


Space reservations : 5 p.m. Thursday
 Ad copy deadlines : Friday before publishing date

The ad rates listed above 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 \$1196 4X \$1160 8X \$1120 12X \$1076 26X \$945 52X \$763

Back Page
Color 1X \$1435 4X \$1389 8X \$1349 12X \$1292 26X \$1106 52X \$920



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

B&W 1X \$780 4X \$755 8X \$731 12X \$704 26X \$575 52X \$515
Color 1X \$988 4X \$957 8X \$926 12X \$890 26X \$767 52X \$653



2/3 Page
 10.25" W by 7.5" H

B&W 1X \$740 4X \$714 8X \$693 12X \$728 26X \$635 52X \$486
Color 1X \$922 4X \$905 8X \$880 12X \$832 26X \$727 52X \$617



Junior Page
 7.625" W by 7.5" H

B&W 1X \$612 4X \$549 8X \$570 12X \$553 26X \$479 52X \$386
Color 1X \$776 4X \$763 8X \$720 12X \$700 26X \$611 52X \$513



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

B&W 1X \$601 4X \$582 8X \$558 12X \$541 26X \$465 52X \$396
Color 1X \$761 4X \$737 8X \$708 12X \$685 26X \$595 52X \$503



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

B&W 1X \$405 4X \$396 8X \$383 12X \$366 26X \$327 52X \$270
Color 1X \$513 4X \$503 8X \$487 12X \$463 26X \$416 52X \$343




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

B&W 1X \$347 4X \$321 8X \$313 12X \$298.20 26X \$311 52X \$277




Color 1X \$418 4X \$406 8X \$395 12X \$378 26X \$327 52X \$277




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

B&W 1X \$235 4X \$228 8X \$222 12X \$211 26X \$181 52X \$156
Color 1X \$284 4X \$275 8X \$267 12X \$254 26X \$2210 52X \$189




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

B&W 1X \$179 4X \$174 8X \$169 12X \$161 26X \$141 52X \$119
Color 1X \$213 4X \$211 8X \$203 12X \$194 26X \$169 52X \$144



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

B&W 1X \$149 4X \$150 8X \$142 12X \$134 26X \$117 52X \$106
Color 1X \$181 4X \$175 8X \$169 12X \$163 26X \$141 52X \$128



1/16 Page
 2.4375" W by 2.8125" H

B&W 1X \$119 4X \$116 8X \$112 12X \$102 26X \$94 52X \$87
Color 1X \$144 4X \$141 8X \$137 12X \$131 26X \$112 52X \$105

B&W 1X \$45 4X \$43 8X \$32 12X \$32 26X \$32 52X \$31
1/16 Page
 2.4375" W by 2.8125"

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