

Tactics of Trade Advertising

Set a Smart Strategy: Before Your First Ad Campaign! TradeFirst.com members have the unique opportunity to pay for advertising without tapping into their cash accounts. The following tips come from the four corners of the globe...and the TF Media Department. Before advertising becomes an idea and grows into a program you have to master the basics.

What is the role of Advertising? Advertising will reinforce branding and drive traffic to your door. It will not solve problems with product quality, pricing or service. It will create more traffic. Examine sales closely surrounding the campaign period. If the results are stale, but prospects increased then survey-purchasing decisions.

Identify what makes you unique - Your business is the best thing since sliced bread, but what makes a potential buyer choose you over the competition?

Define a typical customer - Are they a distinct segment of the market due to gender, lifestyle, age, nationality, income, or education? Develop a clear understanding of your target(s). Focus on advertising vehicles that penetrate or blanket the "typical" customer.

Have a plan - A long-term marketing plan allows you to develop specific promotional periods and events. A business should set guidelines, budgets, parameters, map out artwork, deadlines, and assemble broadcast materials on a monthly and annual basis. Opportunities lost by administrative or planning shortfalls will affect your profitability.

Set expectations – Name recognition and a buyer's decision to act are related to frequency & visibility. Even if you stage a "Going Out-of-Business Sale", expecting customers to line up after briefly running a small ad is unrealistic.

Investigate co-op advertising options. Many suppliers have co-op programs in place that help offset your advertising expenses. These programs typically have a shelf life. If not used within a given period they expire.

Advertise to the customer's interests - It is a dangerous practice for business owners to advertise in vehicles they like personally. Instead, consider areas where current customers and potential new markets have a real interest.

Utilize more than one medium - One form of advertising compliments another, reinforcing your message while increasing the number of people you reach. Consider running a cable schedule with newspaper support or a radio schedule with direct mail.

Rely on help from the experts - Sometimes the decision to handle marketing and advertising yourself is not the wisest. Consider the assistance from experts: Marketing Consultants, Public Relation Firms, Graphic Design Companies, and the TradeFirst.com Media Department.

Note: TradeFirst.com Media Department's role is to help you establish new advertising relationships to define or expand your existing campaigns – not to replace current cash relationships and is based on media clearance and availability

ADVERTISING OPPORTUNITIES

TradeFirst.com

MICHIGAN

February 13, 2012

BENCH

Benchbillboard.com Various bench billboards throughout Metro Detroit, Ann Arbor, Monroe and Toledo areas. Full color art digitally generated. TradeFirst.com Media Department (248) 544-1350

BILLBOARD-INDOOR

1st Media Full color framed poster signage in the lobbies and restrooms of high traffic restaurants, lounges and fitness facilities. Packages available. Current sites: Pontiac, Waterford and Lake Orion. Expanding to include Ann Arbor. Bob Muga 616-481-0096 www.1stmediaads.com

Palace of Auburn Hills Arena billboards, Concession and Concourse Signage. TradeFirst.com Media Department (248) 544-1350

Plymouth Ice Arena Limited dasher board advertising space. TradeFirst.com Media Department (248) 544-1350

Suburban Ice Management Dasherboard, arena wall signs, locker room, in-ice and zamboni advertising space available. Farmington Hills. TradeFirst.com Media Department (248) 544-1350

Tally Advertising Offering advertising in bowling alleys in Macomb and Oakland counties. Ads will be on the printed 4-part league recap forms sheets and/or the pin-sweep signage. Ken Phillips (586) 677-0500

Troy Sports Center LLC Various advertising opportunities in 3 arenas of Troy Sports Center's state of the art facilities: Rinkboard, Zamboni Sponsorships, Concourse and Arena Banners, Tri-Vision Displays, and Backlit Lobby Signage. Lisa Lakian (248) 689-6600 ext 21 www.troysports.com

BILLBOARD - OUTDOOR

Gateway Outdoor Advertising Eight-sheet boards in Wayne County. TradeFirst.com Media Department (248) 544-1350

International Outdoor – 14' x 40' Standard illuminated bulletins available in Wayne County and at Detroit Metro Airport. TradeFirst.com Media Department (248) 544-1350 www.iobillboard.com

Toledo Outdoor/Detroit Outdoor LLC Select billboard space SE Michigan NW Ohio. 10' x 30' up to 20' x 60' - on interstate and major highway arteries. Illuminated. 6 month contracts. TradeFirst.com Media Department. (800) 933-8723

BILLBOARD – TRANSIT

Magellan Transit Geo-targeted truck-side media in the Detroit Metro and other leading markets across the country. TradeFirst.com Media Department (248) 544-1350 www.magellan-tsa.com

Mobile Media Marketing Group – Pick the route of your choosing. Great for event promotions and grand openings. M3G is a provider of unique forms of media that deliver to your target audience. Mobile Billboards, Texting Campaigns, Street teams and Mobile Blue Tooth Blitzing all deliver your message to the right buyers.

