

Troy-Somerset  
**Gazette**

CELEBRATING 39 YEARS

Your community news FREE every Monday • GetYourGazette.com • Est. 1980

- ✓ Launched in 1980, the Gazette has been serving our extremely loyal readership for 39+ years in Troy and surrounding communities in the most affluent county in Michigan.
- ✓ **15,000** distributed every **Monday**
- ✓ Target Readership: The 82,339 residents and 140,638 adults working in Troy
- ✓ Reader profile: Affluent, Educated, Professional, White collar, Home owners
- ✓ Editorial content that's appealing to your customers: Women and Adults 25+
- ✓ In-depth local news and targeted advertising that works
- ✓ Proven results and successful track record for advertisers
- ✓ Full color ads at no extra charge
- ✓ Editorial coverage for 13 week+ advertisers

Rochester & Rochester Hills  
**Gazette**

Your community news FREE every Thursday • GetYourGazette.com • Est. 2016

- ✓ Launched in 2016 to satisfy the demand for better weekly community news coverage in Rochester, Rochester Hills and surrounding communities.
- ✓ **15,000** distributed every **Thursday**
- ✓ Target Readership: The 86,806 residents and 45,821 adults working in Rochester and Rochester Hills
- ✓ Reader profile: Affluent, Educated, Professional, White collar, Home owners
- ✓ Editorial content that's appealing to your customers: Women and Adults 25+
- ✓ In-depth local news and targeted advertising that works
- ✓ Proven results and successful track record for advertisers
- ✓ Full color ads at no extra charge
- ✓ Editorial coverage for 13 week+ advertisers

Shelby • Utica • Macomb • Washington  
**Gazette**

Your community news FREE every Friday • GetYourGazette.com • Est. 2016

- ✓ Launched in 2016 to satisfy the demand for better weekly community news coverage in Shelby Township, Utica and Macomb Township and Washington Township
- ✓ **15,000** distributed every **Friday**
- ✓ Delivering targeted community news every week to Shelby Township, Utica, Macomb Township and Washington Township.
- ✓ Target Readership: The 164,020 residence and working adults in Shelby Township, Utica, Macomb Township and Washington Township.
- ✓ Reader profile: Affluent, Educated, Professional, White collar, Home owners
- ✓ Editorial content that's appealing to your customers: Women and Adults 25+
- ✓ Full color ads at no extra charge
- ✓ Editorial coverage for 13 week+ advertisers

**Ad Sizes & Rates Per Paper / Per Week (more inside)**

| Ad Sizes       | Dimensions (width by height) | 1 Week  | 6 Weeks | 13 Weeks | 26 Weeks |
|----------------|------------------------------|---------|---------|----------|----------|
| 1/8 Page       | 4" x 3.9"                    | \$170   | \$153   | \$145    | \$136    |
| 1/6 Page       | 4" x 5.9"                    | \$250   | \$225   | \$200    | \$190    |
| 1/4 Page       | 6.08" x 5.5"                 | \$350   | \$315   | \$295    | \$280    |
| 1/3 Page       | 6.08" x 7.9"                 | \$450   | \$405   | \$380    | \$360    |
| Half (H)       | 10.25" x 5.9"                | \$580   | \$522   | \$495    | \$465    |
| Half (V)       | 8.17" x 7.9"                 | \$580   | \$522   | \$495    | \$465    |
| Jr. Full       | 8.17" x 8.9"                 | \$700   | \$600   | \$550    | \$500    |
| 3/4            | 8.17" x 11.4"                | \$875   | \$800   | \$749    | \$675    |
| Full           | 10.25" x 11.4"               | \$1,135 | \$975   | \$949    | \$849    |
| Front (TOP)    | 3" x 2.125"                  | \$250   | \$250   | \$250    | \$250    |
| Front (BOTTOM) | 8.17" x 2.25"                | \$350   | \$350   | \$350    | \$350    |

**Reach Gazette Readers Online @ GetYourGazette.com**

We offer two sizes of ads on our website. Ads can rotate throughout the site or placed on a specific page.

