

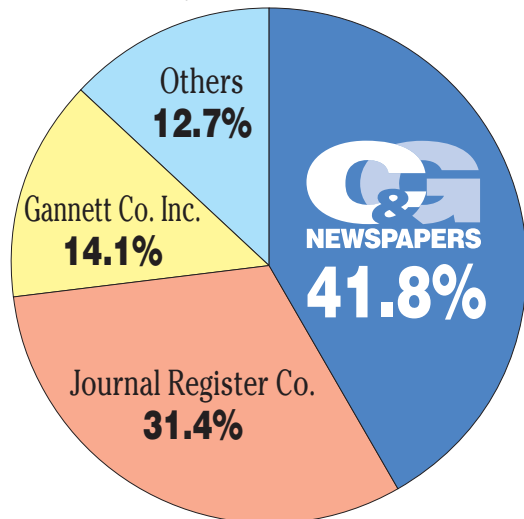
Discover the Power of Metro Detroit's Largest Weekly Newspaper Group



2006

suburban
detroit
market-
wise
retail
rates

Weekly Market Share



from Crain's 2005 Book of Lists

1st in Circulation

C&G Newspapers are delivered to over 605,000 homes each week, and ranked #1 by Crain's Detroit 2005 Book of Lists.

Best Weekly Market Share

C&G Newspapers has 41.8%. That's better than any daily or weekly paper in the Detroit market.

Better ROI

C&G Newspapers provides you with an efficient and affordable way to target just the coverage you need with no waste. Pick from 18 editions or 61 zip codes.

Reliable Delivery

100% household coverage to 42 communities by the U.S. Post Office assures your ad or preprint arrives safe and dry every week.

Local Papers, Local News and Loyal Readers

Best local news: 22 Michigan Press Association awards including "best news story" and "best sports feature".

Readers that spend: 78.1% of our market "frequently purchases products or services from ads they've seen in C&G Newspapers".

Loyal readers: 79.1% of our market "read or looked through a C&G newspaper".
45% of our readers keep their papers in the home for at least a week.

Smart readers: 65% of our readers have attended, or graduated from college.

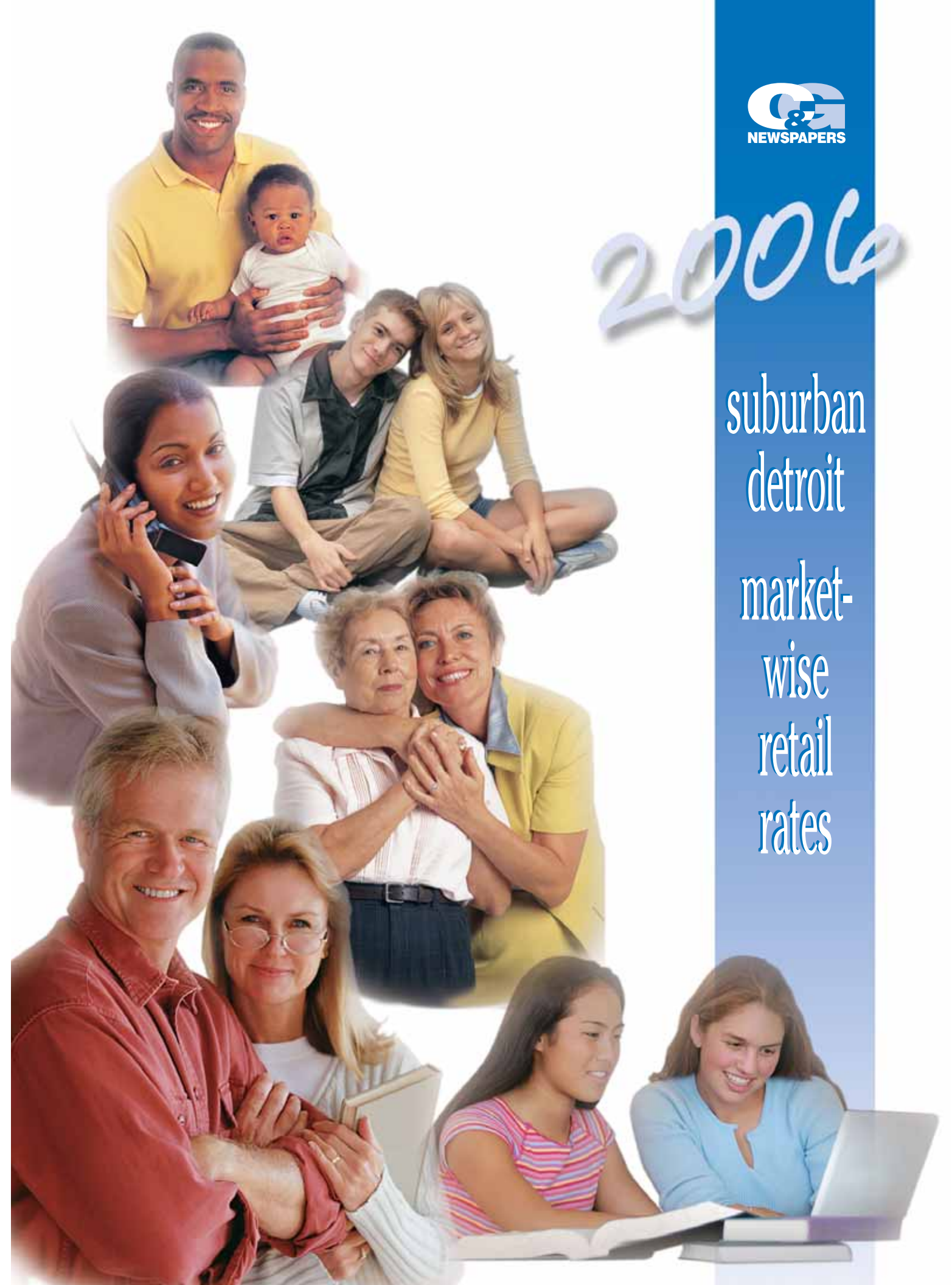
Readers ready to buy: "during the next 12 months"... Automobiles 27%, Vacations 59%
Furniture/Home Furnishings 37%, Major Home Appliances 23%,
Home Improvement/Supplies 41%, Carpet/Flooring 19%.

