

# Cheboygan Daily Tribune

[www.cheboygannews.com](http://www.cheboygannews.com)

## MACKINAC JOURNAL

MAGAZINE OF THE STRAITS

[www.mackinacjournal.com](http://www.mackinacjournal.com)



**Shopper's  
Fair**



**Advertising Rate Card** • Effective January 1, 2016

# Cheboygan Daily Tribune

CheboyganNews.com

Serving the Straits of Mackinac since 1875

75 cents

*There when you need us - in print and online!*

308 N. Main Street  
 Cheboygan, Michigan 49721  
**Phone: (231) 627-7144**  
**Fax: (231) 627-5331**  
 www.cheboygannews.com

### **Publisher**

Richard Crofton - rcrofton@cheboygantribune.com

### **Advertising Manager**

Joy Holmes - jholmes@cheboygantribune.com

### **Multi Media Sales Representatives**

Debbie Bandish • dbandish@cheboygantribune.com  
 Jenn Fenstermaker - jfenstermaker@cheboygantribune.com  
 Heidi Lin Robinson - hrobinson@cheboygantribune.com

## ■ Terms and Conditions

All local retail and classifieds rates are non-commissionable. Advertising Agencies are allowed a 15% discount from our National Advertising rate for camera-ready copy. No further discounts are allowed.

**Late Payments.** Interest shall accrue, on any amounts not paid within 30 days of billing, from the date due until the date paid, at a rate equal to the lesser of (a) 1 1/2% and (b) the highest rate allowed under applicable law.

## ■ General Rate Policy

Publisher reserves the right to revise rates, discounts and other provisions of this rate card on 30 days notice.

All advertising is payable in advance unless a credit account has been established. Account balances are due 15 days after invoice date.

Agreements for advertising may be negotiated in accordance with the terms of this rate schedule.

Retail ad rates are available to advertisers who sell directly to the public through one or more retail outlets operated by the advertiser.

## ■ Retail Advertising

All Rates are per column inch

### **Open Rate**

Cheboygan Daily Tribune .....\$11.85  
 Shopper's Fair .....\$13.50

### **Pick-up Rate**

Cheboygan Daily Tribune .....\$8.15  
 Shopper's Fair .....\$10.00

### **Non-Profit Rate**

Cheboygan Daily Tribune .....\$7.25  
 Shopper's Fair .....\$8.15

### **Creative Solutions:**

<u>Ad Size</u>	<u>New Ad or +25% Changes Price per Ad</u>	<u>Pick-up Ad w/ -25% Changes Price per Ad</u>
Double Truck	\$30.00	\$15.00
Full Page	\$20.00	\$10.00
Half Page	\$15.00	\$7.50
Quarter Page	\$10.00	\$5.00
Other Size	\$7.00	\$4.00
Digital	\$10.00	\$5.00

## ■ Frequency Discounts

Ask your Multi Media Sales Representative for annual contract rates and frequency discounts.

## ■ Classified Display Rate

Same as retail advertising rates. Excludes recruitment.

### ■ National Rates

Display & Classified .....\$15.90

### ■ Special Rates

Dining Guide - Tribune Friday and Shopper's Fair .....\$81  
 Birthday, Thank You and Memoriam ads .....\$5.25 pci  
 Preferred Position .....Add 25%  
 Business Builder Rate - Daily for one month .....\$4.75 pci  
 Every other day- one mo. ....\$5.75 pci  
 Political Rates - Cheboygan Tribune .....\$11.85 pci  
 Political Rates - Shopper's Fair .....\$13.50 pci

Frequency discounts may apply.

## ■ Emailing Advertisements

Email your advertisement materials to:  
 comp@cheboygantribune.com

*The Tribune Online E-Edition is updated every day at 6 am. Advertising rates available on request.*

**■ Cheboygan Daily Tribune Online**  
***www.cheboygannews.com***

**Advertising ROS rates:**

<u>Ad Position</u>	<u>Size (pixels)</u>	<u>Annual Agrmt. Weekly Cost</u>
Top Banner	728x90 .....	\$30
Med. Rectangle	300x250 .....	\$30/\$50
Tile	300x100 .....	\$25
Slider	160x600 .....	\$25
Mobile	3 mo. agreement .....	\$47
Video	.....	\$50

**E-Edition rates:**

Top Banner	300x90 .....	\$100
Welcome page	300x90 .....	\$90
In Story	Variety of sizes .....	\$.60 - \$90

Additional positions available. Call our retail advertising department for details.

