



**Our Mission:**  
 "Serve as Trenton's preferred source for hometown news and information."



# Trenton TRIB

OUR HOMETOWN NEWSPAPER



## GOODFELLOWS EDITION!

The Trenton Trib is partnering with the Trenton Goodfellows this year to produce the annual Goodfellows Newspaper, which is a key element of the group's fund drive to help Trenton families in need at the holidays. All proceeds collected in the citywide door-to-door delivery will help the cause. The Trib also has pledged to donate 5% of gross advertising sales from this **SPECIAL ISSUE** to the Goodfellows. Just like with our May Citywide Issue, we will print 10,000 copies. The Goodfellows will deliver 8,000 of those copies directly to Trenton households as well as sell additional copies at various businesses. Special citywide rates are below. All current 6x advertisers are entitled to add this issue to their fall promotional plans at **HALF PRICE**.

### AD RATES

96" page, 6 columns (10") wide by 16" deep  
 Open Rate: \$10 per column inch  
 all rates are net  
**COLOR AVAILABLE FOR AN ADDED COST**

- Business Card (4") \$40.00**  
 (3 5/16 wide x 2" deep -OR- 1 1/2" wide x 4" deep)
- Sixteenth Page (6") \$60.00**  
 (3 5/16 wide x 3" deep -OR- 1 1/2" wide x 6" deep)
- Eighth Page (12") \$100.00**  
 (5" wide x 4" deep -OR- 3 5/16" x 6")
- Quarter Page (24") \$200.00**  
 (5" wide x 8" deep -OR- 10" wide x 4" deep)
- One-third Page (32") \$260.00**  
 (3 5/16" wide x 16" deep -OR- 6.75" wide x 8" deep)
- Half Page (48") \$390.00**  
 (10" wide x 8" deep -OR- 5" wide x 16" deep)
- Two-third Page (64") \$520.00**  
 (6.75" wide x 16" deep -OR- 10" wide x 10 2/3" deep)
- Full Page (96") \$760.00**



**DISTRIBUTION DATE: NOV. 18**

**CALL**

**(734) 676-0850**

**or email [info@trentontrib.com](mailto:info@trentontrib.com)**



**DEADLINE: NOV. 1**

## DETAILED PRINT AD RATES WITH MULTISSUE DISCOUNTS

**96" page, 6 columns (10") wide by 16" deep**  
**Open Rate: \$5 per column inch**  
*All rates are net; AD DEADLINE is the 15th of each month*

**Business Card (4") \$20.00 per issue**  
*(3 5/16 wide x 2" deep -OR- 1 1/2" wide x 4" deep)*  
3 Month Commitment — \$19.00 per issue  
6 Month Commitment — \$18.00 per issue

**Sixteenth Page (6") \$30.00 per issue**  
*(3 5/16 wide x 3" deep -OR- 1 1/2" wide x 6" deep)*  
3 Month Commitment — \$28.50 per issue  
6 Month Commitment — \$27.00 per issue

**Eighth Page (12") \$50.00 per issue**  
*(5" wide x 4" deep -OR- 3 5/16" x 6")*  
3 Month Commitment — \$47.50 per issue  
6 Month Commitment — \$45.00 per issue

**Quarter Page (24") \$100.00 per issue**  
*(5" wide x 8" deep -OR- 10" wide x 4" deep)*  
3 Month Commitment — \$95.00 per issue  
6 Month Commitment — \$90.00 per issue

**One-third Page (32") \$130.00 per issue**  
*(3 5/16" wide x 16" deep -OR- 6.75" wide x 8" deep)*  
3 Month Commitment — \$123.50 per issue  
6 Month Commitment — \$117.00 per issue

**Hall Page (48") \$195.00 per issue**  
*(10" wide x 8" deep -OR- 5" wide x 16" deep)*  
3 Month Commitment — \$185.25 per issue  
6 Month Commitment — \$175.50 per issue

**Two-third Page (64") \$260.00 per issue**  
*(6.75" wide x 16" deep -OR- 10" wide x 10 2/3" deep)*  
3 Month Commitment — \$247.00 per issue  
6 Month Commitment — \$234.00 per issue

**Full Page (96") \$380.00 per issue**  
*(10" wide x 16" deep)*  
3 Month Commitment — \$360.00 per issue  
6 Month Commitment — \$342.00 per issue

## WEB SITE AD DISCOUNTS

- Home page TOP Banner: **\$990 for 12 months (SAVE \$198)**
- Home page SIDE Banner **\$690 for 12 months (SAVE \$138)**
- **10 percent off** on all interior ads with a 12-month commitment.