CVC readership study 9-30-04

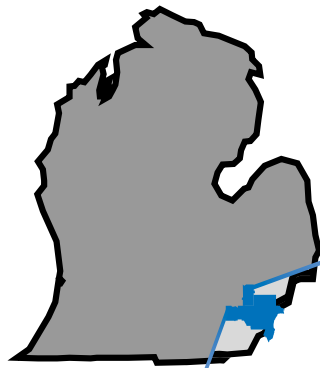


Advertiser Times • Birmingham-Bloomfield Eagle • Eastsider • Fraser-Clinton Chronicle • Grosse Pointe Times • Journal
Macomb Chronicle • Madison-Park News • Rochester Post • Royal Oak Review • St. Clair Shores Sentinel • Shelby-Utica News
Southfield Sun • Sterling Heights Sentry • Troy Times • Warren Weekly • West Bloomfield Beacon • Woodward Talk

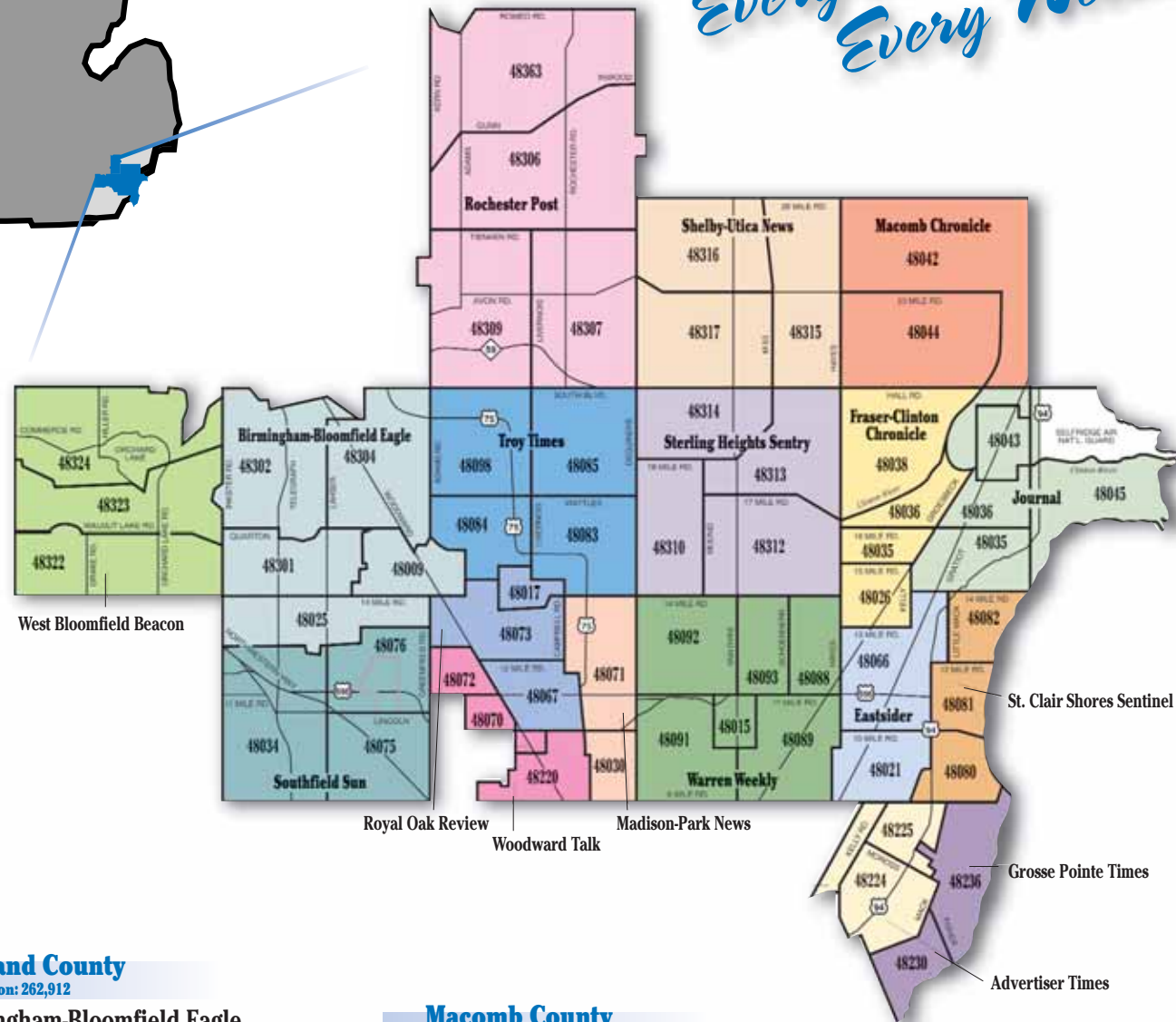
13650 11 Mile Road • Warren, MI 48089 • 586-498-8000 • Fax: 586-498-9631 • www.candgnews.com



Mid-week Coverage:



Every Home, Every Week!



Oakland County

Circulation: 262,912

Birmingham-Bloomfield Eagle

Birmingham, Bloomfield Hills, Bloomfield Twp., Franklin Village, Bingham Farms, Beverly Hills • Circulation: 37,836

Madison-Park News

Madison Heights & Hazel Park • Circulation: 20,886

Rochester Post

Rochester, Rochester Hills & Oakland Twp. • Circulation: 42,135

Royal Oak Review

Royal Oak & Clawson • Circulation: 37,085

Southfield Sun

