



WEB & PRINT AD RATES 2012

Localized Multi-Media Marketing All In One Spot!

- Web site banner and business card ads with links.
- Between 3,500 and 4,100 copies printed each month and conveniently available throughout town.
- Constant Contact supported email marketing.
- We help network and promote our advertisers to success via the leading social networking sites.



**"The Eyeball" - \$99
w/ full color**



**PREMIUM
PAGE 1 & 3
POSITIONS!**

**MULTIRUN
DISCOUNTS!**

**ENTIRE Lower Panel
Page 1 (Color) \$299
Page 3 (B&W) \$199**

**"Center Stage" - \$149
w/ full color**

**"Stage Right" - \$79
w/ full color**



Standard Size Rate Examples:

*Rates are monthly, for both
Web and Print publications*

WEB SITE BANNER ADS:

Home page: \$99 per month (top),
\$69 (side) Interior: \$29-\$49

IN PRINT: (monthly)

Business Card — \$20 per month
Sixteenth Page — \$30
Eighth Page — \$50
Quarter Page — \$100
One-third Page — \$130
Half Page — \$195
Two-third Page — \$260
Full Page — \$380



**MORE DETAILED AD
RATE AND SPEC INFO
ON BACK OF SHEET**

(734) 676-0850

info@trentontrib.com

www.trentontrib.com

MAIL PAYMENT TO:

Trenton Trib
P.O. Box 213
Trenton, MI 48183

**DEADLINE:
THE 15TH OF EACH
MONTH**

RATES FOR COLOR, FLIER INSERTS
AND CLASSIFIED ADS ON BACK OF SHEET

**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



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

CONVENIENTLY AVAILABLE AT MORE THAN 60 AREA LOCATIONS: Alterations & Sew Much More, Animal Crackers, The Beach Inc. Tanning & Swimwear, Beverage Express, Bovitz CPA, Bretton Village, Busters, Cada's Barber Shop, Café West, Casa Del Vino, Charly's Marathon, City Hall, Colors By Kim, CVS (King), CVS (West), Czar's Sub Shop, DADBA, Dan's Barber Shop, Expert Heating & Cooling, 5/3 Bank, The Framery, Fratello's, Frost Insurance, Good Shepherd Credit Union, Hawaiian Island, Dr. Chamberlain, Dr. Jackson, Jerzey's, Jet's, Josephine Ford Cancer Center (Allen Road), Jocks & Associates, Kennedy Recreation Center, King's Mobil Mart, Lighthouse of Trenton, M&M Printing, Metro Shores Credit Union, Mom's Restaurant, Mr. Nick's, N.A. Mans, Oakwood Physical Rehab (W. Jefferson), Old's Flower Shop, Papa Romano's, Parkway Lanes, PC Guru, PNC (West), Riverside Sav-Mor, Shore to Shore Credit Union, Round House BBQ, Savannah's, The Shirtery, Sibley Gardens, 7-11 (Grange), 7-11 (King), Slick Disc, State Farm (West), 3 Coins, Tim Hortons, Timber's, Trenton Athletic Club, Trenton Towers, TVs Deli-Diner, Ultimate Health Systems, Veteran's Memorial Library, Walgreen's, Wandering Minstral, 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 A ROTATING BASIS TO NEIGHBORHOODS THROUGHOUT THE COMMUNITY.

