

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



Serving the Straits of Mackinac Since 1875

and



**Shopper's Fair**

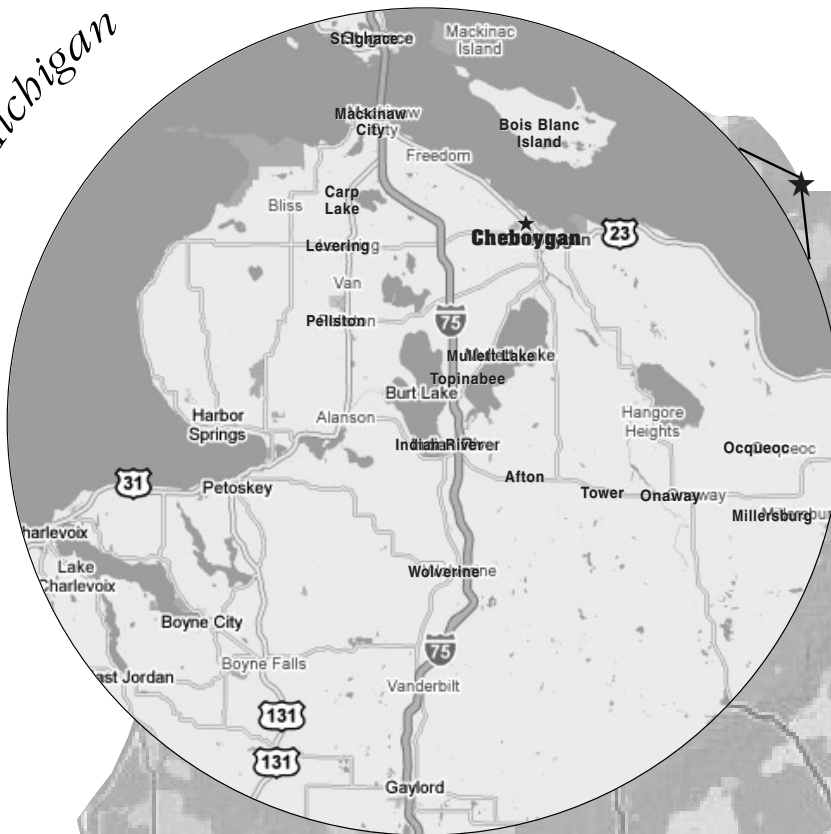
**MACKINAC JOURNAL**  
MAGAZINE OF THE STRAITS

## Advertising Rate Card

Effective January 1, 2011

*Lake Michigan*

*Lake Huron*



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

**Publisher**

Gary Lamberg - gary@cheboygantribune.com

**Advertising Manager**

Nancy Kidder - nancy@cheboygantribune.com

**Account Representatives:**

Joseph Cunic - joseph@cheboygantribune.com

Cheryl Mercer - cheryl@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 and apply to the *Cheboygan Daily Tribune & Shopper's Fair.*

Open Rate .....\$11.50

**Mini Contract**

Minimum 6" per 4 consecutive weeks .....\$10.50

**13 Week Contract** (Consecutive weeks)

6" per week or 24" per month .....\$9.90

24" per week or 96" per month .....\$8.90

48" per week or 192" per month .....\$7.90

**1 Year Contract**

6" per week or 24" per month .....\$9.60

24" per week or 96" per month .....\$8.90

48" per week or 192" per month .....\$7.60

**Frequency Discounts**

See a sales representative for frequency discounts and special package rates.

**Classified Display Rate**

Same as retail advertising rates.

**MACKINAC JOURNAL**  
MAGAZINE OF THE STRAITS

A regional feature oriented magazine for the Straits of Mackinac Area, serving Cheboygan, Emmet, Mackinac counties and adjoining areas.

Published 10 - 12 times per year.

Full page (7" x 9.5") .....\$350

1/2 page (7" x 4.675") .....\$185

1/4 page (3.375" x 4.625") ...\$95

1/8 page (3.375" x 2.243") ..\$50

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

**■ Preprinted Insert Rates**

***Cheboygan Daily Tribune & Shoppers' Fair***

Rates are per thousand and frequency discounts are per yearly insertions.

Size	Rate	Frequency Discounts			
Tab Page	1X	15 X	30 X	45 X	
Single	\$64	\$62	\$61	\$58	
4	\$66	\$66	\$64	\$63	
8	\$73	\$70	\$68	\$66	
12	\$79	\$75	\$74	\$72	
16	\$84	\$81	\$79	\$76	
20	\$91	\$86	\$84	\$82	
24	\$97	\$92	\$90	\$86	
28	\$102	\$98	\$95	\$93	
32	\$108	\$103	\$101	\$98	
36	\$113	\$110	\$106	\$103	

Price is based on a full run in the ***Cheboygan Daily Tribune*** and/or ***Shoppers' Fair***.

Zoned preprints by zip code, are available at an additional \$7 per thousand. A \$250 minimum applies.

Finished size of insert must be:  
 Cheboygan Tribune - Maximum 11" x 11"  
 Shoppers Fair - Maximum 11" by 11"  
 Minimum for both papers 3 1/2" x 6"

Preprints must arrive 10 days prior to insertion.

