

CASS RIVER TRADER

Direct Mailed Every Saturday!

Circulation

Reach 34,430 Homes Every Saturday!

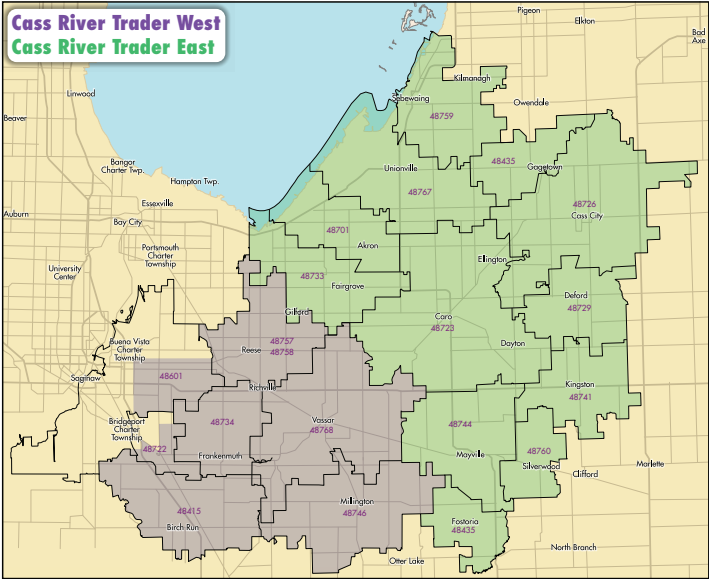
Cass River Trader Zip Codes

East

West

Akron 48701602
 Fairgrove 48733.....780
 Unionville. 48767.....607
 Sebewaing 48759 1,695
 Gageton 48435 422
 Cass City 48726 2,818
 Deford 48729.....610
 Caro 48723..... 5,666
 Kingston 48741 878
 Silverwood/Clifford 48760..... 557
 Mayville 48744..... 2,077
 Fostoria 48435..... 855

Reese 48757 1,613
 Richville 4875869
 Vassar 48768 4,341
 Millington 48746..... 3,529
 Frankenmuth 48734
 3,864
 Birch Run 48415 2,410
 Bridgeport Charter Township
 48722.....450
 Buena Vista Charter Township
 48601.....575



The Only Total Market Coverage Free Weekly Publication in Tuscola County and the Cass River Valley.
DIRECT MAILED EVERY SATURDAY

ROP RATES		
	1 Edition	P/U 2 Edition
Retail Open	17.30 pci	12.30 pci
Front Page 6 col. x10" (10"x10")	\$790	\$500
Back Page 6 col. x12" (10"x12")	\$650	\$500
Hot Spots 2.88"x2.44"	\$95	\$65

Color Rates

ROP color is offered as available. No minimum size is required.
 Full Color \$ 125.00

Deadline ROP - Wednesday 5pm

Camera ready ads - E-mail: ads@tcadvertiser.com. Photos and graphics in JPEG format. Complete ads in PDF format with all fonts embedded and if your ad is in color, make sure the PDF is produced as CMYK color.