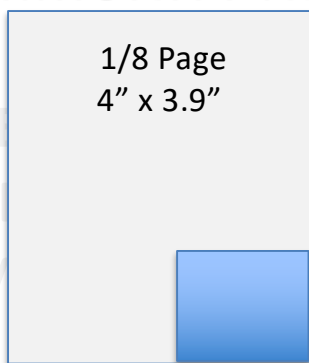
- Top of page leaderboard ad (728 x 90) \$90 per month
- Right side of page display ad (300 x 250) \$75 per month

**SAVE! Multi Paper Discount!**

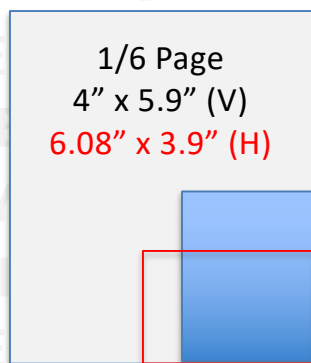
SAVE 20% On Same Ad, Same Week In Additional Paper(s).

The image displays three front pages of the Gazette newspaper. The top page is for Troy-Somerset, featuring a 'Senior Dinner' article and a 'Fun and Fundraising in Our City This Autumn' notice. The middle page is for Rochester & Rochester Hills, featuring a 'Horoscope' section and a 'Council Considers Charging for Parking on Sunday' article. The bottom page is for Shelby • Utica • Macomb • Washington, featuring a 'Fork Curb Festival' article, a 'Local and State Leaders Focus on Cybersecurity Defense' article, and a 'UCS Students Send Visual Letters to China' article.

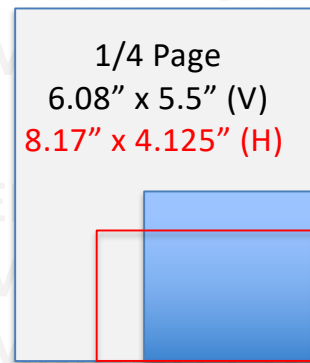
## Ad Dimensions & Specifications



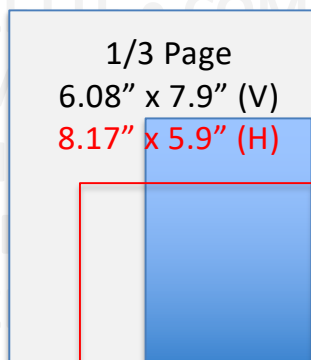
| 1 Week | 6 Weeks | 13 Weeks | 26 Weeks |
|--------|---------|----------|----------|
| \$170  | \$153   | \$145    | \$136    |



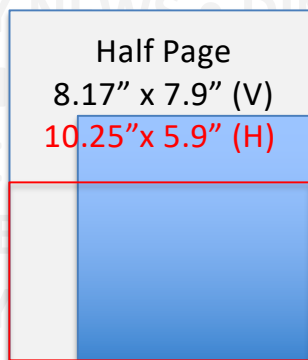
| 1 Week | 6 Weeks | 13 Weeks | 26 Weeks |
|--------|---------|----------|----------|
| \$250  | \$225   | \$200    | \$190    |



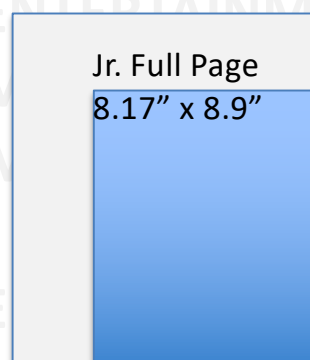
| 1 Week | 6 Weeks | 13 Weeks | 26 Weeks |
|--------|---------|----------|----------|
| \$350  | \$315   | \$295    | \$280    |



