

ANR Research Example

State	County Name	Circulation City	ANR Pub #	Newspaper Name	Highest Paid Circulation (Mon-Sat)	Highest Free Circulation (Mon-Sat)	Sunday Paid Circulation	Sunday Free Circulation	Publication Day	ROP Closing Space	# of Col.	Page Depth	2011 Est. Gross Inch Rate	2011 Est. Gross 1/4 Page Ad Cost
MI	LENAWEE	ADRIAN	220131	ADRIAN DAILY TELEGRAM	14,420	0	15,635	0	MON - SUN	3 DAYS PRIOR	6	21.5	\$33.66	\$1,085.54
MI	CALHOUN	ALBION	220156	ALBION RECORDER LLC	1,050	0	0	0	THU	MON	5	21	\$12.15	\$318.94
MI	CALHOUN	ALBION	220158	MORNING STAR	0	0	0	9,136	SUN	WED	6	16	\$9.16	\$219.84
MI	ALLEGAN	ALLEGAN	220226	ALLEGAN COUNTY NEWS	6,000	0	0	0	THU	FRI 3PM	6	21	\$11.47	\$361.31
MI	ALLEGAN	ALLEGAN	220230	ALLEGAN FLASHES	0	0	0	15,204	SUN	WED NOON	6	16	\$12.89	\$309.36
MI	ALLEGAN	ALLEGAN	220235	ALLEGAN HOLLAND NORTH FLASHES	0	0	0	13,413	SUN	WED NOON	6	16	\$12.89	\$309.36
MI	ALLEGAN	ALLEGAN	220236	ALLEGAN HOLLAND SOUTH FLASHES	0	0	0	15,226	SUN	WED NOON	6	16	\$12.89	\$309.36
MI	OTTAWA	ALLEGAN	220237	ALLEGAN MY ZEELAND	0	0	0	10,604	SUN	WED NOON	6	16	\$12.89	\$309.36
MI	ALLEGAN	ALLEGAN	220238	ALLEGAN LAKESHORE FLASHES	0	0	0	8,651	SUN	WED NOON	6	16	\$12.89	\$309.36
MI	ALPENA	ALPENA	220280	ALPENA STAR	0	0	0	19,276	SUN	FRI NOON	6	11.13	\$19.96	\$333.35
MI	ALPENA	ALPENA	220285	ALPENA NEWS	9,972	0	0	0	MON - SAT	4 DAYS PRIOR	6	21.5	\$24.56	\$792.06
MI	WASHTENAW	ANN ARBOR	220355	ANN ARBOR JOURNAL	0	21,000	0	0	THU	MON 3PM	6	20	\$32.94	\$988.20
MI	MACOMB	NEW BALTIMORE	220646	ARMADA TIMES	1,517	0	0	0	WED	FRI 3PM	6	20	\$15.07	\$452.10
MI	MONTMORENCY	ATLANTA	220661	MONTMORENCY COUNTY TRIBUNE	4,689	0	0	0	WED	FRI NOON	6	16	\$8.17	\$196.08
MI	HURON	BAD AXE	220696	HURON DAILY TRIBUNE	6,300	0	0	0	TUE - SAT	4 DAYS PRIOR	6	21.5	\$25.23	\$813.67
MI	HURON	BAD AXE	220699	THUMB BLANKET	0	0	0	17,809	SUN	THU	6	20	\$20.51	\$615.30
MI	LAKE	BALDWIN	220721	LAKE COUNTY STAR	2,900	0	0	0	THU	TUE NOON	5	20	\$11.69	\$292.25
MI	CALHOUN	BATTLE CREEK	220799	BATTLE CREEK ENQUIRER	20,727	0	27,166	0	MON - SUN	3 DAYS PRIOR	6	21	\$59.20	\$1,864.80
MI	BAY	BAY CITY	220825	BAY CITY TIMES	25,113	0	36,461	0	SUN & THU-FRI	4 DAYS PRIOR	6	20	\$50.02	\$1,500.60
MI	BAY	BAY CITY	220871	BAY CITY DEMOCRAT & BAY COUNTY LEGAL NEWS	1,111	100	0	0	THU	TUE	6	21	\$4.38	\$137.97
MI	BAY	BAY CITY	220916	VALLEY FARMER	1,100	0	0	0	THU	TUE	6	15	\$6.42	\$144.45
MI	BERRIEN	BERRIEN SPRINGS	221081	JOURNAL ERA	1,800	0	0	0	WED	MON NOON	5	14	\$11.67	\$204.23
MI	MECOSTA	BIG RAPIDS	221100	TRI-COUNTY SHOPPER	0	17,926	0	0	MON	THU NOON	5	16	\$17.98	\$359.60
MI	MECOSTA	BIG RAPIDS	221127	BIG RAPIDS PIONEER	4,782	0	0	0	MON - SAT	2 DAYS PRIOR 1PM	6	20	\$18.63	\$558.90
