

City Pulse publishes 14,000 copies weekly and is distributed at over 350 locations throughout Lansing, East Lansing, Grand Ledge, Okemos, Mason, Holt, Dewitt, Charlotte, Eaton Rapids and Williamston.

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

The ad rates listed below are **per week**, e.g. (26x \$945) is 26 ads at a rate of \$945 each.



**Full Page**  
 9.5" W by 10.78" H

**1X** \$1196 **4X** \$1160 **8X** \$1120 **12X** \$1076 **26X** \$945 **52X** \$763

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



**3/4 Page**  
 7.083" W by 10.78" H  
 9.5" W by 8.085" H

**1X** \$988 **4X** \$957 **8X** \$926 **12X** \$890  
**26X** \$767 **52X** \$653



**2/3 Page**  
 9.5" W by 7.186" H

**1X** \$922 **4X** \$905 **8X** \$880  
**12X** \$832 **26X** \$727 **52X** \$617



**Junior Page**  
 7.083" W by 7.186" H

**1X** \$776 **4X** \$763 **8X** \$720  
**12X** \$700 **26X** \$611 **52X** \$513



**1/2 Page**  
 4.667" W by 10.78" H  
 9.5" W by 5.39" H

**1X** \$761 **4X** \$737 **8X** \$708  
**12X** \$685 **26X** \$595 **52X** \$503



**1/3 Page**  
 4.667" W by 7.186" H  
 9.5" W by 3.593" H

**1X** \$513 **4X** \$503 **8X** \$487  
**12X** \$463 **26X** \$416 **52X** \$343



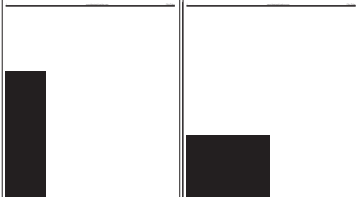
**1/4 Page**  
 2.25" W by 10.78" H  
 9.5" W by 2.695" H  
 4.667" W by 5.39" H

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



**1/6 Page**  
 2.25" W by 7.186" H  
 4.667" W by 3.593" H

**1X** \$284 **4X** \$275  
**8X** \$267 **12X** \$254 **26X** \$221 **52X** \$189



**1/8 Page**  
 2.25" W by 5.39" H  
 4.667" W by 2.695" H

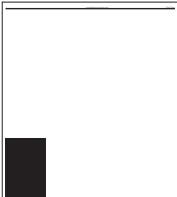
**1X** \$213 **4X** \$211 **8X** \$203  
**12X** \$194 **26X** \$169 **52X** \$144



**1/12 Page**  
 2.25" W by 3.593" H  
 4.667" W by 1.796" 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**  
 2.25" W by 2.695" H

**1X** \$144 **4X** \$141 **8X** \$137  
**12X** \$131 **26X** \$112 **52X** \$105

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.

**Berl Schwartz**  
**Publisher**

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**RETAIL ADVERTISING**