

# Glen Arbor Sun

Here to enlighten you



Volume XIV

Summer 2009

www.glenarborsun.com

## Advertising Information 2009

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

### Advertising Rates

|                  |          |
|------------------|----------|
| 1 column by 2"   | \$40.00  |
| 1 column by 3"   | \$53.00  |
| 1 column by 4"   | \$66.00  |
| 1 column by 5"   | \$79.00  |
| 1 column by 6"   | \$91.00  |
| 1 column by 8"   | \$113.00 |
| 1 column by 10"  | \$137.00 |
|                  |          |
| 2 columns by 2"  | \$66.00  |
| 2 columns by 3"  | \$91.00  |
| 2 columns by 4"  | \$113.00 |
| 2 columns by 5"  | \$137.00 |
| 2 columns by 6"  | \$165.00 |
| 2 columns by 8"  | \$213.00 |
| 2 columns by 10" | \$261.00 |
| 2 columns by 12" | \$316.00 |
|                  |          |
| 3 columns by 3"  | \$122.00 |
| 3 columns by 4"  | \$165.00 |
| 3 columns by 6"  | \$227.00 |
| 3 columns by 8"  | \$294.00 |
| 3 columns by 10" | \$359.00 |
|                  |          |
| 4 columns by 4"  | \$213.00 |
| 4 columns by 6"  | \$316.00 |
| 4 columns by 8"  | \$405.00 |
| 4 columns by 10" | \$490.00 |
| 4 columns by 12" | \$567.00 |

### Column Widths

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

### 8 - 10 Issue Commitment Discount

\$38.00 to \$75: 5% off  
\$87.00 and up: 10% off

### 5 - 7 Issue Commitment Discount

\$38.00 to \$75: 3% off  
\$87.00 and up: 8% off

### *10 summer & fall issues...*

...published between Memorial Day and

Presidents' Day:

May 21

June 11

July 2

July 16

July 30

August 13

August 27

September 17

November 12

January 14, 2009

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 2009

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 14.....          | May 21                        |
| June 4.....          | June 11                       |
| June 25.....         | July 2                        |
| July 9.....          | July 16                       |
| July 23.....         | July 30                       |
| August 6.....        | August 13                     |
| August 20.....       | August 27                     |
| September 10.....    | September 17                  |
| November 5.....      | November 12                   |
| January 7, 2010..... | January 14, 2010              |

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|           |        |
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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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## Online Advertising 2009 • May 2009 - April 2010



When you Google for "Glen Arbor" a top entry is always the **Glen Arbor Sun**. It is the premier source of information for Glen Lake and the surrounding communities. Our redesigned, interactive website will now feature every story published this season, in addition to the COMPLETE archives! Your ad can appear with any page, and through multiple clicks. Increase your online presence by advertising with the Glen Arbor Sun! *Space is limited.*

- 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 200 pixel advertisement  
**under the masthead**  
on [www.GlenArborSun.com](http://www.GlenArborSun.com) for \$600/year

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

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