Southfield & Lathrup Village • Circulation: 42,759

Troy Times

Troy • Circulation: 32,051

West Bloomfield Beacon

West Bloomfield & Orchard Lake • Circulation: 26,994

Woodward Talk

Ferndale, Berkley, Huntington Woods & Pleasant Ridge • Circulation: 23,166

Macomb County

Circulation: 293,464

Eastsider

Eastpointe & Roseville • Circulation: 33,889

Fraser-Clinton Chronicle

Fraser & Clinton Twp. • Circulation: 33,609

Journal

Mt. Clemens, Clinton & Harrison Twp. • Circulation: 33,746

Macomb Chronicle

Macomb Twp. • Circulation: 24,551

St. Clair Shores Sentinel

St. Clair Shores • Circulation: 27,914

Shelby-Utica News

Shelby Twp. & Utica • Circulation: 29,003

Sterling Heights Sentry

Sterling Heights • Circulation: 50,523

Warren Weekly

Warren & Center Line • Circulation: 60,229

Wayne County

Circulation: 49,481

Advertiser Times

Harper Woods & Northeast Detroit • Circulation: 29,924

Grosse Pointe Times

All Five Grosse Pointes • Circulation: 19,557

Total Circulation

605,857 10/5/05



Postal receipts

Retail Rates:

