

Founded in 1871, the State Line Observer serves our market area from the main office in Morenci, Mich., and its satellite office in Fayette, Ohio.

**Contact information:**

120 North St., Morenci, MI 49256  
Telephone: 517/458-6811 FAX: same

P.O. Box 314, Fayette, OH 43521  
Telephone: 419/237-2378

e-mail: [editor@statelineobserver.com](mailto:editor@statelineobserver.com)  
website: <http://statelineobserver.com>



*16-time winner*  
**Newspaper  
of the Year**

The Observer has won the Michigan Press Association's top honor 16 times, including 13 of the past 16 years, along with numerous awards from the National Newspaper Association.

Ensure readership of your advertising message by placing it alongside our award-winning news, features, columns and photography in this market area's most-honored publication.

Top-quality writing leads to high readership of your company's advertisements.

# What Can the State Line Observer Help Me Market?

The possibilities are almost endless, but some of our most successful advertisers are in these areas—

- Automotive
- Appliances
- Entertainment
- Dining
- Home Improvement
- Furniture
- Lawn & Garden
- Services
- Financial
- Real Estate

What do YOU want to sell?

## How Do I Get Started?

**Call 517/458-6811  
or 419/237-2378**

**Rich Foley**  
*Advertising Consultant*

**Kim Ekins**  
*Business Manager*

# 2015 AD RATES AND MARKET DATA



# STATE LINE Observer



Lenawee County  
Michigan  
Fulton County  
Ohio  
and Surrounding  
Areas

*On the Border of Two Great States*

## Display Advertising

|  |        |
|--|--------|
| Open local rate, per column inch       | \$6.25 |
| Weekly rate                            | \$5.50 |
| 60 inches or more in a calendar month  | \$5.30 |
| 200 inches or more in a calendar month | \$5.20 |
| Quarter page                           | \$125  |
| Half page                              | \$240  |
| Full page                              | \$425  |
| Two full pages                         | \$725  |
| National commissionable rate           | \$7.25 |
| Color charge, per color                | \$20   |
| Process color                          | \$65   |

## Classified Advertising

|                          |        |
|--------------------------|--------|
| Readers, 10 words        | \$5.50 |
| Each additional word     | \$ .05 |
| Display, per column inch | \$6.35 |
| Four weeks or more       | \$6.25 |

## Inserts

Most inserts delivered for \$50 per thousand.

## Publication Date

The Observer is printed and mailed Tuesdays for Wednesday delivery in local areas (subject to change during holiday weeks).

## Deadline

Monday noon of publication week (subject to change during holiday weeks).

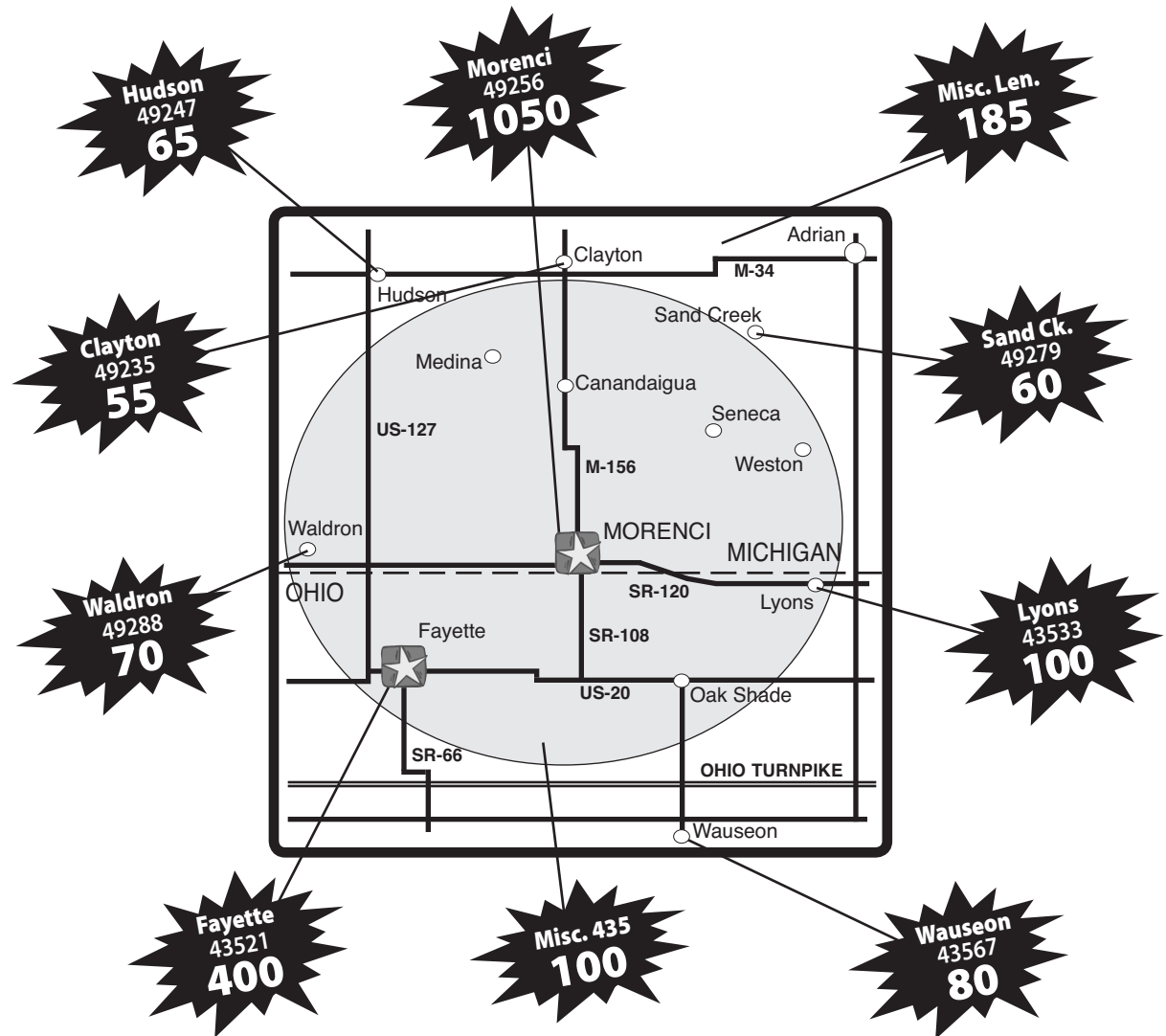
## Page Size Information

Page size — 10.25 inches x 16 inches

Six-column tabloid

|        |                  |                          |
|--------|------------------|--------------------------|
| 1 col. | • 1 9/16 inches  | • 9p <sup>6</sup> picas  |
| 2 col. | • 3 5/16 inches  | • 20 picas               |
| 3 col. | • 5 1/16 inches  | • 30p <sup>6</sup> picas |
| 4 col. | • 6 13/16 inches | • 41 picas               |
| 5 col. | • 8 9/16 inches  | • 51p <sup>6</sup> picas |
| 6 col. | • 10 5/16 inches | • 62 picas               |

## Local Circulation Map



## The Most-Read Newspaper in the Morenci/Fayette area

Misc. Lenawee County includes circulation in Adrian, Blissfield, Clinton and Tecumseh  
Misc. 435 includes circulation in Archbold, Delta and other locations in Williams and Lucas counties

**Total Circulation**  
**2,167**  
**Paid circulation: 2,075**

**Read by nearly**  
**6,000**  
**people each week**

**93.1%**  
**of Circulation**  
**is in local area**