Rodney Price (313) 340—0446 www.m3g.us

CABLE

Buckeye Cable Vision - Downriver, Monroe and Toledo. Contact TradeFirst.com Media Department for clearance. Direct contact prior to trade clearance will void trade payment. (248) 544-1350

WOW Cable advertising- SE Michigan

ZONE 1) Centerline, Clinton Township, East Pointe, Fraser, Harrison Twp, Mt. Clemens, Roseville, St. Clair Shores, Shelby Twp, Sterling Hgts, Warren, & Utica

ZONE 2) Berkley, Bingham Farms, Birmingham, Clawson, Ferndale, Hazel Park, Huntington Woods, Madison Heights, Pleasant Ridge, Rochester, Rochester Hills, Royal Oak & Troy

ZONE 3) Canton, Garden City, Northville, Northville Twp, Plymouth, Plymouth Twp, Wayne & Westland

ZONE 4) Allen Park, Dearborn, Dearborn Hgts, Grosse Ile, Lincoln Park, Melvindale, Riverview, Southgate, Taylor & Trenton

Direct contact prior to trade clearance will void trade payment TradeFirst.com Media Department (248) 544-1350

DIRECT MAIL

AdVertiser Weekly newsprint coupon/classified tabloid direct mailed to the communities of Oxford and Lake Orion. TradeFirst.com Media Department (248) 544-1350 – (ref: Sherman Publications)

Bride's-to-Be Bi-monthly loose co-op packet distributed to 3500-4000 future brides in the Metro Detroit area. TradeFirst.com Media Department (248) 544-1350 www.bridestobeshows.net

Clips Coupons of Ann Arbor Two-color quarterly coupon booklet. Areas: Ann Arbor, Ypsilanti and Saline. Circulation: 50,000 homes and apartments. Bill Bunn (248) 437-9294

Clips Coupons of Hartland Two-color quarterly coupon booklet. Areas: Brighton, South Lyon/New Hudson, Walled Lake/Wixom. Circulation: 10,000 homes and apartments per zone. Janet Griffiths (248) 887-7455 www.clipscouponsusa.com

Clips Coupons of Richmond & Armada Two-color quarterly coupon booking. Areas: Richmond & Armada. Circulation: 10,000 homes and apartments. Judy Gianino (586) 531-0797 www.clipscouponsusa.com

Community Patron Three-color monthly 8 ½" x 11" tablet offering display advertising. Mailed monthly to the following areas: Clio/Mt. Morris-Davison/East Burton/Fenton/Holly/Linden/Grand Blanc/Goodrich. Rick Smith (248) 620-6754 www.communitypatron.com

Coupons Savings Guide Direct- mailed glossy quarterly full color coupon magazine. Published in six zones: Clarkston, Lake Orion/Oxford, White Lake/Highland, Waterford/Lakes, Troy and Rochester. Circulation: 20,000 - 25,000 per zone. Gary Hammond (248) 618-8863

Dollars Inside (Parent Company) Monthly Full-color 8 " x 10" glossy coupon magazine . Direct mailed to communities of 20,000-25,000 households/zone. Offers "controlled" exclusivity per industry. Current zones include: parts of Wayne, Monroe, Washtenaw and Livingston Communities. Carla Tyler (734) 287-2862 www.mymoneysaver.com

Dollars Inside – Oakland & Macomb Monthly Full- color 8 " x 10" glossy coupon magazine . Direct mailed to communities of 20,000-25,000 households/zone. Offers "controlled" exclusivity per industry. Current zones: Macomb & Oakland Counties. Amy Bennett (586) 883-4464 www.mymoneysaver.com

Hometown Connection Magazine - Publishing High Quality, Glossy, Full Color, Direct Mail Ad Magazines since 1992. Over 400,000 Distribution in Southeast Michigan, mailing to 30,000 - 50,000 homes per zone.
www.hometownconnection.com Zone contacts below:

NOTE: Advertiser must contact the publisher that holds the territory where the advertiser's headquarters are located – that publisher will coordinate with the other markets for you

Diane Suiter 248-625-1890, contact for:

Northwest Oakland zone (Clarkston, Ortonville, Davisburg, Holly)
Rochester zone
Waterford

Tina D'Agostino 248-255-6589, contact for:

Lakes Area zone (West Bloomfield, Orchard Lake, Keego Harbor, Sylvan Lake, Commerce Twp., Walled Lake, Wixom)

Greg Wendell 248-747-7908, contact for:

Livonia zone
Plymouth/Canton zone

Pamela Terry 248-328-8031, contact for:

Huron Valley zone (White Lake, Highland, Milford)

Vivian Marley 810-577-5215, contact for:

Livingston zone (Howell, Brighton)
South Lyon/New Hudson zone
Pinckney/Hamburg/Lakeland/Whitmore Lake

Tonya Acha 248-931-8387, contact for:

Bloomfield, Bloomfield Hills, Bingham Farms, Beverly Hills, Franklin & Birmingham
(Woodward Quarterly)

Grand Blanc, Fenton, Goodrich and Linden
(South Genesee Quarterly)