**Email: [info@trentontrib.com](mailto:info@trentontrib.com)**



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**PUBLISHED MONTHLY**

**CONVENIENTLY AVAILABLE AT MORE THAN 50 AREA LOCATIONS:** Baxter's, The Beach Inc. Tanning & Swimwear, Cada's Barber Shop, Casa Del Vino, Charly's Marathon, City Hall, Colors By Kim, CVS (King), CVS (West), Czar's Sub Shop, Dan's Barber Shop, 5/3 Bank, The Framery, Fratello's, Hawaiian Island, Dr. Jackson, Jerzey's, Jet's, Josephine Ford Cancer Center (Allen Road), Kennedy Recreation Center, King's Mobil, Labadie's, Lighthouse of Trenton, M & M Printing, McDonald's (West), McDonalds (Van Horn), Mom's Restaurant, Mr. Nick's, N.A. Mans, Old's Flower Shop, PNC (West), Ramsey's Coney Island, Riverside Sav-Mor, Metro Shores Credit Union, Papa Romano's, Parkway Lanes, PNC (West), Rehab Connection, Savannah's, Sibley Gardens, Shore to Shore Credit Union, 7-11 (Grange), 7-11 (King), State Farm (West), 3 Coins, Tim Hortons, Trenton Bowling, Timber's, TVs Deli-Diner, Veteran's Memorial Library, Walgreen's, West-Grange Sav-Mor, Westfield Center.

**WE ALSO ARE DOING HOME DELIVERY OF AT LEAST 1,000 COPIES OF EACH ISSUE TO TRENTON HOMES ON AN ALTERNATING BASIS TO NEIGHBORHOODS THROUGHOUT THE COMMUNITY.**

