


Space reservations : 5 p.m. Thursday

Ad copy deadlines : Friday before publishing date

The ad rates listed are per week, e.g. (26x \$428) is 26 ads at a rate of \$428 each.



Full Page
10.25" W by 11.25" H

B&W **1x** \$900 **4x** \$872 **8x** \$843
12x \$810 **26x** \$711 **52x** \$573

Color **1x** \$1139 **4x** \$1105 **8x** \$1067
12x \$1025 **26x** \$900 **52x** \$727


Back Page
1x \$1367 **4x** \$1323 **8x** \$1285
12x \$1230 **26x** \$1053 **52x** \$876



3/4 Page
7.625" W x 11.25" H
10.25" W x 8.4375" H

B&W **1x** \$743 **4x** \$719 **8x** \$696
12x \$670 **26x** \$548 **52x** \$490

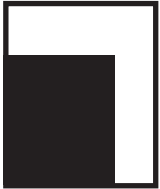
Color **1x** \$941 **4x** \$911 **8x** \$882
12x \$848 **26x** \$730 **52x** \$622



2/3 Page
10.25" W x 7.5" H

B&W **1x** \$705 **4x** \$680 **8x** \$660
12x \$623 **26x** \$605 **52x** \$463

Color **1x** \$878 **4x** \$862 **8x** \$838
12x \$792 **26x** \$692 **52x** \$588



Junior Page
7.625" W by 7.5" H

B&W **1x** \$583 **4x** \$566 **8x** \$543
12x \$527 **26x** \$456 **52x** \$368

Color **1x** \$739 **4x** \$727 **8x** \$686
12x \$667 **26x** \$582 **52x** \$489



1/2 Page
5.042" W x 11.25" H
10.25" W x 5.625" H

B&W **1x** \$572 **4x** \$554 **8x** \$531
12x \$515 **26x** \$443 **52x** \$377


Color **1x** \$725 **4x** \$702 **8x** \$674
12x \$652 **26x** \$561 **52x** \$479



1/3 Page
5.042" W x 7.5" H
10.25" W x 3.75" H

B&W **1x** \$386 **4x** \$377 **8x** \$365
12x \$349 **26x** \$311 **52x** \$257


Color **1x** \$489 **4x** \$479 **8x** \$464
12x \$441 **26x** \$396 **52x** \$327



1/4 Page
2.4375" W x 11.25" H
10.25" W x 2.8125" H
5.042" W x 5.625" H

B&W **1x** \$330 **4x** \$306 **8x** \$298
12x \$283 **26x** \$234 **52x** \$208


Color **1x** \$398 **4x** \$387 **8x** \$376
12x \$360 **26x** \$311 **52x** \$264



1/6 Page
2.4375" W x 7.5" H
5.042" W x 3.75" H

B&W **1x** \$224 **4x** \$217 **8x** \$211
12x \$201 **26x** \$172 **52x** \$148


Color **1x** \$270 **4x** \$262 **8x** \$254
12x \$242 **26x** \$210 **52x** \$180



1/8 Page
2.4375" W x 5.625" H
5.042" W x 2.8125" H

B&W **1x** \$170 **4x** \$166 **8x** \$161
12x \$153 **26x** \$134 **52x** \$113

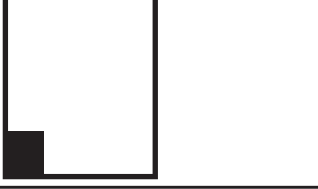
Color **1x** \$206 **4x** \$201 **8x** \$193
12x \$185 **26x** \$161 **52x** \$137



1/12 Page
2.4375" W x 3.75" H
5.042" W x 1.875" H

B&W **1x** \$142 **4x** \$139 **8x** \$135
12x \$128 **26x** \$111 **52x** \$101

Color **1x** \$172 **4x** \$167 **8x** \$161
12x \$155 **26x** \$134 **52x** \$122



1/16 Page
2.4375" W x 2.8125" H

B&W **1x** \$113 **4x** \$111 **8x** \$107
12x \$97 **26x** \$88 **52x** \$83

Color **1x** \$137 **4x** \$134 **8x** \$130
12x \$125 **26x** \$107 **52x** \$101

B&W **1x** \$43 **4x** \$41 **8x** \$30
12x \$30 **26x** \$30 **52x** \$29

1 Column Inch
2.4375" W by 2.8125" H

The frequency rate for retail advertising is based on a one year period with a signed contract. Ads do not have to run in consecutive issues, but must be run within one year.

Payment:

We Accept: Visa, Mastercard, American Express, Discover, Paypal, checks and of course cash.

Contact:

If you would like to contact a City Pulse Account Executive, please call or visit us:

1905 E. Michigan
Lansing, MI 48912

Monday - Friday
9-5 p.m.

Phone:

517.999.5061

Fax:

517.999.9705

E-Mail:

publisher@lansingcitypulse.com

RETAIL ADVERTISING