

2009 ITALIAN TRIBUNE DATES AND SPECIAL SECTIONS

SPACE RES. DEADLINE	AD COPY DEADLINE	PUB. DATE	PROMOTIONS (Subject to Change)			
Wednesday, Dec. 31, 2008	Friday, Jan. 2	Friday, Jan. 9	N. Amer. Auto Show + 100 Years of Progress			
5:00 PM	Noon		Senior Outlook/Health & Fitness			
Wednesday, Jan. 14	Friday, Jan. 16	Friday, Jan. 23	N. Amer. Auto Show			
5:00 PM	Noon		Senior Outlook/Health & Fitness			
Wednesday, Jan. 28	Friday, Jan. 30	Friday, Feb. 6	Valentine's Day/Winter Bridal			
5:00 PM	Noon	Health & Fitness				
Wednesday, Feb. 11	Friday, Feb. 13					
5:00 PM	Noon		Senior Outlook/Health & Fitness			
Wednesday, Feb. 25	Friday, Feb. 27	Friday, Mar. 6	St. Patrick's Day/St. Joseph's Day			
5:00 PM	Noon	· · · · · · · · · · · · · · · · · · ·	Health & Fitness			
Wednesday, Mar. 11	Friday, Mar. 13	Friday, Mar. 20	Senior Outlook			
5:00 PM	Noon	·	Health & Fitness			
Wednesday, Mar. 25	Friday, Mar. 27	Friday, April 3	Easter			
5:00 PM	Noon		Golf Extra/Health & Fitness			
Wednesday, April 8	Friday, April 10	Friday, April 17	Spring Home & Garden/Senior Outlook			
5:00 PM	Noon	r nady, ripin ri	Health & Fitness/Golf Extra			
Tuesday, April 21	Thursday, April 23	Friday, May 1	100th Anniversary Issue/Mother's Day			
Noon*	Noon*	i i i day, inay i	Health & Fitness			
Wednesday, May 6	Friday, May 8	Friday, May 15	Memorial Day			
5:00 PM	Noon	i naay, may ro	Health & Fitness			
Wednesday, May 20	Friday, May 22	Friday, May 29	Summer Bridal			
5:00 PM	Noon	1 Hody, May 20	Summer Fun/Health & Fitness			
Wednesday, June 3	Friday, June 5	Friday, June 12	Father's Day/Summer Bridal			
5:00 PM	Noon	r nday, ounc 12	Senior Outlook/Health & Fitness			
Wednesday, June 17	Friday, June 19	Friday, June 26	4th of July			
5:00 PM	Noon	Thuay, June 20	Summer Bridal/Health & Fitness			
Tuesday, June 30*	Thursday, July 2*	Friday July 10	Senior Outlook			
5:00 PM	Noon	Thiddy bully To	Summer Fun/Travel/Health & Fitness			
Wednesday, July 15	Friday, July 17	Friday, July 24	Italian Festival/Freedom Hill			
5:00 PM	Noon	Thuay, July 24	Summer Bridal/Health & Fitness			
Wednesday, July 29	Friday, July 31	Friday, Aug. 7	Vicariate Festival			
5:00 PM	Noon	r nady, Aug. 7	Back to School/College/Health & Fitness			
Wednesday, Aug. 12	Friday, Aug. 14	Friday, Aug. 21	Back to School			
5:00 PM	Noon	1 Hady, 7 dg. 2 1	Senior Outlook/Health & Fitness			
Wednesday, Aug. 26	Friday, Aug. 28	Friday, Sept. 4	Labor Day			
5:00 PM	Noon	Thody, Oopt. 4	Senior Outlook/Health & Fitness			
Wednesday, Sept. 9	Friday, Sept. 11	Friday, Sept. 18	Fall Bridal			
5:00 PM	Noon		Health & Fitness			
Wednesday, Sept. 23	Friday, Sept. 25	Friday, Oct. 2	Columbus Day			
5:00 PM	Noon	1 Hudy, 000 2	Senior Outlook/Fall Bridal/Health & Fitness			
Wednesday, Oct. 7	Friday, Oct. 9	Friday, Oct. 16	Halloween			
5:00 PM	Noon	Thiday, Oot. To	Fall Bridal/Health & Fitness			
Wednesday, Oct. 21	Friday, Oct. 23	Friday, Oct. 30	Halloween/Fall Bridal			
5:00 PM	Noon	1 haay, 000.00	Senior Outlook/Health & Fitness			
Wednesday, Nov. 4	Friday, Nov. 6	Friday, Nov. 13	Thanksgiving			
5:00 PM	Noon		Health & Fitness/Bridal/Entertainment			
Wednesday, Nov. 18	Friday, Nov. 20	Friday, Nov. 27	Christmas/Dining Guide/Gift Guide			
5:00 PM	Noon	1 100y, 100. 21	Senior Outlook/Health & Fitness			
Wednesday, Dec. 2	Friday, Dec. 4	Friday, Dec. 11	Christmas			
5:00 PM	Noon	1 100y, 000. 11	Dining Guide/Gift Guide/Health & Fitness			
Wednesday, Dec. 16	Friday, Dec 18	Thursday, Dec. 24	Christmas/New Year's/Holiday Greetings			
5:00 PM	Noon	Thursday, Dec. 24	Senior Outlook/Health & Fitness			
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Celebrating our 100th Anniversary Year!

