other Classifications will be online at mlive.com.

A. CLASSIFIED NON-CONTRACT COMMERCIAL TRANSIENT LINERS

Minimum 4-Lines

Rate Per Line Based on Number of Days

DAYS	1 or 2	3 or 4	5 or 6	7	8	9	10
4 - 14 Lines	\$2.49	\$2.04	\$1.89	\$1.78	\$1.74	\$1.62	\$1.46
OVER 14 Lines	2.18	1.92	1.79	1.74	1.66	1.54	1.39

CLASSIFIED NON-CONTRACT COMMERCIAL TRANSIENT CLASSIFIED DISPLAY

Rate Based on Number of Days

DAYS	1	2	3 or 4	5 or 6	7
Rate/Inch	\$30.52	\$15.21	\$7.51	\$4.81	\$3.60

Sunday CD	1st Day	\$ 2.10 an inch Surcharge
	2nd Day	\$1.05 an inch Surcharge
	3rd Day	.53 an inch Surcharge
The Sun	\$3.60 an inch if ad runs less than 3 times in JCP.	
	\$1.80 an inch if ad runs minimum of 3 times in JCP.	

B. CLASSIFIED YEARLY CONTRACT - SHORT TERM (Liner and Style Ads)

Rate Based on Number of Days — (All 7 Day runs include The Sun)

DAYS	1 or 2	3 or 4	5 or 6	7 plus SUN
4 - 14 Lines	\$2.10	\$1.63	\$1.44	\$1.11
15 - 56 Lines	1.81	1.62	1.34	1.08
57 - 140 Lines	1.69	1.42	1.31	1.06
141 - 280 Lines	1.54	1.36	1.28	1.02
281 & more Lines	1.44	1.31	1.27	1.00

CLASSIFIED YEARLY CONTRACT - SHORT TERM (Display Ads)

Rate Based on Number of Days

DAYS	1	2	3	4	5	6	7
4" - 10"	\$21.03	\$10.39	\$4.59	\$4.39	\$4.23	\$3.97	\$3.75
10.5" - 21.5"	19.08	9.50	4.20	4.02	3.95	3.78	3.62
22" - 55"	17.28	8.61	3.95	3.81	3.80	3.62	3.53
55.5" - 110"	15.53	7.72	3.59	3.47	3.45	3.26	3.18
OVER 110"	14.16	7.07	3.49	3.26	3.20	3.18	3.06

Sunday CD	1st Day	\$ 2.10 an inch Surcharge
	2nd Day	\$1.05 an inch Surcharge
	3rd Day	.53 an inch Surcharge
The Sun	\$3.60 an inch if ad runs less than 3 times in JCP.	
	\$1.80 an inch if ad runs minimum of 3 times in JCP.	

CLASSIFIED RATES continued

C. CLASSIFIED YEARLY CONTRACT RATES (Liner and Style Ads)

Minimum 4-lines per day for 52 weeks

Rate Based on Number of Days — (All 7 Day runs include The Sun)

DAYS	1 or 2	3 or 4	5 or 6	7 plus SUN
4 - 14 Lines	\$1.95	\$1.43	\$1.27	\$0.98
15 - 56 Lines	1.65	1.38	1.19	0.95
57 - 140 Lines	1.52	1.26	1.16	0.92
141 - 280 Lines	1.40	1.18	1.12	0.88
281 & more Lines	1.29	1.12	1.06	0.86

CLASSIFIED YEARLY CONTRACT RATES (Display Ads)

Rate Based on Number of Days

DAYS	1	2	3	4	5	6	7
4" - 10"	\$18.99	\$9.35	\$4.07	\$3.91	\$3.70	\$3.59	\$3.29
10.5" - 21.5"	16.98	8.42	3.83	3.70	3.35	3.25	3.18
22" - 55"	15.61	7.73	3.42	3.28	3.19	3.13	3.05
55.5" - 110"	13.82	6.84	3.19	3.06	2.95	2.90	2.84
OVER 110"	12.80	6.31	2.96	2.86	2.85	2.80	2.65

Sunday CD 1st Day \$ 2.10 an inch Surcharge
2nd Day \$1.05 an inch Surcharge
3rd Day .53 an inch Surcharge

The Sun \$3.60 an inch if ad runs less than 3 times in JCP.
\$1.80 an inch if ad runs minimum of 3 times in JCP.

D. BULK CONTRACTS*

At Least 44" Monthly — \$21.44 per inch

*Liners do not count towards contract fulfillment

E. ANNUAL BULK RECRUITMENT RATES (Includes The Sun and online)

	1st DAY	2nd-7th DAYS
1000 lines	\$3.50 per line	\$1.75 per line
2500 lines	3.39 per line	1.69 per line

F. THE SUN RATES

All Copy .45 Line

G. RECRUITMENT RATES FOR CLASSIFIED ADVERTISING

IN ONE WEEK	1st Day	2nd-7th Days
SUNDAY/DAILY	\$3.64 per line	\$1.82 per line

Recruitment ads are published online and in The Sun.

BOLD CHARGES AND BORDERS

- Bold charge is .50 per line per day, type must be a minimum of 8 pt. for bolding.
- Borders (2 pt.) on liners are available at a one-time cost of \$15.00 per order. Borders will add lines to the ad, which will be billed accordingly.
- Ad Attractors are billed per line at the appropriate open or contract rate.

NOTE: One inch of depth equals 14 billable units. (Actual printed lines may be fewer than billed, but is correct.)