JRB Marketing Monthly 4-color, white newspaper print coupon magazine mailed to the communities of:
1) Westland, 2) Plymouth and 3) Canton and 4) Livonia. Circulation: 10,000-15,000 range per zone. **Also Offers:**
DAC Postcard advertising and will accept pre-printed inserts on trade
TradeFirst.com Media Department (248) 544-1350

Penny Stretcher Weekly newsprint coupon/classified tabloid direct mailed to the Clarkston community.
TradeFirst.com Media Department (248) 544-1350 – (ref: Sherman Publications)

RSVP High profile quarterly four-color postcard deck direct mailed to 40,000 highest income-highest property valued homes per zone. Limited exclusivity. Circulation: 40,000 homes/zone. E. Oakland, W. Oakland, W. Wayne. Mike Cummings www.rsvpoaklandmacomb.com (248) 437-6111

Town Money Saver Monthly 4-color white newspaper print coupon magazine mailed to the downriver communities of: Trenton / Woodhaven, , Southgate, Wyandotte/Riverview/Grosse Ile. Circulation: 10,000-15,000 range per zone. **Also Offers:** DAC Postcard advertising and will accept pre-printed inserts on trade.
Patty Nellenbach (734) 730-0343

Town Money Saver Monthly 4-color, white newspaper print coupon magazine mailed to the communities of:
1) Sylvania/West Toledo and 2) Bedford/Temperance/Lambertville. Circulation: 10,000-15,000 range per zone.
Also Offers: DAC Postcard advertising and will accept pre-printed inserts on trade.
Stacey Carter (419) 466-7358

DIRECTORY

Catholic Business Pages (RH Graphics) Annual yellow page directory offering B/W and Spot-Color display advertising. Area: Metro Detroit. Circulation: 65,000 Victoria (248) 524-2222 www.catholicbusinesspages.com

Christian "Yellow" Pages (RH Graphics) Annual yellow page directory offering B/W and Spot-Color display advertising. Area: Metro Detroit. Circulation: 65,000 Christian families. Victoria (248) 524-2222 www.christianpages.com

Michigan Pride Source Yellow Pages Bi-annual Sourcebook reaching the gay and lesbian community with website support. Offering b/w display advertising with issues being released in June and December. Distribution: Free. Jan Stevenson (888) 615-7003 www.pridesource.com

Senior Pages Plus Premiering 2009! Annual resource directory targeted to the 65-plus market – the majority of those who feel more comfortable doing research in print publications. Listing, display ads and coupon opportunities offered. Zoned: Macomb, E Oakland, W Oakland, and Western Wayne Countries. Circulation: 35,000 direct mailed per zone . Victoria (248) 524-2222 www.seniorpagesplus.com

The Little Blue Book – Grosse Pointe Community directories established in 1948. Mails fall. Circulation: 34,000 Kim Towar (313) 882-0702 www.littlebluebook.net

The Little Blue Book- Rochester/Rochester Hills/Oakland Twp Community directories established in 1948. Mails mid-Summer. Circulation: 45,000 Kim Towar (313) 882-0702 www.littlebookbook.net

The Little Blue Book- St. Clair Shores Community directories established in 1948. Mails late Spring. Circulation 34,000 Kim Towar (313) 882-0702 www.littlebluebook.net

INTERNET INCENTIVES

ePrize ePrize helps clients build and retain online relationships through a proprietary set of tools centered on permission marketing. A business-to-business service which helps clients run their own promotions. www.eprize.com Bob Marsh 877-837-7493

MAGAZINE

Ann Arbor Family Press Monthly parenting magazine offering B/W, Color and Classified advertising space. Circulation: 20,000 –greater Ann Arbor area. Distribution: Controlled – area day care facilities and schools, child recreation centers, pediatrician offices, bookstores and select retailers. TradeFirst.com Media Department (248) 544-1350 www.annarborfamily.com

Community Links Monthly free magazine direct mailed to the Kosher/Orthodox Jewish communities offering b/w and color display advertising. Advertiser must adhere to the Kosher/Orthodox advertising guidelines. Publication direct mail and also is dropped at select zoned destinations. Circulation: 4,000. Primary direct-mail communities of: Oak Park, Southfield, Huntington Woods, West Bloomfield & Farmington Hills. Aviva Gelberman (248) 227-1066

Corp! – Bi-monthly direct- mailed/subscription magazine offering b/w and full color display advertising as well as digital website advertising options. Corp! is Michigan's largest audited business magazine and a long-time supporter of diversity and multiculturalism in business. Special TradeFirst.com package discounts available.. Sara Constantine (586) 393-8815 www.corpmagazine.com

Current Monthly comprehensive guide to events and entertainment in the Ann Arbor area. Pick up a free issue at

one of the 500+ location drops throughout Washtenaw County. Find the most up-to-the-minute listings for local film, concerts, theater, nightclubs and special events. Circulation: 25,000
TradeFirst.com Media Department (248) 544-1350

