



Original Shopper of the Cass River Valley

Serving our community for over 49 years.

Reaching Over 21,000 Households Every Saturday!

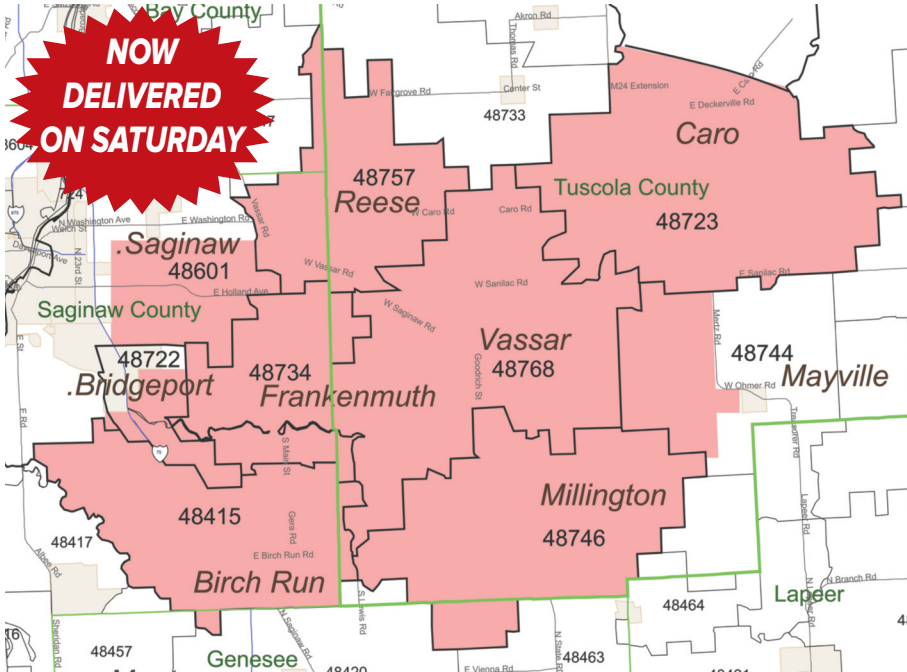
Coverage area includes: Vassar, Richville, Frankenmuth, Saginaw, Mayville, Millington & Reese. Also Caro*, Birch Run* & Bridgeport*
Consistent Delivery, Reasonable Prices, The BEST Choice - The CRT!

*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

Zoned Distribution 19,915
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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