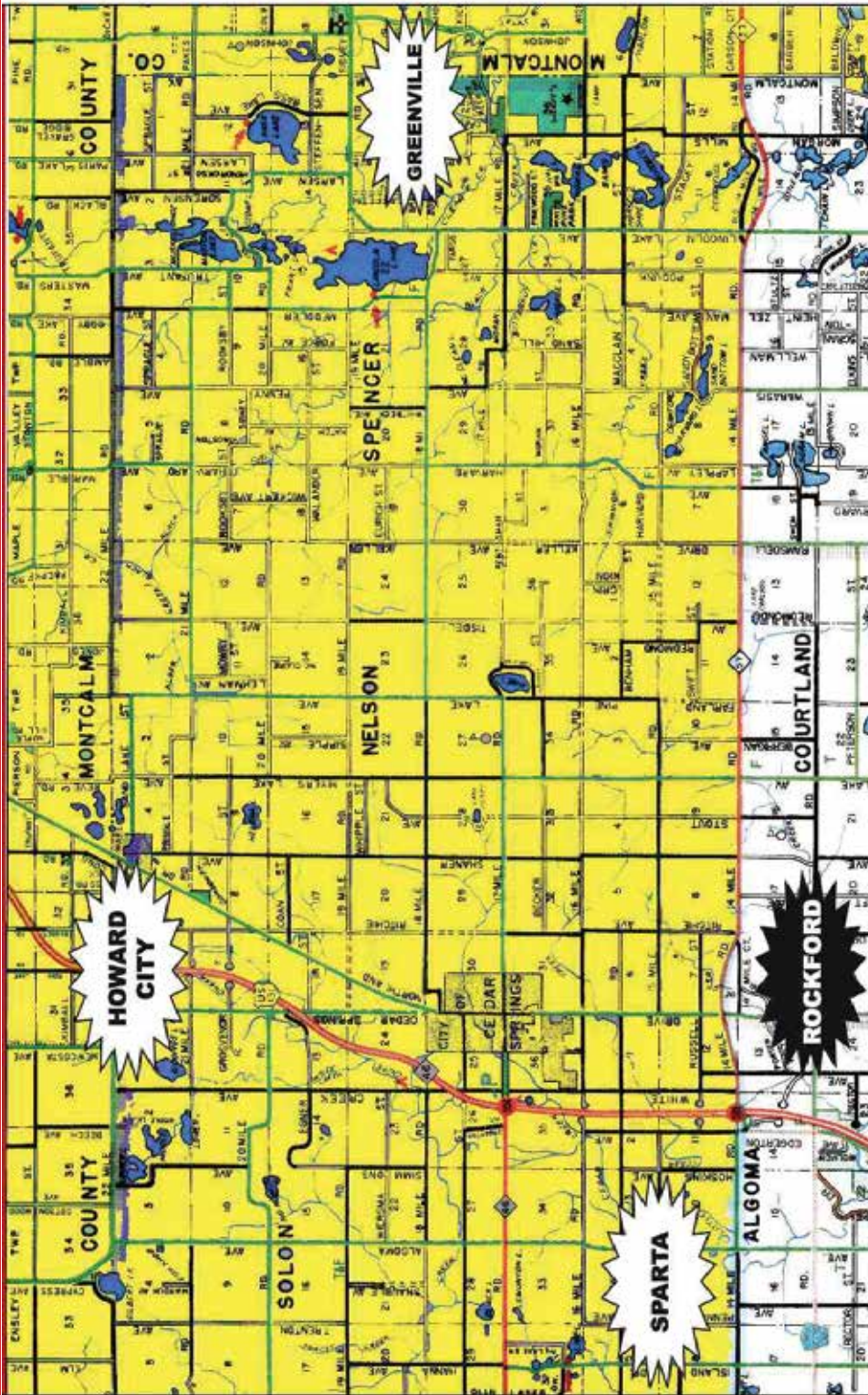


**Coverage Area for Northern Kent County  
Serving 40,000 Residents!**



**The POST**  
www.cedarspringspost.com

36 E. Maple Street | Cedar Spring, MI 49319  
616-696-3655 • Fax 616-696-9010  
www.cedarspringspost.com



Your *business*  
gets more  
*attention*  
**LOCALLY!**

**The POST**  
www.cedarspringspost.com

## Advertising Rates & Market Information

Welcome to the northern Kent County market! *The Post* delivers exclusive news, festival, school, city and township coverage to an area of over 200 square miles in Northern Kent & Montcalm Counties.

36 E. Maple Street  
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## COVERAGE & DISTRIBUTION

**Circulation** within the 49319 zip code area including the **City of Cedar Springs, Village of Sand Lake** and portions of all of: **Algoma, Solon, Courtland/Oakfield, Nelson, and Spencer townships!**

Also, we're FREE at over 50 newsstands in **Sand Lake, Sparta, Rockford, Kent City, Trufant, Greenville, Howard City, Pierson, and Newaygo**. We also have subscriptions for out of state residents.