Dbusiness Bi-monthly direct-mailed business to business magazine highlight Detroit/Detroit Metro businesses. Offering b/w and color display advertising. Circulation: 30,000 – Southeast Michigan. Distribution: Direct-mailed, news stands, subscription. Website advertising options available.
TradeFirst.com Media Department (248) 544-1350 www.dbusiness.com

Going Places Annual publication billed as the “What to do, Where to go ...yellow pages” for parents offering B/W and Color Display Ads. Distributed to family-related businesses such as day care centers and doctors’ offices. Circulation: 75,000. TradeFirst.com Media Department (248) 544-1350

In-Flight Magazine Monthly display advertising in the following airline magazines:
Northwest Traveler, Delta Sky, US Air Attache’, SW Spirit, United Hemispheres, and Continental. Packages available. “Your 30-day 4-color newspaper”. TradeFirst.com Media Department (800) 933-8723

Landsculptor Monthly Full Color Magazine. Area: SE Michigan. “Recognized by industry leaders as the green industry’s ‘premier’ magazine in the state of Michigan since 1960”. Members include landscape, lawn maintenance, arborists, snow removal and nurseries. Direct Mailed. Circulation: 4,200
TradeFirst.com Media Department (248) 544-1350

Metro Baby Magazine Published twice a year with a controlled circulation of 60,000 and distributed through ob/gyn and pediatric offices, hospitals, libraries, major bookstore chains and select retailers.
TradeFirst.com Media Department (248) 544-1350

Metro Parent Magazine Free monthly publication with controlled circulation of 100,000 distributed through libraries, major bookstore chains, schools, select retailers, museums, medical offices and major corporate headquarters in SE Michigan. TradeFirst.com Media Department (248) 544-1350’

Metro Times Free weekly magazine offering b/w and color display advertising.
Metro Times is the largest circulation, most-read weekly in metro Detroit. Since 1981, “We’ve provided metro Detroit with an alternative source of news, arts, and culture...and have earned a reputation for comprehensive and insightful arts and entertainment coverage with a tradition of editorial excellence”. Circulation: 110,000.
Distribution: Controlled-Circulation distributed at more than 1,750 locations throughout metro Detroit.
TradeFirst.com Media Department (248) 544-1350 www.metrotimes.com

Natural Awakenings – Ann Arbor Monthly magazine devoted to natural health, wellness, green living, children's & pet care. Find us at many locations throughout Washtenaw County. Tina Kutella (734) 474-1807
www.naturalawakeningsmag.com

Natural Awakenings – Lansing Monthly magazine devoted to natural health, wellness, green living, children's & pet care. Find us at many locations throughout Greater Lansing. Tanya Pence (810) 623-4755
www.nalansing.com

Natural Awakenings- SE Michigan Monthly magazine devoted to natural health, wellness, green living, children's & pet care. Find us at many locations throughout Macomb, Oakland and surround SE Michigan communities.
Jerry Neale (248) 628-0125 www.nasmich.com

Natural Awakenings- Wayne Monthly magazine devoted to natural health, wellness, green living, children's & pet care. Find us at many locations throughout Wayne County.

Natural Awakenings Pet Monthly magazine devoted to natural health, wellness, green living of pets. Find us at many locations throughout Macomb, Oakland and surround SE Michigan communities. Jerry Neale (248) 628-0125 www.nasmich.com

Outdoor Athlete Free monthly magazine that promotes an athletic lifestyle by providing recreational and amateur athletes with timely, informative editorial on the sports they pursue, while giving local and national advertisers a

targeted distribution of their message into the expanding Michigan market.
Peggy Kelly/Jeff Herron (734) 332-3786 www.outdoorathlete.com

Real Detroit Weekly Weekly four-color magazine offering B/W and color display advertising. Real Detroit Weekly is metro Detroit's premier entertainment magazine bringing readers the best in music, movies, dining, cyber and performing arts. RDW delivers information on local happenings, personalities and events while detailing the cutting edge of attitude and style. Circulation: 75,000 weekly - audited. Distribution sites include Blockbuster Video, restaurants, office buildings, bookstores, health clubs, music stores, clothiers and bars in Metro Detroit, Ann Arbor & Windsor. Real Detroit Weekly can also be picked up at the airports, major hotels, casinos, and college campuses-anywhere active Detroiters gather! John Badanejek (248) 591-7325 www.getrealdetroit.com

Red Thread Monthly tabloid full-color magazine inserted in the Jewish News the first Thursday of every month bringing forth timely themed content. Additional copies are distributed outside of the Jewish subscription communities. Contact TradeFirst.com Media Department 248 544-1350 www.thejewishnews.com

The Blitz it's ON - Monthly Sports and Entertainment magazine offering B/W and advertising space. Circulation: 5,000 – greater Detroit Metro. This is a monthly publication and distributed to bars and restaurants (free) Oakland and Macomb Counties. TradeFirst.com Media Department (248) 629-2042.