MI	OAKLAND	BIRMINGHAM	221232	BIRMINGHAM ECCENTRIC	16,703	0	16,703	0	SUN & THU	THU & FRI 5PM	6	21.25	\$37.84	\$1,206.15
MI	OAKLAND	SOUTHFIELD	221239	SOUTH OAKLAND ECCENTRIC	0	0	0	20,000	SUN	THU	6	21.25	\$26.14	\$833.21
MI	LENAWEE	BLISSFIELD	221276	BLISSFIELD ADVANCE	2,407	0	0	0	WED	FRI	6	16	\$7.78	\$186.72
MI	BRANCH	BRONSON	221456	BRONSON JOURNAL	1,220	0	0	0	THU	7 DAYS PRIOR	6	21.5	\$5.23	\$168.67
MI	JACKSON	BROOKLYN	221471	BROOKLYN EXPONENT	6,000	0	0	0	TUE	1 WEEK PRIOR	5	16	\$8.17	\$163.40
MI	JACKSON	BROOKLYN	221474	SALESMAN - HEART O' LAKES EDITION	0	0	0	12,532	SUN	WED	6	16	\$12.44	\$298.56
MI	SANILAC	BROWN CITY	221486	BROWN CITY BANNER	1,101	0	0	0	MON	THU	6	14	\$15.47	\$324.87
MI	BERRIEN	BUCHANAN	221516	BERRIEN COUNTY RECORD	2,000	0	0	0	WED	FRI	6	21.5	\$7.22	\$232.85
MI	GENESEE	BURTON	221521	BURTON NEWS	0	0	0	17,681	SUN	THU	6	21	\$18.75	\$590.63
MI	GENESEE	BURTON	221523	BURTON VIEW	0	12,538	0	0	THU	14 DAYS PRIOR	5	11.13	\$12.12	\$168.54
MI	KENT	WYOMING	221535	SOUTHWEST ADVANCE	0	22,375	0	0	TUE	THU	6	10.62	\$20.71	\$329.91
MI	WEXFORD	CADILLAC	221560	CADILLAC NEWS	9,300	0	0	0	MON - SAT	3 DAYS PRIOR	6	21.75	\$19.61	\$639.78
MI	HILLSDALE	CAMDEN	221606	FARMERS ADVANCE NEWS	18,214	460	0	0	WED	1 WEEK PRIOR	8	16	\$16.06	\$513.92
MI	WAYNE	CANTON	221651	CANTON OBSERVER	11,906	0	11,906	0	SUN & THU	THU & FRI 5PM	6	21.25	\$27.73	\$883.89
MI	TUSCOLA	CARO	221696	TUSCOLA COUNTY ADVERTISER	7,974	0	0	0	WED & SAT	FRI & TUE	8	21	\$11.67	\$490.14
MI	TUSCOLA	CARO	221697	SHOPPERS ADVANTAGE	0	25,000	0	0	MON	3 DAYS PRIOR	7	11.5	\$11.67	\$234.86
MI	MONTCALM	CARSON CITY	221711	CARSON CITY GAZETTE	0	7,400	0	0	MON	THU 9AM	6	13.68	\$8.94	\$183.42
MI	TUSCOLA	CASS CITY	221741	CASS CITY CHRONICLE	3,100	0	0	0	WED	FRI	6	21.5	\$7.86	\$253.49
MI	CASS	DOWAGIAC	221756	CASSOPOLIS VIGILANT	731	0	0	0	THU	FRI	8	21.5	\$11.77	\$506.11
MI	CHARLEVOIX	CHARLEVOIX	221831	CHARLEVOIX COURIER	2,500	0	0	0	WED	FRI 11AM	5	12.5	\$15.42	\$240.94
MI	EATON	CHARLOTTE	221861	CHARLOTTE SHOPPING GUIDE	0	0	0	15,300	SUN	THU 11AM	6	16	\$15.35	\$368.40
MI	CHEBOYGAN	CHEBOYGAN	221889	CHEBOYGAN DAILY TRIBUNE	4,665	0	0	0	TUE - SAT	5 DAYS PRIOR	6	21	\$16.21	\$510.62
MI	CHEBOYGAN	CHEBOYGAN	221890	SHOPPER'S FAIR	0	14,000	0	0	SAT	WED 4PM	6	21	\$13.53	\$426.20



****Rates are estimated for planning purposes only! All information must be confirmed before placement.**

Comments: Although ANR makes every effort to provide accurate rates, dates and information, ANR shall not be liable for circumstances beyond its control, including rate or policy changes at individual newspapers. Thank You.