



2009 ITALIAN TRIBUNE DATES AND SPECIAL SECTIONS

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

Celebrating our 100th Anniversary Year!

*=Deadline Change

Note: Bold indicates biggest issues of year

Rev. 9/8/08

The Italian Tribune
P.O. Box 380407
Clinton Twp., MI 48038
(586) 783-3260

Why Advertise In The Italian Tribune?

We are the only Italian-American bi-weekly 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	HIGHLAND
ALMONT	HIGHLAND PARK
ANN ARBOR	HOLLY
AUBURN HILLS	HOWELL
BATTLE CREEK	HUNTINGTON WDS.
BELLEVILLE	JENISON
BENTON HARBOR	KALAMAZOO
BERKLEY	KEEGO HARBOR
BEVERLY HILLS	LAINSBURG
BIRMINGHAM	LAKE ORION
BLOOMFIELD	LANSING
BLOOMFIELD HILLS	LAPEER
BLOOMFIELD TWP.	LEXINGTON
BRIGHTON	LINCOLN PARK
BROWNSTOWN TWP.	LIVONIA
CANTON	MACOMB
CASCO	MADISON HTS.
CENTERLINE	MARQUETTE
CHESTERFIELD	MONROE
CLAWSON	MT. CLEMENS
CLINTON TWP.	NORTHVILLE
COLOMA	NOVI
CROSWELL	OAK PARK
DARIEN	OXFORD
DAVISBURG	PAW PAW
DAVISON	PETERSBURG
DEARBORN	PLYMOUTH
DEARBORN HGTS.	PONTIAC
DETROIT	REDFORD
EASTPOINTE	RIVERVIEW
ECORSE	ROCHESTER
FARMINGTON	ROCHESTER HILLS
FARMINGTON HILLS	ROSEVILLE
FENTON	ROYAL OAK
FLINT	ST. CLAIR SHORES
FLUSHING	SAULTE STE. MARIE
FRANKLIN	SHELBY TWP.
FRASER	SOUTHFIELD
FRUITPORT	SOUTHGATE
GOETZVILLE	STERLING HTS.
GRAND BLANC	SWARTZ CREEK
GRAND LEDGE	TAYLOR
GRAND RAPIDS	TECUMSEH
GROSSE ISLE	TRENTON
GROSSE POINTE	TROY
GROSSE PTE. FARMS	UTICA
GROSSE PTE. SHS.	WARREN
GROSSE PTE. WDS.	WATERFORD
HAMTRAMCK	WEST BLOOMFIELD
HANCOCK	WESTLAND
HARPER WOODS	WILLIAMSTON
HARSENS ISLAND	WIXOM
HAZEL PARK	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

- 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.
 - 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 bi-weekly 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 **100th 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:

Size	W x H	Col	1 issue	2-5 issues	6-9 issues	10-13 issues	14-17+ issues	Color 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 Page	5" x 7"	3	\$315 ea	\$294 ea.	\$273 ea.	\$252 ea.	\$231 ea.	\$25/ad
Eighth Page	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