

## How do I count words?

Telephone number, including area code is counted as one word. Addresses including house number, street and direction or box number and route number count as two words. The name of a city, state and ZIP code count as one word. Web site addresses count as one word.

## How are the ads formatted?

Mich-CAN ads are line ads only that are sent to newspapers in 10-point type using the Arial Narrow font in justified aligned type. However, each participating newspaper reserves the right to resize and / or re-typeset the ads to their liking. The first three or four words of your ad will be displayed in bold and all caps. All bold and all caps may be requested for the entire ad at an additional cost. Unfortunately, requests for borders and centering can not be met.

## Can I place my ad in selected newspapers?

Mich-CAN ads are sent to all of the participating newspapers. Advertisers cannot pick and choose in which newspapers they want their ad to appear.

## Does Mich-CAN offer discounts?

Yes. Discounted rates of 10%, 15% and 25% are available for advertisers who sign contracts for 12, 26 and 52 weeks respectively. By signing a contract, advertisers are required to run their ad on a weekly basis and will receive the discount per week on their advertising cost. Advertisers may change their ad copy at any time during the contract period. Cost is subject to change if additional words are added. If the contract is broken, the advertiser is responsible for the difference between the discounted price and regular price of each ad run. To receive a contract, contact MNI at 517.372.2424.

## Can I receive tearsheets?

Due to the large number of newspapers in the network, tearsheets are not provided. If tearsheets are a condition of advertising, we will provide you with an affidavit that states your ad was sent to the participating newspapers for the requested date.

## My ad didn't get a response. Can I get a refund?

Mich-CAN cannot guarantee the response received by advertisers. Effective advertising involves many factors including frequency, consumer interest, etc. Mich-CAN is not responsible if your ad does not generate the results you envisioned.

**Payment must be received before we can place your ad!**

Name: \_\_\_\_\_ Company: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Credit Card #: \_\_\_\_\_  
Placing Newspaper (if applicable): \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Week(s) ad is to run: \_\_\_\_\_ (Ad copy **with payment** must be received by Tuesday at NOON to be published the following week)

Simply send your typewritten or printed ad along with payment to either Michigan Newspapers, Inc. or one of the participating Mich-CAN newspapers. Ads are sent to newspapers camera-ready each Tuesday and are uploaded on the Michigan Press Association web site at [www.michiganpress.org](http://www.michiganpress.org) each Monday. If you miss that week's deadline, your ad **WILL NOT** be sent out or uploaded until the following week. Payment must accompany ad copy in the form of a cashier's check or money order, or you may call us at 517.372.2424 to pay with your credit card. Ad copy **WILL NOT** be taken over the phone under any circumstances.

Due to the number of newspapers in the network, tearsheets are not provided. If tearsheets are a condition of advertising, we will provide you with an affidavit that states your ad was sent to the participating newspapers for the requested date.

Mich-CAN cannot guarantee the response received by advertisers. Effective advertising involves many factors including frequency, consumer interest, etc. Michigan Newspapers, Inc. monitors the participating newspapers to ensure that they are running Mich-CAN ads at least 90 percent of the time.

Please contact the participating newspaper in your area or call Michigan Newspapers, Incorporated at 517.372.2424. For other contact information, please see inside this brochure.



# Michigan Classified Advertising Network

Market your company, product or service across Michigan quickly and easily. Put your advertising dollars to work throughout Michigan's participating newspapers. We can help you reach potential customers across the state for one low price with our one order, one bill, one check service. Your ad will also appear on our web site at [www.michiganpress.org](http://www.michiganpress.org).

**See inside for details!**

827 N. Washington Ave.  
Lansing, MI 48906-5199  
Phone: 517.372.2424  
Fax: 517.372.2429  
[www.michiganpress.org](http://www.michiganpress.org)

**MPA**  
MICHIGAN PRESS ASSOCIATION

The Michigan Statewide Classified Advertising Network (Mich-CAN) is a program that provides advertisers statewide placement of their classified ads in Michigan newspapers.

The network allows your company a quick, efficient and easy way to market products or services across Michigan – all for a very reasonable price.

Mich-CAN offers the widest exposure in classified advertising for your money. The network circulation is over 1.8 million and readership is almost 4 million. Your 25-word classified ad will run one time throughout our network of more than 140 participating newspapers.

For more information on Mich-CAN advertising, please contact:

Roselie Spencer  
Media Specialist  
827 N. Washington Ave.  
Lansing, MI 48906-5199  
Phone: 517.372.2424  
Fax: 517.372.2429



All ads subject to final approval

For only \$299\*, run your ad in these newspapers:

**Dailies**

Adrian, *Daily Telegram*  
Alpena News  
Bad Axe, *Huron Daily Tribune*  
Big Rapids, *The Pioneer*  
Cadillac News  
Cheboygan *Daily Tribune*  
Coldwater, *The Daily Reporter*  
Detroit *Legal News*  
Dowagiac *Daily News*  
Grand Haven *Tribune*  
Greenville, *The Daily News*  
Hillsdale *Daily News*  
Howell, *Livingston County Daily Press & Argus*  
Ionia, *Sentinel-Standard*  
Ironwood, *The Daily Globe*  
Ludington, *Daily News*  
Manistee *News-Advocate*  
Midland, *Daily News*  
Monroe *Evening News*  
Mt. Clemens, *The Macomb Daily Niles Daily Star*  
Petoskey *News-Review*  
Royal Oak, *Daily Tribune*  
Sault Ste. Marie, *Evening News*  
Sturgis *Journal*  
Three Rivers, *Commercial-News*  
Traverse City *Record-Eagle*  
**Total Daily Newspapers:..... 27**  
**Daily Readership:..... 1,224,557**