The Signal Detroit Public TV, WTVS, member magazine reaching 65,000 donors and gives the sponsor/advertiser repeat exposure throughout the shelf life of the bi-monthly publication. Contact the TradeFirst.com Media Department at (248) 544-1350

Yes Detroit Magazine Brand your business where metro Detroiters find local fun, savings, and inspirations. You can find Yes Detroit Magazine at over 660 locations. Monthly full color, news print publication reaching an audience of "Boomer" consumers. Also offering internet and social media packages. Joan King (586) 553-2079 www.yesdetroit.com

MAILING LISTS

Bressers Information Services Residential and Business to Business lists generated by zip code or area of radius. Offers mailing services and database maintenance. Areas: local, statewide, regional and national. Jerry Bresser (313) 874-0570 www.bressers.com

Data Driven Marketing Residential and Business to Business lists generated by zip code or area of radius. Offers mailing services and database maintenance. Clark Keller (248) 668-3400 www.ddm-online.com

Main Office Mailers "An established company with more than 20 yrs. of experience. **MOM** is a mailer you can trust. We provide professionally addressed mailings. Just one of our many special services is personalized digital letters with seamed signatures for a custom look." Offering Mailing lists and Mailing Services. Robert Temske (734) 455-9810 www.mainofficemailers.com

NATIONAL (Call TradeFirst.com Media Department for complete listings)

In-Flight Magazine Monthly display advertising in the following airline magazines: Delta Sky, US Air Attache', SW Spirit, United Hemispheres, NW Traveler, and Continental. Packages available. "Your 30-day 4-color newspaper". TradeFirst.com Media Department (800) 933-8723

Premiere Radio Network National inventory of America's most popular syndicated radio programming - including: the Rush Limbaugh Show, Steve Harvey Morning Show, Wake up with Whoopi, the Dr Laura Show, Fox News Radio, Fox Sports Radio, Jim Rome Show and more. TradeFirst.com (800) 933-8723

NEWSLETTERS

Arab Detroit.com The largest provider of digital media to metro Detroit's Arab American community which numbers close to 400,000. Now you can reach the Arab American market in Michigan! Arab Detroit.com

disseminates cultural and educational information to the Lebanese/Syrian, Iraqi/Chaldean, Jordanian/Palestinian and Yemeni communities and receives over 500,000 hits Warren David (313) 999-6000 www.arabdetroit.com

NEWSPAPERS

Between the Lines Weekly Michigan community newspaper for lesbians, gays, bisexuals, transgenders and friends offering display ads and classifieds. Distribution: Free. Sarah Reed (888) 615-7003 www.pridesource.com

Clarkston News Weekly subscription community newspaper offering display advertising and long-term classifieds. Direct Mailed to Clarkston TradeFirst Media Department 248 544-1350 (ref: Sherman Publications)

The Citizen Weekly community newspaper offering display advertising and long-term classifieds. Direct Mailed to Ortonville. TradeFirst Media Department 248 544-1350 (ref: Sherman Publications)

Daily Tribune Daily subscription newspaper offering display advertising in daily papers, classifieds, pre-printed insert options and advertising in their themed tab special sections. Distribution : SE Oakland County. TradeFirst.com Media Department (248) 544-1350

Downriver Sunday Times Weekly community newspaper offering Color & B/W Display Ads and Classifieds. Areas: Dearborn, Dearborn Heights, Canton, Allen Park, Garden City, Lincoln Park, Livonia, Melvindale, Redford, Taylor, Warrendale and Westland. Circulation: 64,000 Sunday. Distributed: Home Delivered (2/3), Controlled Circulation and Newsstands. Mike Bewick (313) 584-4000

Hometown Weeklys Home delivered and newsstands – Weekly subscription newspapers offering display advertising space& classifieds. Released on Thursday. Editions:

- Milford Times
- Northville Record
- Novi News
- South Lyon Herald

Contact TradeFirst.com Media Departments (248) 544-1350

Italian Tribune Bi-weekly four-color newspaper offering B&W & Color Display Ads, Classifieds, and Directory Listings. The exclusive newspaper reaching the Italian/American Community. Area: Primarily Macomb with Oakland and Wayne secondaries. Distribution: Paid subscription plus 16,000 free issues at local retail businesses. Dan Kammer (810) 783-3260 www.italian-itribune.com

Jewish News, The Weekly subscription-based newspaper offering full-color display advertising. The Jewish News offers valuable content, focused sections (such as business, health and fitness) and advertising content that fits the buying patterns of its readers. Contact TradeFirst.com Media Department 248 544-1350 www.thejewishnews.com

Lake Orion Review Weekly subscription community newspaper offering display advertising and long-term classifieds. Direct Mailed to Lake Orion. TradeFirst Media Department 248 544-1350 (ref: Sherman Publications)

Oakland Press Daily subscription newspaper offering display advertising in daily papers, classifieds, pre-printed inserts and advertising in their themed tab special sections. Distribution : Oakland County. Total Circ: 160,000 + . TradeFirst.com Media Department (248) 544-1350

Observer & Eccentric Home delivered and newsstands – Weekly and Semi-weekly subscription newspapers offering display advertising space, classified and pre-printed zoned inserts. Distribution: Oakland and Western Wayne. Contact TradeFirst.com Media Departments (248) 544-1350

- Birmingham Eccentric – Home Delivered: Sundays
- S Oakland Eccentric – Home Delivered: Sundays
- Observer: (Editions): Livonia, Farmington Hills, Redford, Plymouth, Canton, Westland, Garden City - Home Delivered: Thursdays and Sundays.

