

RATE INFORMATION 2008-2009



Publishing for more than 58 Years



BUSINESS & PROFESSIONAL TELEPHONE DIRECTORIES

877-882-0702

fax: 313-884-3779

info@bluebook.ws

www.thelittlebluebook.net

**15324 Mack Avenue
Grosse Pointe Park, MI 48230**

LISTING YEARLY RATES

MEDIUM

Blue Book Publishing
15324 Mack Avenue \$95
Extra line \$50

BOLD

GREENHOUSE SALON
117 Kercheval \$120
Extra line \$65

REVERSE

Heatcraft
15011 Charlevoix \$135
Extra line \$70

COLOR (NEW)

DO BY HAIR CO
15229 Kercheval \$160
Extra line \$85

COLOR HI-LITE

"the little Blue Book"
15324 Mack \$195
Extra line \$100

ULTRA BOLD

BEAUMONT HOSPITAL
468 CADIEUX. \$255
Extra line \$135
Color \$345
Extra line \$180

WEB LINK

WEB LINK - ONE YEAR.. \$199

FLYER PRINTING & DELIVERY WITH "the little Blue Book"

8.5" X 11" - Full Color Two-Sides - 60lb Gloss Text

ONE BOOK - 30K \$2995
TWO BOOKS - 70K \$5995
THREE BOOKS - 100K \$7995

Insert Flyers Must Run In All Three Consecutive Books

DISPLAY AD • MONTHLY RATES* PAGE DISPLAY (2 COLUMNS)

SIZE	DIMENSIONS	BLACK & WHITE	FULL COLOR
Full Page	4 ⁵ / ₈ "w X 9 ³ / ₄ "h	\$292.00	\$337.50
3/4 Page	4 ⁵ / ₈ "w X 7"h	224.00	276.00
2/3 Page	4 ⁵ / ₈ "w X 6 ¹ / ₈ "h	197.50	230.00
1/2 Page	4 ⁵ / ₈ "w X 4 ⁵ / ₈ "h	146.00	174.50
1/3 Page	4 ⁵ / ₈ "w X 3 ¹ / ₁₆ "h	116.50	138.50
1/4 Page	4 ⁵ / ₈ "w X 2 ⁵ / ₁₆ "h	93.00	116.00
1/6 Page	4 ⁵ / ₈ "w X 1 ¹ / ₂ "h	82.50	96.00

COLUMN DISPLAY (1 COLUMN)*

SIZE	DIMENSIONS	BLACK & WHITE	FULL COLOR
Five Inch	2 ³ / ₁₆ "w X 5"h	\$73.00	\$78.50
Four Inch	2 ³ / ₁₆ "w X 4"h	66.00	76.00
Three Inch	2 ³ / ₁₆ "w X 3"h	56.50	68.50
Two Inch	2 ³ / ₁₆ "w X 2"h	49.50	58.50

SIDE BARS - ALPHABETICAL

Minimum 2"h X 1¹/₄"w per inch \$9.50 \$12.00

SPECIAL PLACEMENT ADS

Front or Back Inside Cover	\$476.50
Inside Front or Back Page	388.00
Back Outside Cover	776.00
Spine	327.50
Page Banners	22.50
Coupons (back of directory)	70.50
Sponsor the Family & Entertainment Section 1/6 Page	54.00
Sponsor the Family & Entertainment Section 1/4 Page	98.00

*Rates are approximate. All display ads include a medium alphabetical and classified listing.