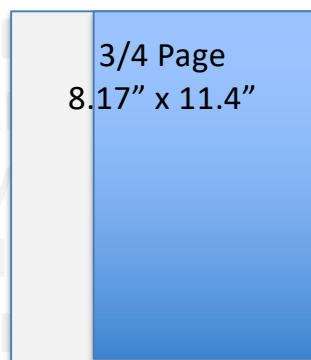
| 1 Week | 6 Weeks | 13 Weeks | 26 Weeks |
|--------|---------|----------|----------|
| \$450  | \$405   | \$380    | \$365    |



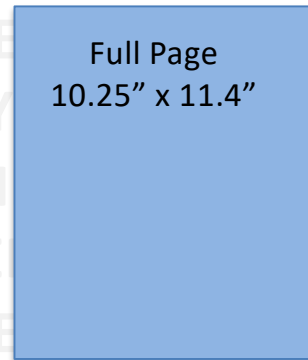
| 1 Week | 6 Weeks | 13 Weeks | 26 Weeks |
|--------|---------|----------|----------|
| \$580  | \$525   | \$495    | \$465    |



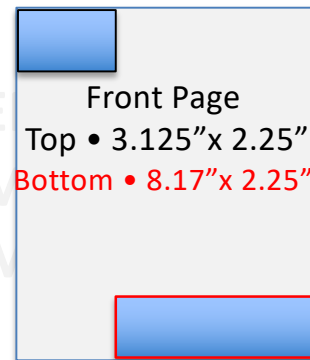
| 1 Week | 6 Weeks | 13 Weeks | 26 Weeks |
|--------|---------|----------|----------|
| \$700  | \$600   | \$550    | \$500    |



| 1 Week | 6 Weeks | 13 Weeks | 26 Weeks |
|--------|---------|----------|----------|
| \$875  | \$800   | \$750    | \$675    |



| 1 Week  | 6 Weeks | 13 Weeks | 26 Weeks |
|---------|---------|----------|----------|
| \$1,135 | \$975   | \$949    | \$849    |



| Top Left       | Bottom Right   |
|----------------|----------------|
| \$250 per week | \$350 per week |

- **FILE FORMATS** - We accept completed ads in .pdf files and logos in .eps line art format.
- **DEADLINES** – Noon on Monday for the following week’s regular issue. Ten days prior for all Special issues and Guides.
- **OUR FINE PRINT** - All rates are net per paper / per issue and valid for the calendar year. Rates include color, type-setting and composition at no additional cost. All accounts are due and payable the date of publication. Please contact our office for classified rates. Political advertisements use the 6 week rate, no discounts and payment is due when the order is placed. **Notice of Cancellation** - Once the Advertiser has confirmed the Advertising, Contract cancellations are allowed in writing up to (2) weeks prior to the scheduled run date. No cancellations will be accepted less than (2) weeks prior to the scheduled ad run date. In case of cancellation, the difference in discount earned will necessitate a cash settlement.

# Advertise In Our 2019 Special Digest Sections Every Month



**January**

| S    | M  | T  | W  | T  | F  | S  |
|------|----|----|----|----|----|----|
|      |    | 1  | 2  | 3  | 4  | 5  |
| • 6  | 7  | 8  | 9  | 10 | 11 | 12 |
| • 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| • 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| • 27 | 28 | 29 | 30 | 31 |    |    |

**February**

| S    | M  | T  | W  | T  | F  | S  |
|------|----|----|----|----|----|----|
|      |    |    |    |    | 1  | 2  |
| • 3  | 4  | 5  | 6  | 7  | 8  | 9  |
| • 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| • 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| • 24 | 25 | 26 | 27 | 28 |    |    |

**March**

| S    | M  | T  | W  | T  | F  | S  |
|------|----|----|----|----|----|----|
|      |    |    |    |    | 1  | 2  |
| • 3  | 4  | 5  | 6  | 7  | 8  | 9  |
| • 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| • 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| • 24 | 25 | 26 | 27 | 28 | 29 | 30 |
|      | 31 |    |    |    |    |    |

