The Cedar Springs POST Newspaper, publishes more news, events, legal notices, church news and feature stories, exclusive to an area of over 40,000 residents, than any other publication. The newspaper is FREE and always available on over 60 area newsstands and in businesses around the northern Kent County area each Thursday.

Subscriptions are also available for those who want The Cedar Springs POST mailed directly to their home. “As I sit and let memories of the last ten years run through my mind, so many of those memories are headlines from the POST,” Donna Clark, Director of the Cedar Springs Public Library.

Located on 36 E. Maple Street, The Cedar Springs POST has been delivering news coverage to an area serves over 40,000 residents in northern Cedar Springs, Sand Lake, Pierson, Gowen, Trufant and over 20 Lake Communities for over 25 years!

www.cedarspringspost.com receives an average of 5,000 hits per week! That’s 20,000 guaranteed views each month! You can be there!

Would you like your web site to get that kind of attention? Ask us how @ 616-696-3655.
Cedar Springs has a lot to offer & so does The Cedar Springs Post

**Special Sections**

**Auto Life**
This section runs once a month which includes: Car Care Tips, Gas Saving Tips, New Driving Laws, Tips on Buying New and Used Cars plus More!

**Business & Finance**
This section runs once a month which includes: Tips for readers to get their finances in order, Business Bits which is LOCAL business information including: new businesses, new business owners, a business moving to a new location and more!

**Health**
Health & Fitness and Health & Beauty. These sections run once a month each with informative information on health & fitness for the whole family.

**Spring Spruce Up/Home Improvement**
Kick off spring with our Spring Spruce Up pull out feature and then keep up on all your home and garden needs every week throughout spring, summer and fall with our weekly pages Diggin’ Spring, Bloomin’ Summer & Awesome Autumn.

**Schools**
Back to School Guide; Monthly School Pages (Cedar Springs Public and Creative Technologies Academy); Honor Rolls; Sports Schedules for fall winter & spring; Graduation section including a class picture and top seniors of area schools!

**Sports & Recreation**
Every week we offer school sports news including area sports news and more! During Hunting season we have a special section each week offering DNR news for up to date recreation news as well as tips for hunters.

**Holiday Sections**
Home for the Holidays, Tour of Lights, Letter to Santa, New Years Eve, Milestones of Success, Veterans and Memorial Day!

| JANUARY       | FEBRUARY                      | MARCH               | APRIL                      | MAY                           | JUNE                        | JULY                        | AUGUST                      | SEPTEMBER                  | OCTOBER                    | NOVEMBER                    | DECEMBER                   |
|---------------|-------------------------------|---------------------|----------------------------|-------------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|

Special pricing for School Events, Special Features & Holiday Sections. Please contact sales consultant for these special rates.
Cedar Springs Area:
- Cedar Springs Post
- City Offices
- Cedar Springs Library
- Curves
- Cedar Springs Mill
- Dollar General
- Hucks Corners
- ChoiceOne Bank
- Independent Bank

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 & Coney's seasonal
- Cedar Café
- CS Brewing Co.
- Riccardi’s Pizza
- Big Boy
- McDonald’s
- Burger King

Just off US 131 Expressway:
- Big Boy
- Speedway
- White Creek Lumber
- Citgo/AGO
- McDonald’s
- Burger King
- Riccardi’s Pizza
- TSC Tractor & Supply
- Meijer

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

Seasonal:
- KC’s Kones & Coney’s
- 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 Café, formerly The Stage Stop
- Wesco Gas Station
- Gary & Sue’s Laundry
- Lake Side Restaurant
- Corner Hair Care
- Sand Lake Village Office
- Sand Lake/Nelson Twp 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)
- Down Home Family Restaurant
- Greenville Lanes seasonal
- Larry’s Northtown
- Ray Winnie Auto Sales

Cedar Rock Area:
- Dollarville (14 Mile)
- Cedar Rock General Store

Medical:
- Metro Clinic
- Metron of Cedar Springs
- White Pine Family Medicine

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)

FULL PAGE
6x16 = 10.25”x16” $4.95 col. in. = $475.20 b/w
6x16 = $6.95 col. in. = $667.20 full color

HALF PAGE
6x8 = 10.25”x8” $5.95 col. in. = $285.60 b/w
4x12 = 6.75”x12” $7.95 col. in. = $381.60 full color
3x16 = 5”x16”

QUARTER PAGE
3x8 = 5”x8” $6.95 col. in. = $166.80 b/w
4x6 = 6.75”x6” $8.95 col. in. = $214.80 full color
6x4 = 10.25”x4”

EIGHTH PAGE
3x4 = 5”x4” $7.95 col. in. = $95.40 b/w
2x6 = 3.25”x6” $9.95 col. in. = $119.40 full color

FLAT RATE
ALL OTHER SIZES $7.95 col. in for b/w
$9.95 col. in. for full color

Classified Advertising
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
The Cedar Springs Post - Ad Size Examples

3x8 (5”x8”)
$166.80 ~ B&W
$214.80 ~ Full Color

3x4 (5”x4”)
$95.40 ~ B&W
$119.40 ~ Full Color

2x4 (3.25”x4”)
$63.60 ~ B&W
$79.60 ~ Full Color

2x2 (3.25”x2”)
$31.80 ~ B&W
$39.80 ~ Full Color

3x3 (5”x3”)
$71.55 ~ B&W
$89.55 ~ Full Color

3x2 (5”x2”)
$47.70 ~ B&W
$59.70 ~ Full Color

Distributed for as little as 1/2¢ per home

Please call...
616-696-3655
LOCALIZE your business advertising $$ with PRINT & WEB!

