

Glen Arbor Sun

Here to enlighten you



Volume XVII

Summer 2012

www.GlenArbor.com

Advertising Information 2012

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 24

June 14

June 28

July 12

July 26

August 9

August 30

September 20

November 15

January 17, 2012

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

Glen Arbor Sun

Here to enlighten you



Volume XVII

Summer 2012

www.GlenArbor.com

Advertising Commitment 2012

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 _____

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

Glen Arbor Sun

Here to enlighten you



Volume XVII

Summer 2012

www.GlenArbor.com

Ad copy closing dates & Mechanical information

All ads and changes need to be

received by...	...for the issue published on
May 14.....	May 24
June 7.....	June 14
June 21.....	June 28
July 5.....	July 12
July 19.....	July 26
August 2.....	August 9
August 23.....	August 30
September 13.....	September 20
November 8.....	November 15
January 10.....	January 17, 2012

Column Widths

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

- ✓ Color photos must be in CMYK format.
- ✓ All photos and artwork should be 300 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, or PDF, either PC or Mac, on CD, DVD, or USB drive. **Media will not be returned!***

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

Glen Arbor Sun • P.O. Box 615 • Glen Arbor, Michigan 49636

Jacob's Cell: 612/804-5975 • Norm at Home: 231/334-3666

Glen Arbor Sun

Here to enlighten you



Volume XVII

Summer 2012

www.GlenArbor.com

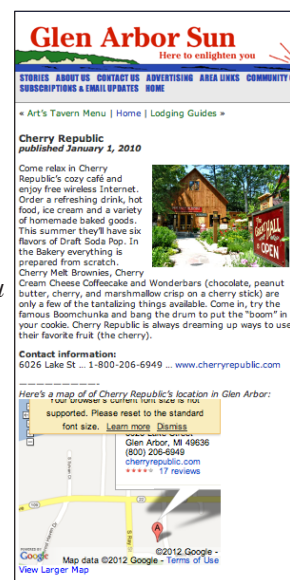
Glen Arbor Sun IS GlenArbor.com

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 online listing will include a description of your business, photos, directions and contact information, and**



a detailed breakdown of what you have to offer. Plus, you'll be listed in the "Leelanau Guides" on our homepage, and as a sponsor at the conclusion of our online stories. See below for information about display advertising



- Tens of Thousands of Unique Page Views per month—between 300-1,200/day!
- 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

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