**Weeklies**

*Albion Recorder*  
Algonac/Marine City, *The Downriver Voice*  
Allegan, *The Allegan County News*  
Baldwin, *Lake County Star*  
Bellaire, *Antrim County News*  
Bellaire, *Antrim Review*  
The Belleville *Enterprise*  
Berkley/Huntington Woods, *The Mirror*  
Birmingham *Eccentric*  
Boyne City, *The Citizen-Journal*  
Bronson *Journal*  
Buchanan, *Berrien County Record*  
Canton Township, *Canton Observer*  
Canton *Eagle*  
Caro, *Tuscola County Advertiser*  
Cass City *Chronicle*  
Cassopolis *Vigilant*  
Charlevoix *Courier*  
Charlotte *Shopping Guide*  
Chesaning, *Tri-County Citizen*  
Clare *County Review*

*Clare Sentinel*  
Clarkston *Eccentric*  
Clarkston *News*  
Clawson, *The Mirror*  
Detroit, *The Michigan Citizen*  
Detroit, *The Michigan Chronicle*  
Detroit, *The Michigan Frontpage*  
DeWitt/Bath *Review*  
East Lansing, *Town Courier*  
East Tawas, *Iosco County News Herald*  
Eaton Rapids *Community News*  
Edwardsburg *Argus*  
Elk Rapids, *The Town Meeting*  
Farmington *Observer*  
Ferndale, Pleasant Ridge, *The Mirror*  
Frankfort *News*  
Frankfort, *Benzie County Record Patriot*  
Fraser, Roseville, St. Clair Shores, *The Advisor*  
Fremont, *TimesIndicator*  
Garden City *Observer*  
Gaylord *Herald Times*  
Gladwin, *Gladwin County Record & Beaverton Clarion*  
Grand Ledge *Independent*  
Grayling, *Crawford County Avalanche*  
Hart, *Oceana's Herald Journal*  
Holt *Community News*  
Imlay City, *The Tri City Times*  
Inkster *Ledger-Star*  
Ithaca, *Gratiot County Herald*  
Jonesville *Independent*  
Kalkaska, *The Leader and The Kalkaskian*  
Lake Orion *Eccentric*  
Lake Orion *Review*  
Lansing, *Delta-Waverly Community News*  
Livonia *Observer*  
Macomb *County Legal News*  
Macomb Twp./Clinton Twp./Harrison Twp./Mt. Clemens, *The Advisor*  
The Macomb *Township Voice*  
Marlette *Leader*  
Marshall *Chronicle*  
Marysville/St. Clair, *The Blue Water Voice*  
Mason, *Ingham County Community News*  
Milford *Times*  
Mio, *Oscoda County Herald*  
Muskegon, *Norton-Lakeshore Examiner*  
New Baltimore, *The Bay Voice*  
The Northville *Journal*  
Northville *Record*  
Novi *News*

*Oakland County Legal News*  
Onaway *Outlook*  
Ortonville, *The Citizen*  
Oscoda *Press*  
Oxford *Eccentric*  
The Oxford *Leader*  
Plainwell, *The Union Enterprise*  
Plymouth *Journal*  
Plymouth *Observer*  
Portland *Review & Observer*  
Redford *Observer*  
Reed City, *Osceola Edition of the Pioneer*  
Richmond/Armada/Memphis, *The North Macomb Voice*  
Rochester *Eccentric*  
Rogers City, *Presque Isle County Advance*  
Romeo, Washington Twp., Ray Twp., *The Source*  
Romulus *Roman*  
Roscommon *County Herald-News*  
Royal Oak, *The Mirror*  
The Saginaw *Press*  
Saginaw, *The Township Times*  
Sandusky, *The Sandusky Tribune*  
Sandusky, *Sanilac County News*  
Saugatuck, *The Commercial-Record*  
Shelby Twp./Utica, *The Source*  
South Haven *Tribune*  
South Lyon *Herald*  
Southfield *Eccentric*  
St. Ignace *News*  
St. Johns, *Clinton County News*  
Standish, *Arenac County Independent*  
Sterling Heights, *The Source*  
Sturgis, *Downriver Review*  
Traverse City, *Northern Express Weekly*  
Troy *Eccentric*  
Union City, *Register-Tribune*  
Vassar *Pioneer Times*  
Vicksburg, *Commercial-Express*  
Wayne *Eagle*  
West Bloomfield *Eccentric*  
West Branch, *Ogemaw County Herald*  
Westland *Eagle*  
Westland *Observer*  
Whitehall, *White Lake Beacon*  
Williamston *Enterprise*  
Yale *Expositor*

**Total Weekly Newspapers:.... 118**  
**Weekly Readership: 2,471,787**  
**Total Mich-CAN Readership: 3,696,344**

\*Ad must be 25 words or less. Each additional word is \$7. Guaranteed ad run is ninety percent.