*=Deadline Change Note: Bold indicates biggest issues of year Rev. 9/8/08

Why Advertise In The Italian Tribune?

We are the only Italian-American biweekly newspaper that circulates in the Tri-County area. It is a way for advertisers to tap the market of an entirely new group of customers.

We have served our community for **100 years** and are a popular source of news, entertainment and education for our readers. The Tribune is noted for its credibility and longevity.

We are a tabloid size newspaper. Even a small ad commands a greater percentage of a given page than a larger ad in a full-sized paper.

We specialize in local news. That means that almost every item in our paper is of prime concern to our reader.

Each ad in our paper receives prominent positioning, regardless of size. You need never worry about being buried so that no one sees your ad.

We are a paid circulation newspaper, delivered by the U.S. Mail. In addition, our paper is delivered to area stores.

CALL (586) 783-3260 FOR ALL YOUR ADVERTISING NEEDS

Fax your ads to (586) 783-4447

Distributed in the Detroit Metropolitan Area and Windsor

Cities we serve by mail and store delivery:

ALLEN PARK ALMONT ANN ARBOR AUBURN HILLS BATTLE CREEK BELLEVILLE BENTON HARBOR BERKLEY **BEVERLY HILLS** BIRMINGHAM BLOOMFIELD **BLOOMFIELD HILLS** BLOOMFIELD TWP. BRIGHTON BROWNSTOWN TWP. CANTON CASCO Centerline CHESTERFIELD CLAWSON CLINTON TWP. COLOMA CROSWELL Darien DAVISBURG DAVISON Dearborn DEARBORN HGTS. DETROIT EASTPOINTE ECORSE FARMINGTON FARMINGTON HILLS Fenton FLINT FLUSHING FRANKLIN FRASER FRUITPORT GOETZVILLE GRAND BLANC GRAND LEDGE GRAND RAPIDS **GROSSE ISLE** GROSSE POINTE GROSSE PTE, FARMS GROSSE PTE. SHS. GROSSE PTE. WDS. HAMTRAMCK Hancock HARPER WOODS HARSENS ISLAND HAZEL PARK

HIGHLAND HIGHLAND PARK HOLLY HOWELL HUNTINGTON WDS. JENISON KALAMAZOO **KEEGO HARBOR** LAINSBURG LAKE ORION Lansing LAPEER LEXINGTON LINCOLN PARK Livonia Масомв MADISON HTS. MARQUETTE Monroe MT. CLEMENS NORTHVILLE Novi Oak Park OXFORD Paw Paw PETERSBURG PLYMOUTH Pontiac REDFORD RIVERVIEW ROCHESTER **ROCHESTER HILLS** ROSEVILLE ROYAL OAK ST. CLAIR SHORES SAULTE STE. MARIE SHELBY TWP. SOUTHFIELD SOUTHGATE STERLING HTS. SWARTZ CREEK TAYLOR TECUMSEH TRENTON Troy UTICA WARREN WATERFORD WEST BLOOMFIELD WESTLAND WILLIAMSTON WIXOM **WYANDOTTE**

The Italian Tribune

Serving the Italian American community Since 1909

P.O. Box 380407 Clinton Twp., MI 48038

Phone: (586) 783-3260 Fax: (586) 783-4447

Visit us online at: www.Italian-Tribune.com

E-mail: Italiantribune@yahoo.com

MECHANICAL REQUIREMENTS

- **Deadlines**: Ads not received by the issue deadline will not appear in that issue.
- Printed by offset
- **Type Page**: 10.25" wide by 13.75" deep
 - Six columns to a page:

6 COLUMN FORMAT SPECS								
1 column	1 1/2"	9 picas						
2 columns	3 1/4"	20 picas						
3 columns	5"	30 picas						
4 columns	6 3/4"	41 picas						
5 columns	8 1/2"	51 picas						
6 columns	10.25"	61 picas						

 \succ Position cannot be guaranteed unless a year's contract is taken, and only if space is available.