**April**

| S    | M  | T  | W  | T  | F  | S  |
|------|----|----|----|----|----|----|
|      |    | 1  | 2  | 3  | 4  | 5  |
| • 6  | 7  | 8  | 9  | 10 | 11 | 12 |
| • 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| • 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| • 27 | 28 | 29 | 30 |    |    |    |

**May**

| S    | M  | T  | W  | T  | F  | S  |
|------|----|----|----|----|----|----|
|      |    |    | 1  | 2  | 3  | 4  |
| • 5  | 6  | 7  | 8  | 9  | 10 | 11 |
| • 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| • 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| • 26 | 27 | 28 | 29 | 30 | 31 |    |

**June**

| S    | M  | T  | W  | T  | F  | S  |
|------|----|----|----|----|----|----|
|      |    |    |    |    |    | 1  |
| • 2  | 3  | 4  | 5  | 6  | 7  | 8  |
| • 9  | 10 | 11 | 12 | 13 | 14 | 15 |
| • 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| • 23 | 24 | 25 | 26 | 27 | 28 | 29 |
|      | 30 |    |    |    |    |    |

**July**

| S    | M  | T  | W  | T  | F  | S  |
|------|----|----|----|----|----|----|
| •    | 1  | 2  | 3  | 4  | 5  | 6  |
| • 7  | 8  | 9  | 10 | 11 | 12 | 13 |
| • 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| • 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| • 28 | 29 | 30 | 31 |    |    |    |

**August**

| S    | M  | T  | W  | T  | F  | S  |
|------|----|----|----|----|----|----|
|      |    |    |    | 1  | 2  | 3  |
| • 4  | 5  | 6  | 7  | 8  | 9  | 10 |
| • 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| • 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| • 25 | 26 | 27 | 28 | 29 | 30 | 31 |

**September**

| S    | M  | T  | W  | T  | F  | S  |
|------|----|----|----|----|----|----|
| • 1  | 2  | 3  | 4  | 5  | 6  | 7  |
| • 8  | 9  | 10 | 11 | 12 | 13 | 14 |
| • 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| • 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| • 29 | 30 |    |    |    |    |    |

**October**

| S    | M  | T  | W  | T  | F  | S  |
|------|----|----|----|----|----|----|
|      |    | 1  | 2  | 3  | 4  | 5  |
| • 6  | 7  | 8  | 9  | 10 | 11 | 12 |
| • 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| • 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| • 27 | 28 | 29 | 30 | 31 |    |    |

**November**

| S    | M  | T  | W  | T  | F  | S  |
|------|----|----|----|----|----|----|
|      |    |    |    |    | 1  | 2  |
| • 3  | 4  | 5  | 6  | 7  | 8  | 9  |
| • 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| • 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| • 24 | 25 | 26 | 27 | 28 | 29 | 30 |

**December**

| S    | M  | T  | W  | T  | F  | S  |
|------|----|----|----|----|----|----|
| • 1  | 2  | 3  | 4  | 5  | 6  | 7  |
| • 8  | 9  | 10 | 11 | 12 | 13 | 14 |
| • 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| • 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| • 29 | 30 | 31 |    |    |    |    |

## 2019 Special Issues & Pull Out Guides

- |                                   |  |
|-----------------------------------|--|
| ✓ Bridal Guide                    | January 14 <sup>th</sup> (week of)           |
| ✓ Spring Dining Guide             | March 11 <sup>th</sup>                       |
| ✓ Spring High School Sports Guide | March 18 <sup>th</sup>                       |
| ✓ Spring Home Improvement Issue   | April 22 <sup>nd</sup>                       |
| ✓ Spring Senior Guide             | May 13 <sup>th</sup>                         |
| ✓ Summer Pet Care Issue           | June 3 <sup>th</sup>                         |
| ✓ Preschool Preview Issue         | July 22 <sup>nd</sup>                        |
| ✓ Fall High School Sports Guide   | August 26 <sup>th</sup>                      |
| ✓ Fall Senior Guide               | September 9 <sup>th</sup>                    |
| ✓ Fall Dining Guide               | October 14 <sup>th</sup>                     |
| ✓ Fall Pet Care Issue             | October 28 <sup>nd</sup>                     |
| ✓ Giving Guide                    | November 18 <sup>th</sup>                    |
| ✓ Winter High School Sports Guide | November 25 <sup>th</sup>                    |
| ✓ Holiday Gift Guide              | Dec. 2 <sup>nd</sup> - Dec. 20 <sup>th</sup> |