**■ Print and Deliver**

8 1/2" x 11" Single Side	.....\$91.00 cpm
8 1/2" x 11" Double Sided	.....\$101.00 cpm

**■ National Rates**

Display & Classified	.....\$15.40
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**■ Special Rates**

Non-profit Organization	.....\$7.00
Dining Guide (Two papers)	.....\$79
Obituaries/Funeral Notice	.....\$50.00 per obit
(No charge for pictures)	
Birthday or Happy ads	.....\$5.00
Card of Thanks	.....\$5.00
In Memoriam	.....\$5.00
Preferred Position	.....Add 25%
Business Builder Rate - Daily for one month	.....\$4.50
Every other day- one mo.	.....\$5.50

**■ Deadlines**

<u>Publishing Day</u>	<u>Deadline</u>
Tuesday	Friday .....4 p.m.
Wednesday	Monday .....4 p.m.
Thursday	Tuesday .....4 p.m.
Friday	Wednesday .....4 p.m.
Saturday	Thursday .....4 p.m.
Shopper's Fair	Wednesday .....4 p.m.

**■ Color Rates**

Black and one color	.....\$100.00
Black and two colors	.....\$200.00
Black and three colors	.....\$300.00

**■ 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 Tuesday through Saturday.

The **Shoppers' Fair** is published on Saturday.

The **Mackinac Journal** is published monthly.

**■ Subscription Rates**

	<u>.52 Weeks</u>	<u>26 Weeks</u>	<u>.13 Weeks</u>
Within 497 zip	..\$140	...\$80	....\$50
Outside 497 zip	..\$170	...\$100	....\$70
Online E-Edition	..\$99	....\$80	.....\$50

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



**■ Cheboygan Daily Tribune On-Line**  
**www.cheboygannews.com**

**Advertising rates:**

<u>Ad Position</u>	<u>Size (pixels)</u>	<u>Cost</u>
Top Banner	.728x90	\$275
Big Box	.300x250	\$250
Half Banner	.300x100	\$150
Weather Sponsor	.120x60	\$200
Page Curl	.500x500	\$350

Additional positions available. Call our retail Advertising Department for details.

**■ Mechanical Requirements**

***Cheboygan Daily Tribune***

6 column broadsheet . . . . .21 inches deep  
Full page is 6 columns . . . . .10.625 by 21 inches  
Double Truck is 13 columns . . . . .22.25 by 21 inches

***Shoppers' Fair***

6 column broadsheet . . . . .21 inches deep  
Full page is 6 columns . . . . .10.625 by 21 inches  
Double Truck is 13 columns . . . . .22.25 by 21 inches  
*Call for front and back page ad sizing and availability*

<u>Ad size</u>	<u>Inches</u>	<u>Ad size</u>	<u>Inches</u>
1 col. . . . .	.1.632"	4 col. . . . .	.7.028"
2 col. . . . .	.3.431"	5 col. . . . .	.8.826"
3 col. . . . .	.5.229"	6 col. . . . .	.10.625"

***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.*

**■ Emailing Advertisements**

You may email your advertisement materials to:  
comp@cheboygantribune.com

**■ Circulation**

***Cheboygan Daily Tribune***

<u>Zip</u>	<u>Location</u>	<u>Deliveries</u>
49701 . . . . .	.Mackinaw City . . . . .	.255
49705 . . . . .	.Afton . . . . .	.40
49718 . . . . .	.Carp Lake . . . . .	.51
49721 . . . . .	.Cheboygan . . . . .	.3307
49749 . . . . .	.Indian River . . . . .	.341
49755 . . . . .	.Levering . . . . .	.102
49759 . . . . .	.Millersburg . . . . .	.35
49761 . . . . .	.Mullett Lake . . . . .	.31
49765 . . . . .	.Onaway . . . . .	.219
49769 . . . . .	.Pellston . . . . .	.49
49791 . . . . .	.Topinabee . . . . .	.102
49792 . . . . .	.Tower . . . . .	.31
49799 . . . . .	.Wolverine . . . . .	.62
Various . . . . .	.Out of County . . . . .	.40
<b><u>TOTAL</u></b>		<b><u>*4665</u></b>

***Shoppers' Fair***

49701 . . . . .	.Mackinaw City . . . . .	.885
49705 . . . . .	.Afton . . . . .	.250
49718 . . . . .	.Carp Lake . . . . .	.215
49721 . . . . .	.Cheboygan . . . . .	.6495
49749 . . . . .	.Indian River . . . . .	.1395
49755 . . . . .	.Levering . . . . .	.580
49759 . . . . .	.Millersburg . . . . .	.350
49761 . . . . .	.Mullett Lake . . . . .	.40
49763 . . . . .	.Ocqueoc . . . . .	.150
49765 . . . . .	.Onaway . . . . .	.1915
49769 . . . . .	.Pellston . . . . .	.150
49775 . . . . .	.Bois Blanc . . . . .	.50
49781 . . . . .	.St. Ignace . . . . .	.300
49791 . . . . .	.Topinabee . . . . .	.150
49792 . . . . .	.Tower . . . . .	.125
49799 . . . . .	.Wolverine . . . . .	.150
<b><u>TOTAL</u></b>		<b><u>*13,500</u></b>

\* Varies by season. Call for current numbers.