- Color Ads: Space reservations one week prior to publication
 - ➢ Rate: \$100 per page, \$50 half pg.
 - > Ads under 21" will be billed at \$25 for color.
- Payment

> Due net ten days from receipt of statement/invoice.

> Finance charge of 1 1/2% on past due accounts will accrue at 30 days.

- Returned check fee: \$30.
- Regulations:

➤ The publisher reserves the right to revise or reject, at her option, any advertising which he deems objectionable, either in its subject matter or phraseology.

> Publisher will not be liable for omission of any advertisement.

 \succ Note: Ad contracts cancelled will be adjusted and billed at the rate earned.

2009 ADVERTISING RATES

Display Rates

National Rate — **\$15** per col. inch Political Rate — **\$15** per col. inch One Time Rate — **\$15** per col. inch 2-5 Time Rate — **\$14** per col. inch Must be consecutive issues 6-9 Time Rate — **\$13** per col. inch Must be consecutive issues 10-13 Time Rate — **\$12** per col. inch Must be consecutive issues 14-17+ Time Rate — **\$11** per col. inch Must be consecutive issues

Sample Ad Sizes (one time rate b&w)

1/4 page Ad—**\$315** (5" wide x 7" high) 1/2 Page Ad—**\$630** (10" wide x 7" high) Full Page Ad—**\$1260** (10" wide x 14" high)

Classified Rates

One Time — \$10 per column inch Two Time — \$9 per column inch Four Time — \$8 per column inch

Italian Yellow Pages Directory Rates

One Year (26 weeks) — \$125 per year, for a five line listing, paid in advance. Each additional line is \$25 per year.

To advertise, Call (586) 783-3260

AN INTRODUCTION TO THE ITALIAN TRIBUNE

The Italian Tribune, serving the Detroit Metropolitan area since 1909, is celebrating its **100th anniversary in 2009!** The paper is a unique biweekly newspaper, published 26 times per year, which serves more than 30,000 readers in the Italian American community.

It tells:

- WHO is promoting the Italian American positive image.
- WHAT is going on in the community.
- WHERE you can buy goods and receive services.
- WHEN important events are happening.
- WHY readers should patronize our advertisers.

The Tribune is divided into two sections. The first section is printed in English and appeals to the second and third generation Italian American, who is proud of his heritage, and whose buying power is impressive. The Italian section appeals to the Italian-born as well as those who wish to practice their language skills.

Advertising rates are highly competitive with other community publications and the Italian Tribune boasts of a PAID, not free, circulation by mail as well as store stop distribution to over 200 locations.

> Marlene Baker, Publisher Pam Whiter, Executive Editor Marilyn Borner, Production Editor

SUBSCRIPTIONS to the Italian Tribune are

available at the 2006 rate of **\$20 per year.** To subscribe, send your check or money order to: Italian Tribune, P.O. Box 380407, Clinton Township, MI 48038

The Italian Tribune

100 Years Young — *Serving the Italian Community since 1909* P. O. Box 380407 • Clinton Township, MI 48038 • Phone: (586) 783-3260 • Fax (586) 783-4447

2009 ADVERTISING SPECIALS!

The Italian Tribune is celebrating its 100^{th} Anniversary in 2009! The paper is seen by over 30,000 readers each issue – 26 times per year. Typesetting and layout of your ad is available at no extra cost for black and white advertising. A small charge for color will give you the availability of full process color in your ad.

For your convenience, below is a list of our per issue rates for the most commonly requested ad sizes:

				2-5	6-9	10-13	14-17+	Color
Size	WxH	Col	1 issue	issues	issues	issues	issues	Fee*
Full Pg	10.25" x 13.75"	6	\$1260 ea	\$1176 ea.	\$1092 ea.	\$1008 ea.	\$924 ea.	\$100/ad
Half Page	10.25" x 7"	6	\$630 ea	\$588 ea.	\$546 ea.	\$504 ea.	\$462 ea.	\$50/ad
Quarter Pag	ge 5" x 7"	3	\$315 ea	\$294 ea.	\$273 ea.	\$252 ea.	\$231 ea.	\$25/ad
Eighth Pag	e 3.25"x 5"	2	\$150 ea	\$140 ea.	\$130 ea.	\$120 ea.	\$110 ea.	\$25/ad

*Note: The color fee is imposed each time the ad runs in color.

• All Political Advertising, Italian Yellow Pages Directory ads and Classified Ads must be paid in advance. For your convenience, we offer Visa and MasterCard payments by phone.

For advertising, contact your Advertising Account Executive Or call: (586) 783-3260