Oxford Leader Weekly subscription community newspaper offering display advertising and long-term classifieds. Direct Mailed to Oxford. TradeFirst Media Department 248 544-1350 (ref: Sherman Publications)

Macomb Daily Daily subscription newspaper offering display advertising in daily papers, classifieds, pre-printed insert options and advertising in their themed tab special sections. Distribution : Macomb County. TradeFirst.com Media Department (248) 544-1350

Times Herald Newspapers Weekly community newspaper offering Color & B/W Display Ads and Classifieds. Paid and free distribution – Home Delivered. Circulation: 28,000 – Wednesday. Areas: Dearborn/Dearborn Heights. John Manzi (313) 584-4000 x200

ON-LINE ADVERTISING

Note: Most of our Media outlets have banner/link advertising opportunities on their websites – contact us to learn more. (248) 544-1350

Arab Detroit.com The largest provider of digital media to metro Detroit's Arab American community which numbers close to 400,000. Now you can reach the Arab American market in Michigan! Arab Detroit.com disseminates cultural and educational information to the Lebanese/Syrian, Iraqi/Chaldean, Jordanian/Palestinian and Yemeni communities and receives over 500,000 hits Warren David (313) 999-6000 www.arabdetroit.com

DPTV.org – Many advertising opportunities available through Detroit Public Television's informational website. Offerings include: Banners, Buttons, Skyscrapers, Leaderboards and Microbars. Contact TradeFirst.com Media Department (248) 544-1350 www.dptv.org

PRE-PRINTED INSERTS

Daily Tribune Daily subscription newspaper offering display advertising in daily papers, classifieds, pre-printed insert options and advertising in their themed tab special sections. Distribution : SE Oakland County. TradeFirst.com Media Department (248) 544-1350

Hometown Weeklys Home delivered and newsstands – Weekly subscription newspapers offering display advertising space & classifieds. Released on Thursday. Editions:

- Milford Times
- Northville Record
- Novi News
- South Lyon Herald

Contact TradeFirst.com Media Departments (248) 544-1350

Italian Tribune Bi-weekly four-color newspaper offering B&W & Color Display Ads, Classifieds, and Directory Listings. The exclusive newspaper reaching the Italian/American Community. Area: Primarily Macomb with Oakland and Wayne secondaries. Distribution: Paid subscription plus 16,000 free issues at local retail businesses. Marlene Baker (810) 783-3260 www.italian-tribune.com

JRB Marketing Monthly 4-color, white newspaper print coupon magazine mailed to the communities of: 1) Westland , 2) Plymouth and 3) Canton. Circulation: 10,000-15,000 range per zone. **Also Offers:** DAC Postcard advertising and will accept pre-printed inserts on trade TradeFirst.com Media Department (248) 544-1350

Oakland Press Daily subscription newspaper offering display advertising in daily papers, classifieds, pre-printed inserts and advertising in their themed tab special sections. Distribution : Oakland County. Total Circ: 160,000 + . TradeFirst.com Media Department (248) 544-1350

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- S Oakland Eccentric – Home Delivered: Sundays
- Observer: (Editions): Redford, Plymouth, Canton, Westland, Garden City - Home Delivered: Thursdays and Sundays.

Contact TradeFirst.com Media Departments (248) 544-1350

Macomb Daily Daily subscription newspaper offering display advertising in daily papers, classifieds, pre-printed insert options and advertising in their themed tab special sections. Distribution : Macomb County. TradeFirst.com Media Department (248) 544-1350

Town Money Saver Monthly 4-color newspaper print coupon magazine mailed to the downriver communities of: 1) Trenton / Woodhaven, 2) Southgate, and 3)Wyandotte/Riverview/Grosse Ile. Circulation: 10,000-15,000 range per zone. **Also Offers:** DAC Postcard advertising and will accept inserts on trade. Patty Nellenbach (734) 730-0343

Town Money Saver Monthly 4-color, white newspaper print coupon magazine mailed to the communities of: 1) Sylvania/West Toledo and 2)Bedford/Temperance/Lambertville. Circulation: 10,000-15,000 range per zone. **Also Offers:** DAC Postcard advertising and will accept pre-printed inserts on trade. Stacey Carter (419) 466-7358

PROGRAMS Contact TradeFirst.com Media Department (248) 544-1350 for information about advertising in the following:

Bravo Bravo magazine is the program guide for the Michigan Opera Theatre's opera and dance performances. Bravo's glossy full-color pages offer a great advertising opportunity to reach a passionate audience and metro Detroit's community and business leaders.

