

Glen Arbor Sun

Here to enlighten you



Volume XVI

Summer 2011

www.GlenArbor.com

Advertising Information 2011

4,000 copies of each issue distributed throughout southern Leelanau County

Advertising Rates

1 column by 2"	\$42.00
1 column by 3"	\$56.00
1 column by 4"	\$69.00
1 column by 5"	\$83.00
1 column by 6"	\$96.00
1 column by 8"	\$119.00
1 column by 10"	\$144.00
2 columns by 2"	\$69.00
2 columns by 3"	\$96.00
2 columns by 4"	\$119.00
2 columns by 5"	\$144.00
2 columns by 6"	\$173.00
2 columns by 8"	\$224.00
2 columns by 10"	\$274.00
2 columns by 12"	\$332.00
3 columns by 3"	\$128.00
3 columns by 4"	\$173.00
3 columns by 6"	\$238.00
3 columns by 8"	\$309.00
3 columns by 10"	\$377.00
4 columns by 4"	\$224.00
4 columns by 6"	\$332.00
4 columns by 8"	\$425.00
4 columns by 10"	\$515.00
4 columns by 12"	\$595.00

Column Widths

1 Column	2.5"
2 Columns	5.166"
3 Columns	7.833"
4 Columns	10.5"

8 - 10 Issue Commitment Discount

\$42.00 to \$95: 5% off
\$96.00 and up: 10% off

5 - 7 Issue Commitment Discount

\$42.00 to \$95: 3% off
\$96.00 and up: 8% off

10 summer & fall issues...

...published between Memorial Day and

Presidents' Day:

May 26

June 16

June 30

July 14

July 28

August 11

August 25

September 15

November 17

January 19, 2012

Glen Arbor Sun • P.O. Box 615 • Glen Arbor, Michigan 49636
Jacob's Cell: 612/804-5975 • Norm at Home: 231/334-3666

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Advertising Commitment 2011

Business _____

Contact _____

Billing Address _____

Day Phone _____ Home Phone _____ Fax _____

email _____

Issues (circle) 1 2 3 4 5 6 7 8 9 10

Size _____ Rate _____ x _____ issues = _____

Discount _____ % _____ Net rate for summer issues \$ _____

Signed _____ Date _____

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Ad copy closing dates & Mechanical information

All ads and changes need to be

received by...	...for the issue published on
May 16.....	May 26
June 9.....	June 16
June 23.....	June 30
July 7.....	July 14
July 121.....	July 28
August 4.....	August 11
August 18.....	August 25
September 8.....	September 15
November 10.....	November 17
January 12.....	January 19, 2012

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- ✓ Color photos must be in CMYK format.
- ✓ All photos and artwork should be 200 dpi, saved in TIFF format.
- ✓ Send along Mac-ready fonts if reproduction is imperative; substitutions will be made as needed.

Digitally processed ads can be in PageMaker, InDesign, Photoshop, Illustrator, PDF, or Word format, either PC or Mac, on CD-ROM or 3.5" floppy disk.

Microsoft Publisher and other formats cannot be accepted!

Advertising Sales:

Jacob Wheeler

612/804-5975

Layout & Technical Questions:

Michael Buhler

231/334-4900

email:

ads@glenarborsun.com

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Glen Arbor Sun IS GlenArbor.com

The Glen Arbor Sun has made GlenArbor.com the premier online resource for those visiting the Glen Arbor area.

*GlenArbor.com links with GlenArborSun.com, which includes informative maps and guides to area Restaurants, Lodging, Shopping and Real Estate. **For a bargain price of \$100** for the May-to-May calendar year, we'll include you in our local guide. Your listing will include a description of your business, photos, directions and contact information, and a detailed breakdown of what you have to offer. See below for information about display advertising.*

- Thousands of Unique Page Views per month
- Hosted by leelanau.com, Northern Michigan's top online portal
- When our visitors read about what's happening in Leelanau County this summer, they'll see your advertisement featured prominently to the right of the article's text
- Advertisements appear on a rotating basis with individual stories upon each page load, maximizing your exposure

Prime 300 x 250 pixel advertisement
under the masthead
on www.GlenArborSun.com for \$600/year

160 x 160 pixel sidebar ads are \$300/year

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