



Original Shopper of the Cass River Valley

Serving our community for over 49 years.

Reaching Over 21,000 Households Every Saturday!

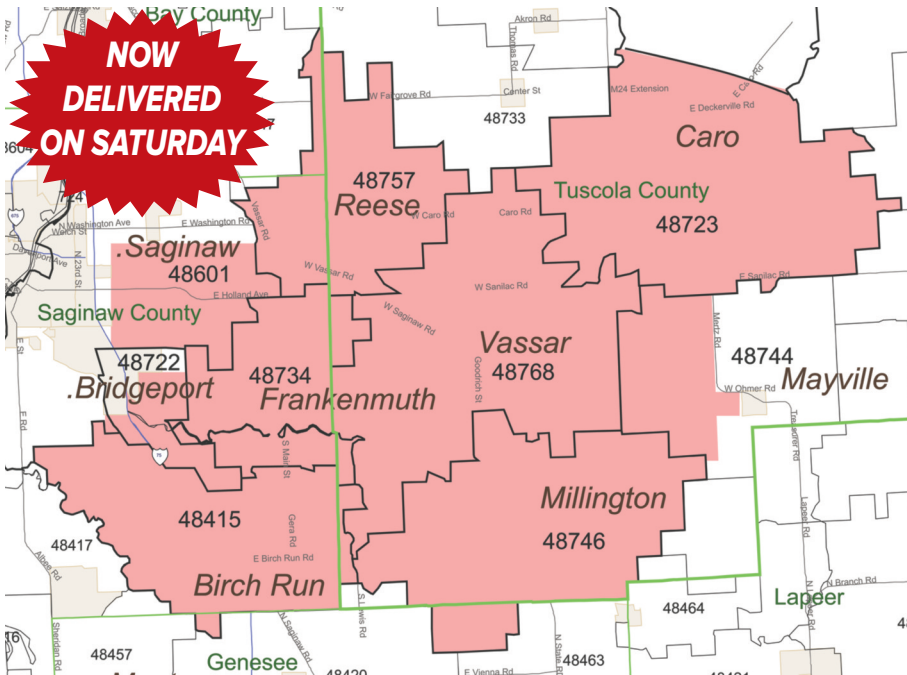
Coverage area includes: Vassar, Richville, Frankenmuth, Saginaw, Mayville, Millington & Reese. Also Caro\*, Birch Run\* & Bridgeport\*  
Consistent Delivery, Reasonable Prices, The BEST Choice - The CRT!

\*All or parts of these three towns are delivered by Contracted Carriers



Direct Mailed to Vassar, Millington, Reese, Frankenmuth, Richville. Also Parts of Saginaw and Mayville.

**"HIGH and DRY"  
INSIDE EVERY  
MAILBOX  
ON SATURDAYS!**



CLASSIFIED AD RATE

**\$8.00 PER WEEK FOR 10 WORDS OR LESS. 10¢ ADDITIONAL PER WORD.**

**\$.20 BILLING CHARGE ADDED TO NON PRE-PAID ADS. \$1.00 ADDITIONAL FOR BORDERED ADS.**

STANDARD RATE  
**\$7.50 PER COLUMN INCH** (COLOR EXTRA)  
**MONTHLY DISCOUNTS\***

- Spend Over \$100 per month and **TAKE 5% OFF**
- Spend Over \$400 per month and **TAKE 15% OFF**
- Spend Over \$2,000 per month and **TAKE 25% OFF**

LEGAL/POLITICAL RATE  
**\$8.00 PER COLUMN INCH** (COLOR EXTRA)

NON PROFIT RATE  
**\$6.00 PER COLUMN INCH** (COLOR EXTRA)

**\$780.00 - FRONT PAGE** (COLOR INCLUDED)

ADDITIONAL CHARGE FOR COLOR ADS  
COLUMN WIDTH = 1.625 INCHES  
6 COLUMNS PER PAGE  
90 TOTAL INCHES PER PAGE  
PAGE SIZE = 10.5 X 15 INCHES

\*Volume Totals Only Include Column Inch Charges. Color or Online Ad Charges are not Discounted. Must Pay Statement Total by the 10th of the Month for Discount to Apply.

## INSERT RATES

2 Pages - **\$45 per 1,000** (Up to .24 Oz.)  
4-6 Pages - **\$48 per 1,000** (Up to .5 Oz.)  
6-8 Pages - **\$50 per 1,000** (Up to .9 Oz.)

Inserts Zoned by Zip Code Only.  
Call For a Quotes on 1 Ounce or More.  
Maximum Folded Insert Size is 8.5"x11".

Ship Pre-Prints to Cass River Trader  
C/O Stafford Media:  
1007 E. Fairplains, Greeville, MI 48838

PRE-PRINTED INSERT BUYERS! We are the **ONLY** direct mailed shopper in the area.  
Now with Saturday Delivery!

## ZIP CODES/ZONES

Vassar West (48768)	1700
Vassar East (48768)	2475
Frankenmuth North (48734)	1725
Frankenmuth South (48734)	1700
Saginaw - East (48601)	575
Reese (48757)	1600
Richville (48758)	70
Millington North (48746)	2275
Millington South (48746)	1150
Mayville (48744)	570
Caro (48723)	3215
Birch Run (48415)	2410
Bridgeport (48722)	450
<b>Zoned Distribution</b>	<b>19,915</b>
Bulk Distribution	1,000

## SEO BOOST

Put your print ads to work for you! Boost your digital presence and get in front of more customers by utilizing our new **Search Engine Optimization (SEO)** service.

**\$35/per month for Unlimited Ads!**

**DISPLAY AD DEADLINE: Wednesday by noon. DELIVERY DATE: Saturday. ads@cassrivertrader.com**

Sales Representatives: Ryan Bilbey cell 810.691.7506 • Tracy Kasdorf cell 989.233.8844 • Tom Kukulski 989.823.8651



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