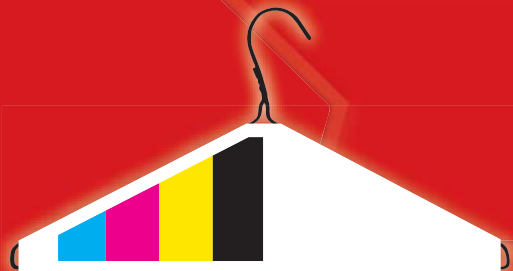


## Advertising Rates



### Full Hanger 4-Color

\$5,985 net, 6x Week Run (per Zone)



### Half Hanger, 4-Color

\$4,930 net, 6x Week Run (per Zone)



### Full Hanger, Black/White

\$4,245 net, 6x Week Run (per Zone)



### Half Hanger, Black/White

\$3,485 net, 6x Week Run

## Other Information

### Benefits

Each advertiser receives a link to their company's website on the Dryclean Depot website, [www.drycleandepot.com](http://www.drycleandepot.com).  
\*Ad Creation Included.

### Contract Discount

Number of Weeks	Discount %
6x weeks	5%
8x weeks	10%
10x weeks	15%
12x weeks	20%

### Demographics

- 55% Female 45% Male
- 25-65 years of Age
- Professional/Managerial
- HH Income \$50,000++

### Deadlines

- Weekly Ad Changes
- **Mondays by 12 noon**

### Circulation

City	Zip Code	Weekly
Manassas, VA - Zone 1 VA	20109	17,500hh
Bowie, MD - Zone 2 MD	20715	20,000hh
Centerline, MI - Zone 3 MI	48015	25,000hh
Royal Oak, MI - Zone 4 MI	48073	20,000hh
Farmington Hills, MI - Zone 5 MI	48336	14,500hh
Sterling, VA - Zone 6 VA	20164	50,000hh
Bloomfield Hills, MI - Zone 7 MI	48301-04	25,000hh

### Contact Information

#### Direct Media Connection Advertising

29231 Northwestern Hwy  
Southfield, MI 48034

Phone: 248.233.6067

Fax: 248.233.6068

**Marlita Blackman**  
President/Ad Director

**Angela Johnson**  
Marketing Coordinator  
[angela@directmediaconnection.com](mailto:angela@directmediaconnection.com)