

# DEADLINE REQUIREMENTS

**DISPLAY ADVERTISING:**  
**FRIDAY NOON, 10 DAYS PRIOR TO BREAK DATE**

**CLASSIFIED ADVERTISING:**  
**TUESDAY NOON, 6 DAYS PRIOR TO BREAK DATE**

**PREPRINTED INSERTS:**  
**(PAPER TO PRINTER, NO CHANGES ACCEPTED)**  
**TUESDAY NOON, 6 DAYS PRIOR TO BREAK DATE**

**PAYMENT DEADLINE:**  
**15 DAYS AFTER BILLING**

THE COOPERSVILLE OBSERVER  
 TO ADVERTISE,  
 CALL (616) 997-5049  
 FAX (616) 997-9235  
 Cvobserve@aol.com or  
 www.coopersvilleobserver.com

# MISCELLANEOUS REQUIREMENTS

## CANCELLATION AND REJECTION

The publisher reserves the right to cancel or reject any advertisement at any time.

## POSITIONING

All advertising takes the run of the paper. Acceptance of the order does not mean a guaranteed position. Requests for special positioning can be guaranteed with an additional charge.

## ERROR & OMISSION

The publisher will assume no responsibility of typographical errors. If at fault, the publisher will credit the customer for the space occupied by the error. Great care is taken to prevent omission or error in any part of an ad. Proofing an ad by the advertiser is available upon request. Proof deadline is Monday, 7 days prior to break date.

# SPECIAL PROMOS

- **Anniversary/Grand Opening Special: FULL PAGE AD AT HALF PAGE AD RATE.**
- **Birthday ads: with clip art and photo included, just \$25; large size for \$30.**
- **Classified Ads: \$15.00 for the first 20 words; \$.10 each word thereafter**

**OTHER PROMOS ANNOUNCED MONTHLY**

Color ads are \$1/in. extra for advertisers in the 15% column, and \$2/in. extra for those in the full price or 5% column.

# COOPERSVILLE OBSERVER DISPLAY AD RATES

1 column inch = 1.5 inches (EXAMPLE: An ad measuring 3" x 2" = a 2 col. x 2" ad, or a total of 4 column inches, would have a total ad rate of \$47.20)

TOTAL INCH:	TIMES: 1-5	6-12(5% off)	13-27: (15% off)
1	11.80	11.21	10.03
2	23.60	22.42	20.06
3	35.40	33.63	30.09
4: Business Card	47.20	44.84	40.12
5	59.00	56.05	50.15
6	70.80	67.26	60.18
7	82.60	78.47	70.21
8	94.40	89.68	80.24
9	106.20	100.89	90.27
10	118.00	112.10	100.30
11	129.80	123.31	110.33
12: 1/8 pg.	141.60	134.52	120.36
13	153.40	145.73	130.39
14	165.20	156.94	140.42
15	177.00	168.15	150.45
16	188.80	179.36	160.48
17	200.60	190.57	170.51
18	212.40	201.78	180.54
19	224.20	212.99	190.57
20	236.00	224.20	200.60
21	247.80	235.41	210.63
22	259.60	246.62	220.66
23	271.40	257.83	230.69
24	283.20	269.04	240.72
25	295.00	280.25	250.75
26: 1/4 pg.	306.80	291.46	260.78
27	318.60	302.67	270.81
28	330.40	313.88	280.84
29	342.20	325.09	290.87
30	354.00	336.30	300.90
31	365.80	347.51	310.93
32	377.60	358.72	320.96
33	389.40	369.93	330.99
34	401.20	381.14	341.02
35	413.00	392.35	351.05
36	424.80	403.56	361.08
37	436.60	414.77	371.11
38	448.40	425.98	381.14
39	460.20	437.19	391.17
40	472.00	448.40	401.20
41	483.80	459.61	411.23
42	495.60	470.82	421.26
43	507.40	482.03	431.29
44	519.20	493.24	441.32
45	531.00	504.45	451.35
46	542.80	515.66	461.38
47	554.60	526.87	471.41
48	566.40	538.08	481.44
49	578.20	549.29	491.47
50	590.00	560.50	501.50
51	601.80	571.71	511.53
52	613.60	582.92	521.56
53: 1/2 pg.	625.40	594.13	531.59
71: 2/3 pg.	837.80	795.91	712.13
106: FULL PG.	1250.80	1188.26	1063.18