*\*All "Guide" issues feature a special pull out section with customer ads and complimentary business listing.*

## 2019 Holiday's & Special Dates

- |                     |                           |
|---------------------|---------------------------|
| ✓ New Year's Day    | January 1 <sup>st</sup>   |
| ✓ Valentine's Day   | February 14 <sup>th</sup> |
| ✓ St. Patrick's Day | March 17 <sup>th</sup>    |
| ✓ Easter            | April 21 <sup>st</sup>    |
| ✓ Mother's Day      | May 12 <sup>th</sup>      |
| ✓ Memorial Day      | May 27 <sup>th</sup>      |
| ✓ Father's Day      | June 16 <sup>th</sup>     |
| ✓ Independence Day  | July 4 <sup>th</sup>      |
| ✓ Labor Day         | September 2 <sup>nd</sup> |
| ✓ Sweetest Day      | October 20 <sup>th</sup>  |
| ✓ Halloween         | October 31 <sup>st</sup>  |
| ✓ Veteran's Day     | November 11 <sup>th</sup> |
| ✓ Thanksgiving      | November 28 <sup>th</sup> |
| ✓ Christmas         | December 25 <sup>th</sup> |
| ✓ New Year's Eve    | December 31 <sup>st</sup> |

Visit [GazetteEvents.com](http://GazetteEvents.com) to learn about...

- |  |  |
|--|--|
| ✓ Bridal Show at Great Oaks Country Club • 1/20      | ✓ Senior Expo at the Somerset Collection • 4/4 |
| ✓ Macomb Spring Home Improvement Show • 2/16-17      | ✓ Oakland Spring Home Improvement Show • 5/4-5 |
| ✓ Senior Expo at the Detroit Institute of Arts • 3/4 | ✓ Bridal Expo at Oakland University • 8/18     |

## Weekly Distribution At Over 700 Convenient Locations

Every week our loyal readers get their Gazette in Troy, Rochester, Rochester Hills, Shelby, Utica, Macomb Twp., Washington Twp. and surrounding communities at over **700 convenient locations**, including;

### 100's of Restaurants

- ✓ Alex's Restaurant
- ✓ Big Boy
- ✓ Big Boy Café
- ✓ Biggby Coffee
- ✓ Panera Bread
- ✓ Hill's Restaurant
- ✓ Hamlin Pub
- ✓ Tim Horton's
- ✓ Clawson Steakhouse
- ✓ Kerby's Koney Island
- ✓ CJ Mahoney's
- ✓ Mon Jin Lau
- ✓ Noodles & Co.
- ✓ CK Diggs
- ✓ Rochester Beer Co.
- ✓ Johnny Cakes
- ✓ Oberweis Dairy
- ✓ Einstein Bagels
- ✓ Antonio's
- ✓ Shield's Pizza
- ✓ Recipes
- ✓ Picano's
- ✓ Dairy Queen
- ✓ Breakaway Deli
- ✓ Denny's
- ✓ Nick's Country Oven
- ✓ Panera Bread
- ✓ Country Inn
- ✓ Mr. B's Pub
- ✓ Jet's Pizza
- ✓ Noodles & Co.
- ✓ Shamrock Pub
- ✓ Pancake Factory
- ✓ Leo's Coney Island
- ✓ Einstein Bagels
- ✓ Shield's Pizza
- ✓ Dairy Queen
- ✓ La Marsa Mediterranean
- ✓ Pizza Hut
- ✓ Tropical Smoothie Café
- ✓ Happy's Pizza
- ✓ Tim Horton's
- ✓ National Coney Island
- ✓ Chicken Shack
- ✓ Savoy Grill
- ✓ Pita Pit
- ✓ Tubby's Sub Shops
- ✓ Sorrento's Pizza