- Detroit Demolition**
- Detroit Pistons**
- Detroit Tigers**
- DTE Music Theatre Program**
- HOOP Magazine**
- Meadow Brook Summer Program**
- Meadow Brook Theatre Program – Fall/Winter**
- Michigan Renaissance Festival**
- Music Hall Theatre Program**

Performance Magazine (DSO's Program) Advertising in Performance is a great way to support the Detroit Symphony Orchestra and promote your business

- Shock**
- The Pistons Insider**

RADIO-METRO DETROIT

NOTICE: ANY DIRECT CONTACT WITH RADIO STATIONS PRIOR TO A TRADE CLEARANCE FROM TEA MEDIA DEPARTMENT MAY VOID TRADE PLACEMENT. PLEASE CONTACT THE MEDIA DIRECTOR AT 248 544-1350 FOR FURTHER DETAILS.

<u>Station</u>	<u>Position</u>	<u>Format</u>	<u>Based</u>
CIDR	93.9 FM	"the River" Adult Album Alternative	Windsor/Detroit
CIMX	88.7 FM	"89X" Alternative	Windsor/Detroit

CKLW	800 AM	Windsor News/Talk	Windsor/Detroit
CKWW	580 AM	Adult Standards	Windsor/Detroit
WBNR	94.3 FM	Top Rock - "The Bone"	Oakland/W Wayne
WCSX	94.7 FM	Classic Rock	Detroit
WDET	101.9 FM	Detroit Public Radio	Detroit
WDFN	1130 AM	Sports Talk	Detroit
WDRQ	93.1 FM	Top 40 (Doug FM)	Detroit
WDTK	1400 AM	News/Talk	
WDTW	106.7 FM	the D - Next Generation Classic Rock	Detroit
WDTW	1310 AM	Progressive Talk	Detroit
WDVD	96.3 FM	Top 40	Detroit
WGPR	107.5 FM	"the Rhythm Jazz & R & B	Detroit
WHMI	93.5 FM	Classic Hits - '70-'90	Livingston
WIOT	104.7 FM	Smooth Jazz "The Oasis"	Oakland/W Wayne
WJLB	97.9 FM	Urban	Detroit
WJR	760 AM	News/Talk	Detroit
WKQI	95.5 FM	Hot Adult Contemporary	Detroit
WLBY	1290 AM	Business Talk	Washtenaw
WLQV	1500 AM	Religious Preach & Teach	Detroit
WMGC	105.1 FM	"Magic" Adult Contemporary	Detroit
WMIM	98.3 FM	AC "My 98" (CB)	Monroe
WMXD	92.3 FM	Urban AC	Detroit
WNIC	100.3 FM	"Fresh 100.3" Adult Contemporary	Detroit
WOMC	104.3 FM	Oldies	Detroit
WQKL	107.1 FM	Adult Alternative	Washtenaw
WRCJ	90.9 FM	Classical and Jazz	Detroit
WRIF	101.1 FM	Album Oriented Rock	Detroit
WTKA	1050 AM	Sports/Talk	Washtenaw
WVMV	98.7 FM	Top 40 (the Amp)	Detroit
WWJ	950 AM	News/Talk	Detroit
WWWW	102.9 FM	Country	Washtenaw
WXYT	1270 AM	Conservative Talk (Sept 12 th)	Detroit
WXYT	97.1 FM	Sports/Talk	Detroit
WYCD	99.5 FM	Country	Detroit

RADIO - MID/NORTHERN MICHIGAN

<u>Station</u>	<u>Position</u>	<u>Format</u>	<u>Based</u>
WFCX	94.3 FM	Classic Hits-Simulcast WFDX	Traverse City
WFDX	92.5 FM	Classic Hits-Simulcast WFCX	Traverse City
WKLZ	97.5 FM	Classic Rock-Simulcast WKLZ	Traverse City
WKLZ	98.9 FM	Classic Rock-Simulcast WKLZ	Traverse City
WKPK	106.7 FM	"The Peak" Top 40's - Sim WKVK	Traverse City
WKVK	100.7 FM	"The Peak" Top 40's- Sim WKRK	Traverse City

RADIO - CENTRAL & WESTERN MICHIGAN

<u>Station</u>	<u>Position</u>	<u>Format</u>	<u>Based</u>
ESPN	96.1 FM	Sports Talk (CC)	Grand Rapids
WAYK	88.3 FM	Christian Contemp - S/C WAYG (MBE)	Kalamazoo
WAYG	89.9 FM	Christian Contemp - S/C WAYK (MBE)	Grand Rapids
WBCK	930 AM	News/Talk (MBE-CC)	Battle Creek
WBCT	93.7 FM	Country (CC)	Grand Rapids/Muskegon
WBFX	101.3 FM	Rock (CC)	Grand Rapids
WBXX	95.3 FM	Adult Contemporary (MBE-CC)	Battle Creek