## DEMOGRAPHICS

Many of our residents work in Grand Rapids or outlying towns.

The community newspaper ties a diverse and expansive market base together.

Cedar Springs offers residents a brand new 30 million school system for nearly 4,000 students, Cedar Springs is the third largest school in Kent County (100 acre campus.) In 2005 they added a newly constructed 2.5 million sports stadium.

Our COVERAGE AREA includes an estimated **40,000** men, women & children. Our **PRINT NEWS** is available at over **70** area drops and remains free to the public.

## ADVERTISING DEADLINES

### Display Advertising

Monday by 5:00 p.m. prior to publication.

### Ad Proofs

Ad copy deadline is Monday at noon.

### Preprinted Inserts

Wednesday preceding Thursday publication.

(1 week, 1 day before publication date)

## OTHER RATE INFORMATION

### Guaranteed Position

The Cedar Springs Post honors position requests whenever possible. For a guaranteed position, add \$35.00 to the total cost of the ad space.

## CIRCULATION

We circulate to all of the greater Cedar Springs area as well as outlying cities and towns including **Sand Lake, Sparta, Pierson, Howard City, Greenville and Rockford**.

## WE'RE ON THE WEB!

Drive people to your web site with our newspaper website. Updated every week with new local news stories, local people and community events.

Documented 10,000 hits per week. Ask your sales consultant about our internet pricing, coupons & more.

## DISPLAY ADVERTISING RATES

### Open Rate

For periodic advertising.....\$7.95/col. inch

### Earned Rates

Six weeks or more in succession.....**\$6.95**/col. inch

**TFN** (until further notice - minimum six months)...**\$5.95**/col. inch

**1/4 page** (black & white).....**\$6.95**/col. inch (\$166.80)

**1/2 page** (black & white).....**\$5.95**/col. inch (\$285.60)

**Full Page** (black & white).....**\$4.95**/col. inch (\$475.20)

## COLOR PRICING

### **Increase the Visibility of Your Ad!**

**Full color processing**.....**\$2.00**/col. inch

(Applies to promos where color is offered. Prices are in addition to display advertising rates. Color when available)

## CLASSIFIED ADVERTISING RATES

**Classified Line Ads**.....**\$12** for 25 words or less  
Additional words are 20¢ each

**Bold-faced listings**.....add **\$1.50** to above rates

**Boxed**.....add **\$1.50** to above rates

**Classified Display Ads**.....\$8.50/col. inch

## Over 60 News Stands

### **Cedar Springs Area:**

- Cedar Springs Post Newspaper office
- City Offices
- Cedar Springs Library
- Curves
- Cedar Springs Mill
- Dollar General
- Hucks Corners
- ChoiceOne Bank
- Independent Bank
- Perry's Place llc

### **High Traffic:**

- Speedway
- Admiral Gas Station
- Wesco Gas Station
- Rite Aid Pharmacy
- Save-A-Lot
- Meijer
- Mobile Gas Station  
(M-57 & Northland Dr.)

### **Restaurants:**

- Sue's Kountry Kitchen
- Vitales Pizza
- Classic Kelly's
- KC's Kones & Cones  
(seasonal)
- Cedar Café
- CS Brewing Co.
- Riccardi's Pizza
- Big Boy
- McDonald's
- Burger King

### **Just off US 131**

### **Expressway:**

- Big Boy
- Speedway
- Citgo/ AGO
- McDonald's
- Burger King
- ChoiceOne Bank
- Independent Bank
- TSC Tractor & Supply
- White Creek Lumber
- Meijer

### **Medical:**

- Metro Health Clinic
- Metron of Cedar Springs

- White Pine Family Medicine

### **Schools:**

- CS School District Service Center
- CS School District Office
- Creative Technologies Academy

### **Seasonal:**

- KC's Kones & Cones
- Lakeside Campground
- V&V Nursery
- Rosie's Ice Cream Shop

### **Newaygo/Montcalm Counties:**

- Sunoco Station
- AGO Station
- Mac's Rustic Sports
- Leppinks (Howard City)

### **Sand Lake/Pierson:**

- Trading Post (Pierson)
- The Nickel
- Bernita Mae Cafe,  
(formerly The Stage Stop)

### **Wesco Gas Station**

- Gary & Sue's Laundry
- Lake Side Restaurant
- Corner Hair Care
- Sand Lake Village Office
- Sand Lake/NelsonTwp Library
- Rosie's Ice Cream Shop  
(seasonal)
- Gould's Mini Mart

### **Sparta:**

- Family Fare
- Sparta Chevy
- Hessel-Cheslek Funeral Home
- Sparta Sport Shop

### **Greenville/Gowen:**

- AGO Station (formerly Tow's Country Store)
- Larry's Northtown
- Ray Winnie Auto Sales
- Halfway Restaurant (on M-57)

### **Cedar Rock Area:**

- Cedar Rock General Store
- Mobile Gas Station  
(M-57 & Northland Dr.)
- Mobile Gas Station  
(14 Mile & US131)