Recommended Zones

Full Run					
18 Papers • Circulation: 605,857					
Col. Inch	Open	3 x	13 x	26 x	
40-55	241.38	222.82	204.25	185.68	
30-39	248.07	228.99	209.91	190.83	
20-29	280.08	258.54	236.99	215.45	
15-19	290.26	267.93	245.60	223.28	
10-14	320.72	296.05	271.38	246.71	
Full Color: \$3,230 • Spot Color \$1,275					

Oakland					
8 Papers • Circulation: 262,912					
Col. Inch	Open	3 x	13 x	26 x	
40-55	111.96	103.96	95.96	87.97	
30-39	114.91	106.70	98.50	90.29	
20-29	130.61	121.28	111.95	102.62	
15-19	134.94	125.30	115.66	106.02	
10-14	150.74	139.97	129.21	118.44	
Full Color: \$1,895 • Spot Color \$725					

Macomb - Wayne					
10 Papers • Circulation: 342,945					
Includes Grosse Pointes					
Col. Inch	Open	3 x	13 x	26 x	
40-55	147.99	137.42	126.85	116.28	
30-39	152.24	141.37	130.50	119.62	
20-29	171.02	158.80	146.59	134.37	
15-19	177.65	164.96	152.27	139.58	
10-14	194.65	180.75	166.84	152.94	
Full Color: \$2,150 • Spot Color \$850					

Individual Newspapers

Col. Inch	St. Clair Shores Sentinel	The Eastsider	Warren Weekly	Sterling Heights Sentry	Shelby-Utica News	Fraser-Clinton Chronicle	Macomb Chronicle	The Journal	Grosse Pointe Times	Advertiser Times	Madison-Park News	Troy Times	Birmingham-Bloomfield Eagle	Royal Oak Review	Woodward Talk	West Bloomfield Beacon	Southfield Sun	Rochester Post
40-55	22.11	22.11	28.93	23.10	17.05	22.11	13.64	22.11	17.60	22.66	15.18	19.80	22.11	22.11	15.18	19.80	22.88	22.88
30-39	22.79	22.79	29.92	24.08	17.26	22.79	13.82	22.79	17.93	23.33	15.34	20.30	22.79	22.79	15.34	20.30	23.65	23.65
20-29	26.52	26.52	32.38	27.69	18.85	26.52	14.27	26.52	18.42	26.63	15.87	23.43	26.52	26.52	15.87	23.43	27.48	27.48
15-19	26.84	26.84	34.19	29.39	20.02	26.84	15.34	26.84	19.81	27.69	17.04	24.07	26.84	26.84	17.04	24.07	28.44	28.44
10-14	28.54	28.54	36.74	33.23	22.68	28.54	18.21	28.54	23.54	29.50	20.24	27.69	28.54	28.54	20.24	27.69	31.20	31.20

Multiple Paper

Discounts

	Frequency			
	1x	3x	13x	26x
4-7	25%	30%	35%	40%
8-11	30%	35%	40%	45%
12-18	35%	40%	45%	50%

Frequency

Published weekly Wednesday/Thursday

Space Deadline: Thursday 9 a.m., Copy Deadline: Friday 12 p.m.

Color Charges Spot Color: \$130 per paper Full Color: \$390 per paper
Multiple paper & frequency discounts also apply to color charges.

Mechanical Requirements:

Tabloid Format

Main news, Arts & Entertainment, Sports, Extra
Full page size= 5 column x 11" (10" x 11"), 55 col. inches.
Ads over 9" in depth will be billed to full depth of 11".

Broadsheet Section

(Transportation, Recruitment, and Classifieds)
6 column x 20" • Page size= 11" x 20" (Call for rates)

Column Width Inches

1 Column:	1 1/8"
2 Column:	3 1/16"
3 Column:	5 1/16"
4 Column:	8"
5 Column:	10"

Printed Offset, 100 line screen. Ads submitted should be done as an electronic file in PDF format with fonts embedded. We accept QuarkXPress (include all images and fonts), Adobe Photoshop, Adobe Illustrator. Media: 100 MB zip disk, CD Rom. Photo images should be saved in tiff format with a resolution of 200 dpi. EMAIL: artroom@candnews.com • ADSEND: MICWG

Preprinted Inserts are direct mailed by zip code every mid-week to over 605,000 homes. Cost determined by weight, volume and frequency, single sheet rates start at \$33/M. Minimum purchase one zip code. Reservation and material deadline is one week prior to publication. Circulation updated monthly, call for current distribution and price quote. Send skid packed material to: **Michigan Web Press, 10450 Enterprise Drive, Davisburg, MI 48350.**