H. COLOR CHARGES - The Jackson Citizen Patriot

	Full Page Ads	Less Than Full Page
1 color and black	\$143	\$326
2 colors and black	\$330	\$600
3 colors and black	\$380	\$796

NOTE: For pick-up Classified Display ads, the color charge is 50% of previous day's rate. (Not to exceed 75% off regular rate.)

COLOR CHARGES - The Sun

1 color and black	\$92
2 colors and black	\$162
3 colors and black	\$220

17. Real Estate PROPERTIES

Published every Friday in the Citizen Patriot and the following Tues. in The Sun.

Tabloid Ad Size:

Full Page
10 3/8" x 11 1/2" \$847

Half Page
10" 3/8 x 5 5/8" or 5 1/16" x 11 1/2" \$485

Quarter Page
5 1/16" x 5 5/8" \$275

Eighth Page
2 9/16" x 5 5/8" or 5 1/16" x 2 13/16" \$160

A. Deadlines

Space	Mondays 3:00 P.M.
Copy	Tuesday at noon
Proof Corrections	Thursday at Noon

B. Camera-ready discounts are available for those advertisers who qualify as follows:

Full-Page	\$49.00
Half-Page	\$24.00
Quarter-Page	\$11.00

TERMS

1. All local rates are noncommissionable
2. For Display and Classified contracts, amounts paid according to the terms of the contract (not later than the 15th day of the month following that in which advertising was published) will receive a 5% discount on all ROP related charges. All other charges are net 15th of the month following billing. PAYMENTS MUST BE RECEIVED AT THE JACKSON CITIZEN PATRIOT BY 15TH TO QUALIFY.
3. Payment is due upon receipt of the bill for non-contract advertisers.
4. For billing inquiries, please call (517) 768-4826.

ADVERTISING POLICIES

General

1. Publisher reserves the right, at its absolute discretion and at any time, to reject any advertising copy, whether or not it has been previously acknowledged and/or published.
2. The word "advertisement" will be placed with copy which, in Publisher's opinion, resembles editorial matter.
3. All restrictions, including without limitation, positioning, facings, editorial adjacencies or other stipulations are at the sole discretion of the Publisher.
4. Failure to publish copy as ordered or material typographical errors by Publisher shall entitle advertiser to credit for actual space of error, which credit shall be the sole remedy to advertiser.
5. Advertiser shall indemnify and save Publisher harmless from any loss or expense, including reasonable attorney fees, resulting from all claims of suits based on the contents of the copy submitted to Publisher and published.
6. The make-up and composition of the Jackson Citizen Patriot advertising and news content is the sole property of the Jackson Citizen Patriot and may not be reproduced without our expressed permission.
7. All display advertising takes the "run of the paper," unless otherwise specifically requested in each case. Every effort will be made to comply with the request but acceptance of the order does not imply a guarantee. No allowance will be made for advertisements appearing in other than requested positions, unless a guaranteed position charge has been made.
8. The terms and conditions shown on this rate card shall govern the relationship between Publisher and the advertisers. Unless expressly agreed to in writing by Publisher, no other terms or conditions in contracts, orders, copy, instructions or otherwise will be binding on the Publisher.
9. The Jackson Citizen Patriot does not accept "sequential liability." Payment for advertising orders placed by agencies are subject to terms and conditions established by the Publisher.

Contracts

1. To increase space and/or revenue commitments, contracts may be rewritten at any time without short-rate penalty. A discount will apply only for current month.
2. Unfulfilled contract commitments will be subject to a short-rate charge to the best rate earned for all space used.
3. Cancellation of any portion of an advertising contract by or on behalf of the advertiser automatically nullifies any rate protection. If a space discount has been deducted in paying for prior insertions on such a cancelled contract, the advertiser shall reimburse Publisher for any difference between the rate paid and the rate earned.
4. No space may be used or resold by the advertiser for the promotion, either directly or indirectly, of any business organization or enterprise other than that for which a contract is specifically written.
5. For Display and Classified contracts, amounts paid according to the terms of the contract (not later than the 15th day of the month following that in which advertising was published) will receive a 5% discount on all ROP related charges. All other charges are net 15th of the month following billing. PAYMENTS MUST BE RECEIVED AT THE JACKSON CITIZEN PATRIOT BY 15TH TO QUALIFY.

Rates

1. Retail rates apply to firms doing a retail to consumer business exclusively through their own retail outlet or outlets.
2. Rates may not be made retroactive, beyond current month.
3. Publisher reserves the right to revise the rates listed herein at any time upon 30 days written notice.
4. Orders which contain rates which vary from the rates listed herein shall not be binding on Publisher and may be inserted and charged for the actual schedule of rates.
5. For Display and Classified contracts, amounts paid according to the terms of the contract (not later than the 15th day of the month following that in which advertising was published) will receive a 5% discount on all ROP related charges. All other charges are net 15th of the month following billing.

PAYMENTS MUST BE RECEIVED AT THE JACKSON CITIZEN PATRIOT BY 15TH TO QUALIFY.

Credit

1. All advertisements are sold on cash in advance basis unless credit approval has been granted.
2. All political and going out of business advertising must be paid in advance.
3. Any amounts not paid when due shall be subject to a time price differential at the rate of 15% per annum. However, so long as the advertiser is not in default under any agreement with or obligation owing to the Jackson Citizen Patriot, the time price differential will be waived if payment in full is made within twenty-five (25) days after the month of insertion.

Check us out online

@

www.mlive.com

or

www.citpat.com

mlive
.com

Everything Michigan