**■ Mechanical Requirements**

***Cheboygan Daily Tribune***

6 column broadsheet .....	.20.5" deep
Full page is 6 columns .....	10.125" x 20.5 "
Double Truck is 13 columns .....	21.25" x 20.5 "

***Shoppers' Fair***

6 column broadsheet .....	.21" deep
Front page is 6 columns .....	10.125" x 18"
Full page is 6 columns .....	10.125" x 21"
Double Truck is 13 columns .....	21.25" x 21"

<u>Ad size</u>	<u>Inches</u>	<u>Ad size</u>	<u>Inches</u>
1 col.	1.572"	4 col.	6.704"
2 col.	3.282"	5 col.	8.414"
3 col.	4.993"	6 col.	10.125"

***Mackinac Journal***

Full Page .....	.7" x 9.5"
Half page .....	.7" x 4.625"
1/4 page .....	3.375" x 4.625"
1/8 page .....	3.375" x 2.243"

*Call for inside front, inside back and back page ad sizing and availability.*

**■ Deadlines**

<u>Publishing Day</u>	<u>Deadline</u>
Monday .....	Thursday .....
Tuesday .....	Friday .....
Wednesday .....	Monday .....
Thursday .....	Tuesday .....
Friday .....	Wednesday .....
Shopper's Fair .....	Wednesday .....

**■ Color Rates**

Spot color .....	\$75.00
Process color .....	\$225.00

**■ Copy Regulations**

We reserve the right to revise, reject or cancel any advertisement whether or not the same has already been acknowledged and/or previously accepted.

Position is not guaranteed unless paid for; however, we will make every effort to accommodate your wishes.

We shall be under no liability for failure, for any reason, to insert an advertisement.

We will not be responsible for advertising material left with the company after 30 days.

Advertising depth is measured in 1/2-inch increments.

"Reader ads" or ads that simulate news articles must be identified with a 6 point rule across the top of the ad and the word ADVERTISEMENT set in 8-point type above the rule, flush left.

**■ Publication Information**

- **Cheboygan Daily Tribune** is published Monday through Friday.
- **Shopper's Fair** is published weekly on Saturday.
- **Mackinac Journal** is published monthly
- **Indian River Advocate** is published weekly on Friday

**Digital Marketing:**

**Responsive Websites, Reputation Monitoring, Target and Re-Target marketing, Search Engine and Social Media Optimization, Facebook Targeting and more!**  
*Ask our multi-media specialists*

## ■ Preprinted Insert Rates

### *Cheboygan Daily Tribune & Shopper's Fair*

Rates are per thousand. Frequency discounts are available with annual agreement.

Size	Full Run	Zoned
Single	\$64	\$69
4	\$66	\$71
8	\$69	\$74
12	\$72	\$77
16	\$76	\$81
20	\$80	\$85
24	\$84	\$89
28	\$88	\$93
32	\$92	\$97
36	\$96	\$101

Price is based on U.S. Mail distribution in the *Cheboygan Daily Tribune* and/or *Shoppers' Fair*.

Shoppers Fair preprints must be shipped to:

Shopper's Fair

c/o The Evening News

109 Arlington, Sault Ste. Marie, MI 49783

Preprints are zoned by zip code.

Minimums: 2,000 qty. or \$110 flat rate for less quantities.

Finished size of insert must be:

Maximum 11" x 11"

Minimum 3 1/2" x 6"

Preprints must arrive 10 days prior to insertion.

## ■ Preprint - Print and Deliver Rates

8 1/2" x 11", full color, gloss, both sides ,10,000 minimum

Cheboygan Tribune .....\$55 cpm

Shoppers Fair .....\$85 cpm

■ **Sticky Notes** - 10,000 minimum .....\$65 cpm

# MACKINAC JOURNAL

MAGAZINE OF THE STRAITS

A regional feature magazine for the Straits of Mackinac Area, serving Cheboygan, Chippewa, Emmet, Luce, Mackinac, Otsego, Presque Isle counties and adjoining areas.

Published 10 months per year.

Full page (7" x 9.5") .....\$400

1/2 page (7" x 4.675") .....\$225

1/4 page (3.375" x 4.625") .....\$115

1/8 page (3.375" x 2.243") ..\$65

Premium gloss pages available. Call for pricing, deadlines, editorial contribution and further information.

## ■ Circulation

### *Cheboygan Daily Tribune*

Zip	Location	Circulation
49701	Mackinaw City	152
49705	Afton	46
49718	Carp Lake	34
49721	Cheboygan	2328
49749	Indian River	454
49755	Levering	45
49759	Millersburg	46
49761	Mullett Lake	35
49765	Onaway	343
49769	Pellston	28
49791	Topinabee	54
49792	Tower	31
49799	Wolverine	29
Various	Out of County	41
<b>TOTAL</b>		<b>3,665</b>

### *Shoppers' Fair*

49705	Afton	351
49721	Cheboygan	6957
49749	Indian River	1958
49755	Levering/Carp Lake	1225
49701	Mackinaw City	479
49759	Millersburg/Ocqueoc	975
49761	Mullett Lake	109
49765	Onaway/Tower	2339
49769	Pellston	50
49779	Rogers City	2640
49791	Topinabee	297
49799	Wolverine	873
<b>TOTAL</b>		<b>17,946</b>

**Both publications are distributed via U.S. Mail**

## ■ Subscription Rates

.....12 mo. ..24 wks. ..8 wks.

Within 497 zip ...\$160 ....\$80 .....\$30

Outside 497 zip ..\$175 .....\$105

Senior rates .....\$150 .....\$80 .....\$30

Online E-Edition ..\$65