WIDR	89.1 FM	Alternative–WMU - sponsorships (MBE)	Kalamazoo
WKBZ	1090 AM	News/Talk (CC)	Muskegon
WMRR	101.7 FM	Rock (CC)	Muskegon
WMUS	107.9 FM	Country(CC)	Muskegon
WOOD	1300 AM	News/Talk/Sports (CC) simulcast	Western Michigan
WOOD FM	106.9 FM	News/Talk/Sports (CC) simulcast	Muskegon
WSRW	105.7 FM	Soft Rock (CC)	Western Michigan
WRCC	1400 AM	Adult Standards (MBE-CC)	Battle Creek
WSNX	104.5 FM	Hot AC/Urban Slant (CC)	Grand Rapids
WTKG	1230 AM	Talk (CC)	Grand Rapids
WWKN	104.9 FM	Classic Rock (MBE-CC)	Battle Creek

RADIO - TOLEDO

<u>Station</u>	<u>Position</u>	<u>Format</u>	<u>Based</u>
WCKY	103.7 FM	Country (CC)	Toledo/Findlay
WCWA	1230 AM	Fox Sports (CC)	Toledo
WIOT	104.7 FM	Classic Rock (CC)	Toledo
WKKO	99.9 FM	"K-100" Country (CB)	Toledo
WLQR	1470 AM	"The Ticket" All Sports (CB) (simulcast WRWK)	Toledo
WMIM	98.3 FM	"My 98 – Adult Contemporary (CB)	Monroe
WPFX	107.7 FM	Country	Toledo
WRQN	93.5 FM	Rock & Roll Oldies 60's/70's (CB)	Toledo
WRVF	101.5 FM	"The River" Soft AC (CC)	Toledo
WRWK	106.5 FM	"The Ticket (CB) All Sports (simulcast WLQR)	Toledo
WSPD	1370 AM	News/Talk (CC)	Toledo
WTOD	1560 AM	Variety Talk (CB)	Toledo
WWWM	105.5 FM	Adult Contemporary (CB)	Toledo
WXKR	94.5 FM	Classic Rock (CB)	Toledo
WVKS	92.5 FM	Pop Adult Contemporary (CC)	Toledo

RADIO SPONSORSHIP PROGRAMS

Clear Channel Total Traffic Network Detroit Metro traffic, weather and news billboard sponsorship programs. Pod packages airs on: WNIC, WKQI, WDTW, WDFN, WMXD, WJLB Contact TradeFirst.com Media Department (248) 544-1350

Metro/Shadow Traffic Control (Westwood One) Local, Regional and National traffic, weather, news and sports billboard sponsorship programs. Michigan markets include Detroit/Metro (spans 22 stations), Grand Rapids (spans 23 stations), Kalamazoo/Jackson and Saginaw/Midland. TradeFirst.com Media Department (248) 544-1350

WDET 101.9 FM Sponsorship partnerships. TradeFirst.com Media Department (248) 544-1350

WRCJ 90.9 Sponsorship partnerships on Detroit Public's radio station: Classical and Jazz. TradeFirst.com Media Department (248) 544-1350

RADIO – OTHER MARKETS

TradeFirst.com can obtain radio spot buys in select markets throughout the United States as well as national syndicated programming. TradeFirst.com Media Department (248) 544-1350

TELEVISION

WADL – Channel 38 – TradeFirst.com Media Department (248) 544-1350

WDIV – Channel 4 (Metro Detroit) TradeFirst.com Media Department (248) 544-1350

WMYD – 20 “My TV 20” TradeFirst.com Media Department (248) 544-1350

WTVS – DETROIT PUBLIC TV TradeFirst.com Media Department (248) 544-1450

WOW Cable – SE Michigan TradeFirst.com Media Department (248) 544-1350

TRADE SHOWS

Bride’s-to-Be Multiple Spring/Fall Shows in Metro Detroit Area. Display booths available. Attendees: 350-1500 per show. TradeFirst.com Media Department (248) 544-1350 www.bridestobeshows.net

Whimsical Occasions Multiple upscale bridal shoes in the Metro Detroit Area. Display booths available. Contact Deanna Nelson (248) 909-6511 www.whimsicaloccasions.com

ADVERTISING SERVICES

TradeFirst.com has a well-rounded roster of advertising-related services. Please call our Media Department for an up-to-date member listing of the following services:

AD SPECIALTIES
AGENCIES
ART SERVICES

BANNERS & POSTERS
BUMPER STICKERS
BOOTH DESIGN & RENTAL
BROCHURE DESIGN
FAX BROADCASTING

FILM PROCESSING
INFLATABLES
INFORMATION ON HOLD
INTERNET
JINGLES
LAYOUT & DESIGN

MARKETING SERVICES

MAILING HOUSES
PRINTERS

PROMOTIONS SERVICES
PUBLIC RELATIONS
RADIO PRODUCTION

RECORDING STUDIOS
SCREEN PRINTERS - TEXTILE
SCREEN PRINTERS – NON
TEXTILE
SEARCHLIGHT PROMOTION
SIGNS
TELEMARKETING
T.V. / VIDEO PRODUCTION
TRUCK LETTERING
VECHILE WRAP
VOICE TALENT
WRITER