**THINK GREEN ... AND SHARE YOUR COPY OF THE TRIB WITH YOUR NEIGHBORS AND FRIENDS!**

## PRINT EDITION INSIDE COLOR RATES:

**Spot Color: \$75 Full Color: \$125**

**Flier Inserts:  
\$50 per 1,000**

**Bulletin Board Ads:  
\$5 for 15 words max**

**Standard mail and PDF subscriptions available**

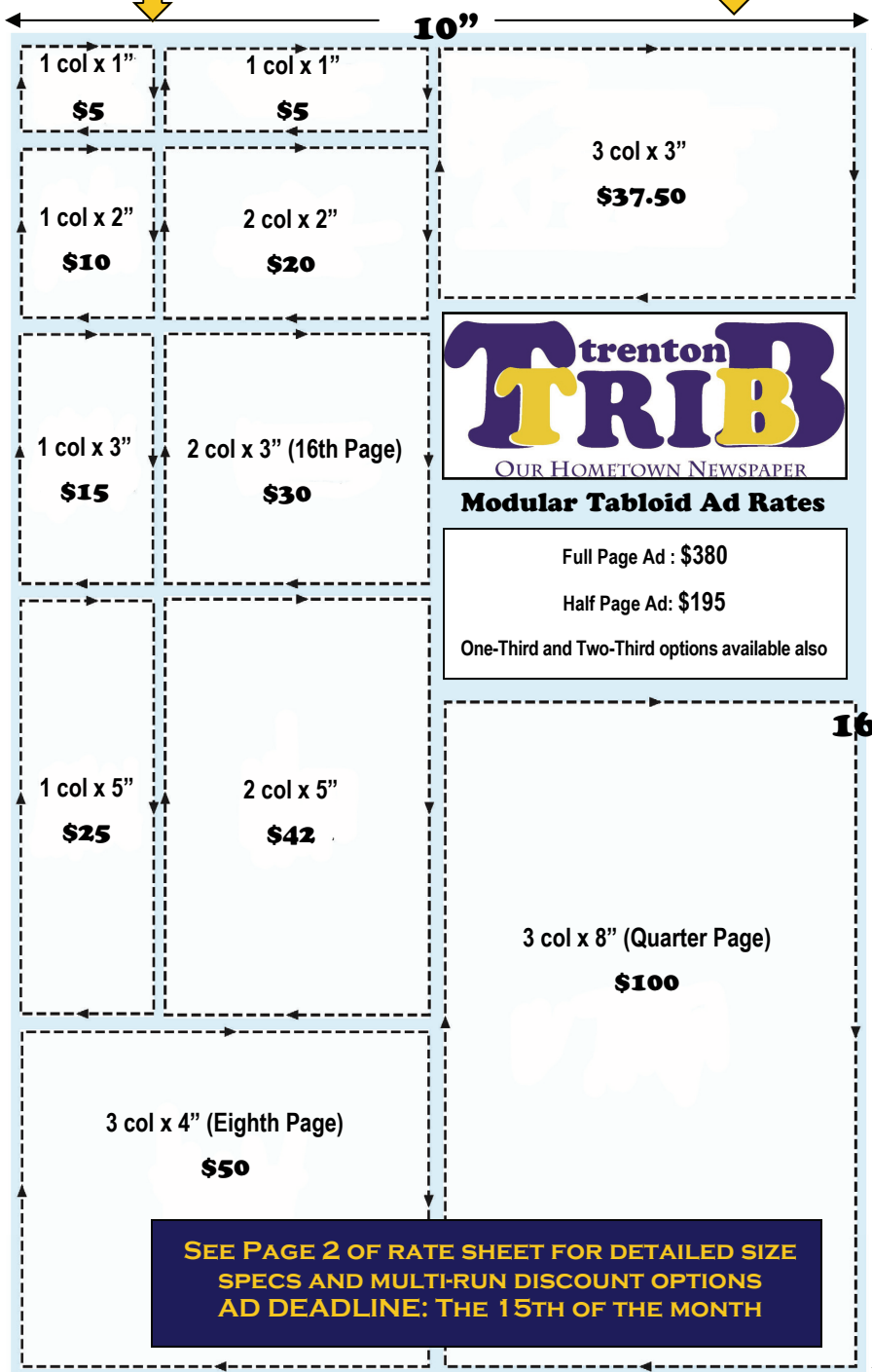
**(734) 676-0850**

**Online: [www.trentontrib.com](http://www.trentontrib.com)**

# Get seen online and on newsprint with one simple ad buy!

Trenton Trib Web site banner ads with link to **your site!**  
(click here) → **\$29-\$99 per month**

## PRINT EDITION AD!



**Modular Tabloid Ad Rates**

Full Page Ad : \$380  
Half Page Ad: \$195  
One-Third and Two-Third options available also

**SEE PAGE 2 OF RATE SHEET FOR DETAILED SIZE SPECS AND MULTI-RUN DISCOUNT OPTIONS  
AD DEADLINE: THE 15TH OF THE MONTH**

**facebook** ← **Extra!**  
**twitter** **Extra!**  
**LinkedIn** Email &  
**YouTube** Internet  
social  
media  
marketing  
**Read all about it!**

**End the guessing games!**

## WEB & PRINT AD COMBOS

All print advertisers will be part of a monthly listing on the Web site after each issue they run an ad in....but wait, there's more! A one-year commitment to the Web site earns an extra 5 percent off any one-time or multi-run ad.

## FRONT PAGE PREMIUM COLOR POSITION SPECIALS

- Grab the top-of-the front "Eyeball" position for \$99 monthly OR \$999 for 12 months — a **\$198 savings!**
- Go "Centerstage" at the bottom of the front for \$149 monthly OR \$1,490 for 12 months — a **\$298 savings!**
- Sit "Stage Right" at the bottom of the front for \$79 monthly OR \$790 for 12 months — a **\$158 savings!**

## PRE-PAY DISCOUNT

Trenton Trib advertisers who prepay for their ads will receive an a 2 percent discount on their total purchase commitment. The savings multiply when you take advantage of discounts available by buying ads on a multi-month basis. Convenient payment options are available via PayPal or most major credit cards.

