



# CAPTURE THIS ENGAGED AUDIENCE!



*7 in 10 Michigan adults have read a newspaper in the past week, making newspapers, in any format, an important vehicle to reach a desirable audience.\**

**Reach as many as 2 million readers per week.**

## RATES

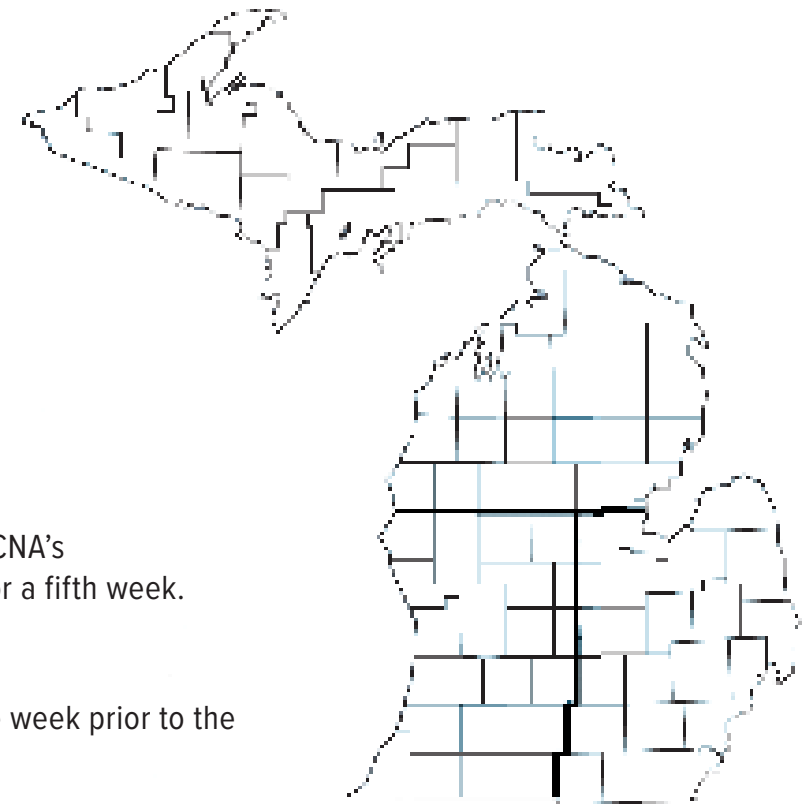
<b>Statewide</b>	25 words	\$299	
	Per additional word	\$7	
<b>Per Region</b>	25 words	\$150	(North & West)
	25 words	\$250	(East)
	Per additional word	\$7	

## FREQUENCY

In order to maximize response to your advertising message, frequency is key! With CNA's frequency discount, place an ad for four consecutive weeks and your ad runs free for a fifth week.

## DEADLINE

Ad copy, insertion order and payment must be received by Tuesday at noon EST, the week prior to the week of publication. Day of publication varies by newspaper.



\*2016 SCARBOROUGH RESEARCH

# MICHIGAN CLASSIFIED PAPERS

## NORTH REGION

### ALPENA

Alpena News\*

### ANTRIM

Bellaire / Antrim Review

### BENZIE

Frankfort Benzie County Record Patriot

### CHARLEVOIX

Boyne City Gazette  
Charlevoix Courier

### CHEBOYGAN

Cheboygan Daily Tribune\*

### CHIPPEWA

Drummond Island Digest  
Sault St. Marie Evening News\*

### CLARE

Clare County Review

### CRAWFORD

Graying Crawford County  
Avalanche

### EMMET

Petoskey News-Review\*

### GLADWIN

Gladwin County Record

### GOGEBIC

Ironwood Daily Globe\*

### GRAND TRAVERSE

Traverse City Record-Eagle\*

### IOSCO

East Tawas Iosco County News-Herald

Oscoda Press

### LAKE

Baldwin Lake County Star  
Ludington Daily News\*

### MACKINAC

St. Ignace News

### MANISTEE

Manistee News-Advocate

### MONTMORENCY

Atlanta Montmorency County  
Tribune

### OSCEOLA

Marion Press

### OTSEGO

Gaylord Herald Times

### PRESQUE ISLE

Rogers City Presque Isle Co  
Advance & Onaway Outlook

### WEXFORD

Cadillac News\*

**25 Newspapers**

**Readership: 204,090**

## WEST CENTRAL REGION

### ALLEGAN

Allegan County News  
Plainwell - The Union Enterprise  
Saugatuck - The Commercial  
Record

### BARRY

Middleville/Caledonia - The Sun  
& News

### BERRIEN

St. Joseph Herald-Pallidum\*

### BRANCH

Coldwater Daily Reporter\*

### CALHOUN

Albion - The Recorder  
Marshall Ad-visor & Chronicle

### GRATIOT

Ithaca Gratiot County Herald

### IONIA

Ionia Sentinel-Standard\*

### KENT

Lowell Ledger

### MECOSTA

Big Rapids Pioneer\*

### MUSKEGON

Muskegon Norton Lakeshore  
Examiner  
White Lake Beacon

### NEWAYGO

Fremont/ Times-Indicator

### OCEANA

Hart - Oceana Co. Herald  
Journal

### OTTAWA

Grand Haven Tribune\*  
Holland Sentinel\*

### ST. JOSEPH

Sturgis Journal\*  
Three Rivers Commercial-News\*

### VAN BUREN

South Haven Tribune

**21 Newspapers**

**Readership: 208,690**

## METRO REGION

### HILLSDALE

Hillsdale Daily News\*

### HURON

Bad Axe Huron Daily Tribune\*

### LAPEER

Imlay City Tri-City Times  
Lapeer County Press

### LENAWEE

Adrian Daily Telegram\*  
The Clinton Local

### MACOMB

Fraser-Clinton Chronicle  
Macomb Chronicle  
Mt. Clemens - Macomb Co.  
Legal News\*

Mount Clemens, Clinton,  
Harrison Journal  
Roseville/Eastpointe Eastsider  
Shelby Utica News  
St. Clair Shores Sentinel  
Sterling Heights Sentry  
Warren Weekly

### MIDLAND

Midland Daily News\*

### MONROE

Monroe Evening News\*

### OAKLAND

Birmingham Eccentric  
Birmingham-Bloomfield Eagle  
Clarkston News  
Farmington Press  
Ferndale/Berkley Woodward  
Talk

Highland Spinal Column  
Newsweekly

Lake Orion Review  
Madison-Park News

Milford Times

Novi News

Ortonville Citizen

Oxford Leader

Rochester Post

Royal Oak Clawson Review

South Lyon Herald

Southfield Sun

Troy Times

Troy / Oakland Co. Legal News\*

West Bloomfield Beacon

### TUSCOLA

Caro Tuscola County Advertiser

SAGINAW

Frankenmuth News

### SANILAC

Sandusky Sanilac County  
Jeffersonian

Sandusky Sanilac County News

Sandusky Tribune Recorder  
Leader

### ST. CLAIR

Yale Expositor

### WAYNE

Canton / Plymouth Observer

Detroit Legal News\*

Farmington Observer

Garden City Observer

Grosse Pointe News

Grosse Pointe Times

Harper Woods Advertiser Times  
(BiWeekly)

Livonia Observer

Northville Record

Westland Observer

**53 Newspapers**  
**Readership: 1,673,318**



\* Daily Newspaper

**Total Publications: 99 | Total Readership: 2,086,098**