Your free subscription to Crain's Detroit Business is about to expire. 

Urgent renewal notice enclosed.
FROM THE DESK OF MARY KRAMER
PUBLISHER, CRAIN'S DETROIT BUSINESS

Dear CRAIN'S DETROIT BUSINESS Subscriber:

You can't help it.

Sometimes, you have to keep people in your waiting room waiting ... longer than you'd both like.

But when you leave a copy of this week's issue of CRAIN'S DETROIT BUSINESS on the table, that waiting time is transformed from WASTED time ... into productive time.

In each weekly issue, you — and your visitors — can catch up on important business news ... interviews ... company profiles ... start-ups and bankruptcies ... stock reports ... the week in review ... and events in Detroit and the surrounding area — actually getting important reading done while they wait to see you.

In fact, 9 out of 10 readers surveyed say CRAIN'S DETROIT BUSINESS provides news and information they don't find anywhere else!

Well, the reason I'm writing today is that your free subscription to CRAIN'S is about to expire.

But the good news is: you can continue to keep both yourself — and the folks in your waiting room — informed and entertained with CRAIN'S DETROIT BUSINESS ... for a fraction of what others pay to receive the exact same publication!

Renew your subscription today, and you'll get a full year of CRAIN'S DETROIT BUSINESS ... 52 weekly issues ... for just $30. That's a savings of more than $70 off the newsstand price of $101.45 — a discount of over 70%.

But I urge you to hurry. To take advantage of this special money-saving offer, you must renew TODAY ... before your subscription to CRAIN'S DETROIT BUSINESS expires.

After that, it's too late. This big discount offer will end, and you'll have to pay the full rate.

Sincerely,

Mary Kramer, Publisher

P.S. Renew today and you'll get the annual CRAIN'S DETROIT BUSINESS "Book of Lists" ... a directory of more than 1,000 influential companies in the Detroit area (list price: $24.95) ... absolutely FREE with your paid subscription!
What our readers say about Crain’s Detroit Business...

“The only periodical I read religiously every week ... Crain’s allows me to have a better pulse on the community I do business with.”

—Matthew Prentice, CEO, Matt Prentice Restaurant Group

“Crain’s provides me with up-to-date news about customers, potential customers, and all the major industries.”

—Karen Arondoski, President, IF Metalworks

“Crain’s keeps me informed about the events in the town, and the comings and goings of people that I know or want to know.”

—Glenda Price, President, Marygrove College

“I start each week with a refresh of information from Crain’s. It provides business intelligence I cannot get from any other publication.”

—David King, CEO, Red Level Networks
☐ YES, please renew my subscription to Crain's Detroit Business for one full year (51 weekly issues PLUS the annual "2006 Book of Lists" issue PLUS online access to current and past issues) for just $30 — a 70% discount of the newsstand rate of $101.45.

Method of payment:
☐ Bill me
☐ Check enclosed (payable to Crain's Detroit Business)
☐ Credit card: ☐ Visa ☐ Mastercard ☐ Amex

Card #________________________ Exp. Date _____
Signature_____________________

Phone
(Just in case we have a question. We will not sell your phone number.)

Mail in the postage-paid envelope provided, or if envelope is missing, mail to: Crain's Detroit Business, 1155 Gratiot Avenue, Detroit, MI 48207
For faster service, FAX this form to 313-446-6777.