### Schools & Universities

- ✓ Oakland University
- ✓ Oakland Community College
- ✓ Walsh College
- ✓ Macomb County Community College
- ✓ Niles Center
- ✓ Troy District Offices

### Automotive / Dealerships

- ✓ Suburban Cadillac
- ✓ Troy Honda
- ✓ Somerset GMC
- ✓ Mercedes-Benz of Rochester
- ✓ Suburban Chrysler
- ✓ Jaguar of Troy
- ✓ Subaru of Troy
- ✓ Fox Volkswagen
- ✓ Fox Toyota
- ✓ Elder Ford
- ✓ Friendly Cadillac
- ✓ Friendly Honda
- ✓ Meade Lexus
- ✓ Fiat of Lakeside
- ✓ Parkway Chrysler
- ✓ Jaguar of Lakeside
- ✓ Land Rover Lakeside
- ✓ Causley Hyundai
- ✓ Sellers Subaru
- ✓ Suburban Toyota
- ✓ Belle Tire
- ✓ Discount Tire

### Medical & Professional

- ✓ Beaumont Hospital Troy
- ✓ Crittenton Hospital
- ✓ Unisource Medical
- ✓ Wellpointe Medical
- ✓ Flagstar HQ
- ✓ Kelly Services HQ
- ✓ Columbia Center
- ✓ Henry Ford Medical Center
- ✓ Beaumont Medical Center
- ✓ Henry Ford Macomb Hospital
- ✓ Henry Ford Medical Center
- ✓ St. John's Medical Center
- ✓ McLaren Urgent Care
- ✓ St. Joseph's Mercy Macomb
- ✓ Shelby Macomb Medical Mall
- ✓ AAA of Michigan - Troy

### 100's of Retail Locations

- ✓ Nino Salvaggio – Troy & Utica
- ✓ Whole Foods
- ✓ Kroger (All Locations)
- ✓ Hollywood Market
- ✓ Walmart
- ✓ Fresh Thyme Markets (All Locations)
- ✓ Ace Hardware (All Locations)
- ✓ Barnes & Noble

### Senior Care Facilities

- ✓ All Seasons of Rochester
- ✓ Waltonwood Senior Living
- ✓ Atria Senior Living
- ✓ Evangelical Senior Home
- ✓ Lakeside House
- ✓ North Pointe Senior
- ✓ Heartland Rehabilitation
- ✓ All Season's Birmingham
- ✓ Oakmont Extended Care
- ✓ American House

### Health & Fitness

- ✓ Life Time Fitness Troy
- ✓ Life Time Fitness Rochester Hills
- ✓ Life Time Fitness Utica
- ✓ North Oakland YMCA
- ✓ Troy Sports Center
- ✓ Sola Life & Fitness
- ✓ Suburban Ice
- ✓ Onyx Ice Arena
- ✓ Aqua-Tots

### City & Community

- ✓ Troy City Hall
- ✓ Rochester City Hall
- ✓ Rochester Hills City Hall
- ✓ Troy Community Center
- ✓ OPC Rochester
- ✓ Shelby Township Admin
- ✓ Shelby Township Library
- ✓ Shelby Township Police
- ✓ Shelby Township Senior Ctr.
- ✓ Macomb Township Admin
- ✓ Macomb Township Recreation Center
- ✓ Utica Municipal Offices
- ✓ Utica Police Station
- ✓ Utica Library

6966 Crooks Road, Suite 22, Troy, MI 48098 • Ph: 248-524-4868 • Fx: 248-524-9140 • [GetYourGazette.com](http://GetYourGazette.com)



Gazette Media Group