

Glen Arbor Sun

Here to enlighten you



Volume XV

Summer 2010

www.glenarborsun.com

Advertising Information 2010

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

\$40.00 to \$79: 5% off
\$91.00 and up: 10% off

5 - 7 Issue Commitment Discount

\$40.00 to \$79: 3% off
\$91.00 and up: 8% off

10 summer & fall issues...

...published between Memorial Day and

Presidents' Day:

May 27

June 17

July 1

July 15

July 29

August 12

August 26

September 16

November 11

January 13, 2011

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 2010

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 27
June 4.....	June 17
June 18.....	July 1
July 2.....	July 15
July 16.....	July 29
July 30.....	August 12
August 13.....	August 26
September 3.....	September 16
October 29.....	November 11
December 31.....	January 13, 2011

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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 2010 • May 2010 - April 2011



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 popular, interactive website features every story published this season, in addition to the COMPLETE archives! Our readers stay in touch before and after they visit the area. 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 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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