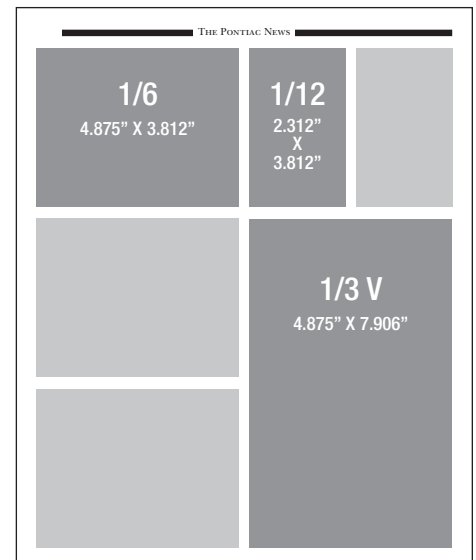
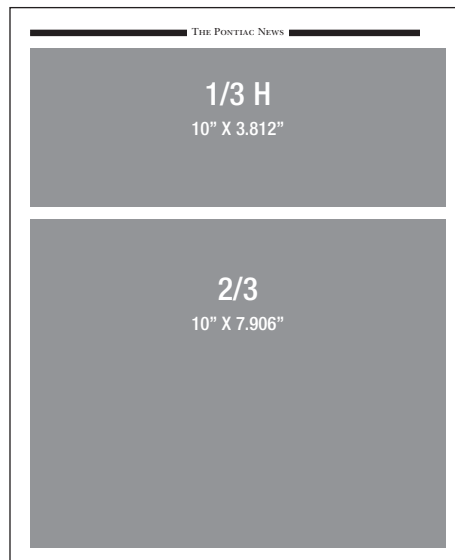
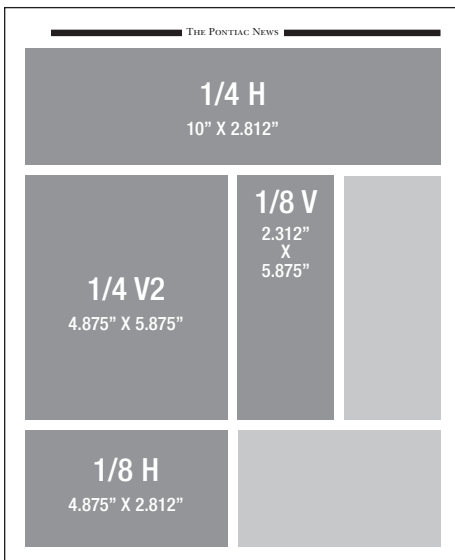
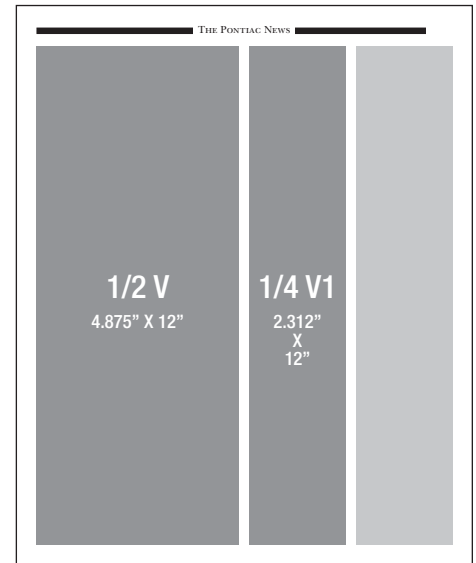
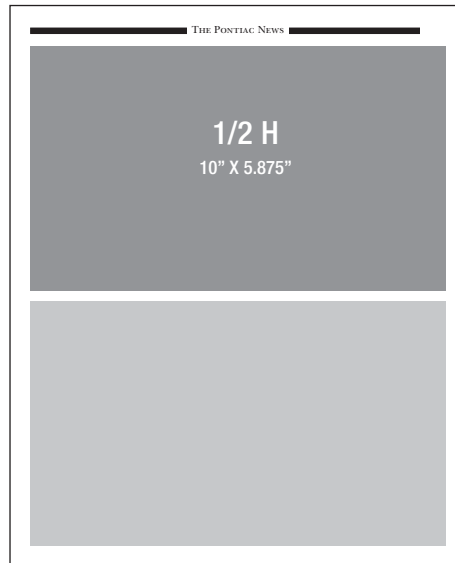
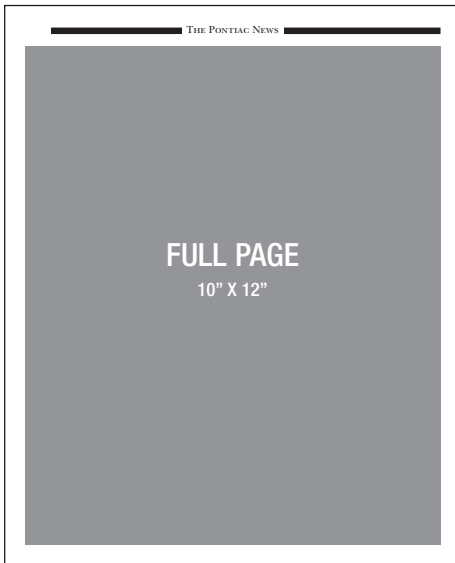


The Pontiac News

ADVERTISING DIMENSIONS



Size

Full Page
 2/3 Horizontal
 1/2 Horizontal
 1/2 Vertical
 1/3 Horizontal
 1/3 Vertical
 1/4 Horizontal
 1/4 Vertical 1
 1/4 Vertical 2
 1/6 Horizontal
 1/8 Horizontal
 1/8 Vertical
 1/12 Vertical
 Business Card
 Classified Ads
 Business Directory

Dimensions

10" x 12"
 10" x 7.906"
 10" x 5.875"
 4.875" x 12"
 10" x 3.812"
 4.875" x 7.906"
 10" x 2.812"
 2.312" x 12"
 4.875" x 5.875"
 4.875" x 3.812"
 4.875" x 2.812"
 2.312" x 5.875"
 2.312" x 3.812"
 3.5" x 2"

Black & White

\$800
 \$700
 \$525
 \$525
 \$450
 \$450
 \$300
 \$300
 \$300
 \$250
 \$200
 \$200
 \$100
 \$60
 40¢ per word
 \$75

Color

\$1,000
 \$900
 \$725
 \$725
 \$600
 \$900
 \$500
 \$500
 \$500
 \$425
 \$350
 \$350
 \$250
 \$75

Contract Discounts

4x	4%
8x	8%
12x	12%
16x	15%
20x	20%
24x	25%
26x	30%

Advertising Inserts

Ask about placing custom inserts in The Pontiac News that will have a great impact on your customers. We have affordable rates!

A news source with a local flavor.