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

Color: \$125

Biz Card Ads: \$20

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

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

Mail subscriptions also available

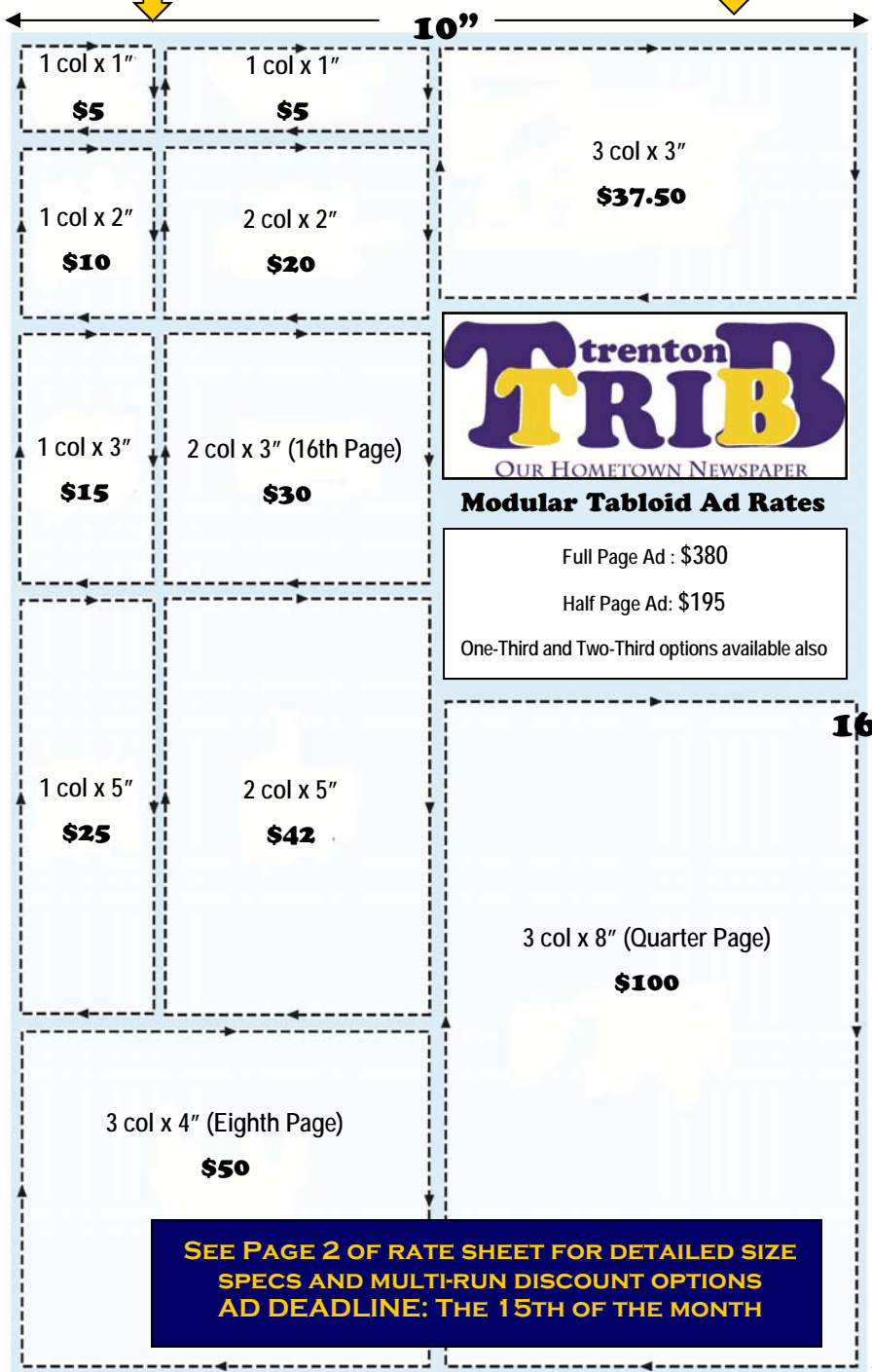
(734) 676-0850

Online: 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!



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....our advertisers also get frequent mentions on our Facebook posts as well.

FRONT PAGE PREMIUM COLOR POSITION MULTI-RUN OPTIONS

- 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!**
- COLOR INCLUDED IN ALL FRONT PAGE AD PRICING!**

PRE-PAY DISCOUNT

Advertisers who prepay their "**multirun**" (3x or 6x) ad programs receive a **2 percent** discount on their total purchase commitment. Convenient payment options are available via **PayPal** or most **major credit cards**.