- EXCLUSIVE
- QUALIFIED
- RESOURCED
- RESEARCHED
- 100% LOCAL NEWS
- GUARANTEED VIEWS!

Estimated 20,000 confirmed views per month @ 5,000 "hits" weekly*. Averaging 20,000-25,000 copies distributed per month with newstands and subscriptions.

PRINT & WEB NEWS COVERAGE FOR NORTHERN KENT COUNTY AREAS

Including all or portions of...
ALGOMA, NELSON, SOLON, COURTLAND, OAKFIELD & SPENCER Townships. ALSO, the City of Cedar Springs, Village of Sand Lake, drop offs in Sparta, Howard City, Greenville, Gowen & Rockford areas

Reaching & connecting to a community of thousands EVERY WEEK with EXCLUSIVE LOCAL NEWS!!

Take up to 50% off your web advertising when you sign up for a package deal!

QUALIFIED CUSTOMERS include...
- 16 column inches print advertising per MONTH commitment
- 16 print inches @ $7.95 = $127.20
- Take 50% off our web pages for web listing or small tile ad
  reg $100 per mo. @ $50
- Total investment = $177.20

Viewing total per month =
20,000 (4 wk. month)
25,000 (5 wk month)

PACKAGES INCLUDE

TFN (until further notice)
- Every week 6 month minimum @ $5.95 per col. in. (minimum 16 column inch per month)
- Run your business card for less than $100 per month! (4 wk. mo.)
- Take 1/2 off your web ad!

One month commitment... min 16 col in.
- 2 col in wide, 2 inches down (bus card size) must run weekly
- TFN minimum 6 month commitment @ $5.95 per col. in.
- 16 print inches @ $$5.95 = only $95.20 per month!
- Save another $50 per month on web advertising!
CEDAR SPRINGS PUBLIC SCHOOLS

SCHOOL and SPORTS Events 2016-17

– SIGN UP FOR YOUR PUBLIC RELATION SPOTS IN THE CEDAR SPRINGS POST –

SCHOOL BEGINS SEPTEMBER 6, 2016

**SCHOOL EVENT**

**DROP IN RATE** | **PACKAGE RATE**
--- | ---
School Pages: (11 Total Pages - Run 1 Per Month) | |
1 Public Relations Placement | $45 | $35
(Logo & Phone or Name, Address & Phone) | |
BANNER Sponsor - 6 spots (10.25”x2”) | $200 | $175
Buy the entire school season package only $385 (total 55,000 print copies)

**Academic Excellence Honor Roll w/**WEB PDF:** 2 Total - February & June

| | |
--- | ---|
1 PR Spot (Logo & Phone or Name, Address & Phone) | $50 | $45
BANNER Sponsor - 6 spots (10.25”x2”) | $250 | $200
FULL Page Sponsor (exclusive placement) | $400 | $350

**School Sports Schedules w/**WEB PDF:**
(3 Total - FALL (Sept.), WINTER (Dec.), SPRING (April)

| | |
--- | ---|
1 PR Spot (Logo & Phone or Name, Address & Phone) | $50 | $45
BANNER Ad - (10.25”x2”) *Let them see you!* | $250 | $200
FULL Page Sponsor (exclusive placement) | $475 | $400

**Graduation:** (June 2017) Hooray!

| | |
--- | ---|
1 PR Spot (Company Logo, Address & Phone) | $50 | $45
BANNER Ad (10.25” x 2”) | $265 | $225
FULL Page Sponsor (exclusive placement) | $425 | $375

WEB PDF: is available for FREE DOWNLOAD any time, any where, FREE to the PUBLIC
@ www.cedarspringspost.com
Give your ad dollars a boost while getting your business on our interactive news web site. Documented visits every day with updated exclusive local news coverage not found anywhere else in the world. Documented visits @ 5,000 per week. **Guaranteed**

**BUSINESS NAME:**

**ADDRESS:**

**CITY:** __________________________  **ZIP:** __________________________

**CONTACT NAME:** __________________________  **PHONE:** __________________________

**Authorized Signature:** __________________________
Inserts:
The Cedar Springs Post has subscription mail as well as drop off boxes, so all inserts must be 8.5” x 11” flush or folded if paper size is larger. Inserts need to be boxed or bundled (50 lb. max) and must be delivered to:

Cedar Springs Post
36 E. Maple St.
Cedar Springs, MI 49319

All inserts must be received at the Cedar Springs Post building on Wednesday one week prior to the date of publication. Delivery directly to printer available, talk to Sales Rep for details.

Insert Pricing as follows:

<table>
<thead>
<tr>
<th>Size</th>
<th>Price Per Thousand</th>
<th>Price Per Piece</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.5x11 30# non-glossy</td>
<td>$45</td>
<td>4.5¢</td>
</tr>
<tr>
<td>8.5x11 to 11x17 glossy</td>
<td>$54</td>
<td>5.4¢</td>
</tr>
<tr>
<td>4 page tab</td>
<td>$60</td>
<td>6¢</td>
</tr>
<tr>
<td>8 page tab</td>
<td>$70</td>
<td>7¢</td>
</tr>
<tr>
<td>12 page tab</td>
<td>$80</td>
<td>8¢</td>
</tr>
<tr>
<td>16 page tab</td>
<td>$90</td>
<td>9¢</td>
</tr>
</tbody>
</table>

Note: There is a minimum of 5,000 inserts per run. If you wish to run less than the 5,000 minimum, you will be charged at the 5,000 rate.
The POST Advertising Measurement Chart

1 COLUMN = 1.5”

2 COLUMN = 3.25”

3 COLUMN = 5”

4 COLUMN = 6.75”

5 COLUMN = 8.5”

6 COLUMN = 10.25”