

# Glen Arbor Sun

Here to Enlighten You



Covering Leelanau County Events, Characters, Businesses and the Arts

www.GlenArbor.com

## Advertising Information 2023

4,000-6,000 copies of each issue distributed throughout Leelanau County

### Advertising Rates

1 column by 2"	\$48.00
1 column by 3"	\$63.00
1 column by 4"	\$78.00
1 column by 5"	\$93.00
1 column by 6"	\$107.00
1 column by 8"	\$134.00
1 column by 10"	\$163.00
2 columns by 2"	\$78.00
2 columns by 3"	\$107.00
2 columns by 4"	\$134.00
2 columns by 5"	\$163.00
2 columns by 6"	\$196.00
2 columns by 8"	\$253.00
2 columns by 10"	\$310.00
2 columns by 12"	\$376.00
3 columns by 3"	\$144.00
3 columns by 4"	\$196.00
3 columns by 6"	\$269.00
3 columns by 8"	\$376.00
3 columns by 10"	\$425.00
4 columns by 4"	\$253.00
4 columns by 6"	\$376.00
4 columns by 8"	\$480.00
4 columns by 10"	\$581.00
4 columns by 12"	\$673.00
4 columns by 16"	\$945.00

### Column Widths

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

### 11-16 Issue Commitment Discount

\$48.00 to \$107: 5% off  
\$107.00 and up: 10% off

### 6 - 10 Issue Commitment Discount

\$48.00 to \$107: 3% off  
\$107.00 and up: 8% off

### **16 issues ...**

*bi-weekly in summer, monthly in fall, winter and spring*

January 19  
February 16  
March 16  
April 13  
May 18  
June 1  
June 15  
June 29  
July 13  
July 27  
August 10  
August 24  
September 7  
October 5  
November 9  
December 14

Glen Arbor Sun • P.O. Box 615 • Glen Arbor, Michigan 49636  
Jacob Wheeler's Cell Phone: 612/804-5975



# Advertising Commitment 2023

Business \_\_\_\_\_

Contact \_\_\_\_\_

Billing Address \_\_\_\_\_

Day Phone \_\_\_\_\_ Home Phone \_\_\_\_\_ Fax \_\_\_\_\_

email \_\_\_\_\_

Issues (circle) 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

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

January 12	January 19
February 9	February 16
March 9	March 16
April 6	April 13
May 11	May 18
May 25	June 1
June 8	June 15
June 22	June 29
July 6	July 13
July 20	July 27
August 3	August 10
August 17	August 24
August 31	September 7
September 28	October 5
November 2	November 9
December 7	December 14

### 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 or JPG format.
- ✓ Send along Mac-ready fonts if reproduction is imperative; substitutions will be

*Digitally processed ads can be in InDesign, Photoshop, Illustrator, or PDF, on CD, DVD, or USB drive.*

**Advertising Sales, Layout,  
Technical Questions**

Jacob Wheeler

612/804-5975

ads@glenarborsun.com

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## Advertise on GlenArbor.com

The *Glen Arbor Sun's* website [GlenArbor.com](http://GlenArbor.com) is one of the premier online resources for those visiting the Glen Arbor area.

*GlenArbor.com* links with *GlenArborSun.com*, which includes advertising featured prominently on the homepage and embedded within each story, informative guides to Leelanau County Restaurants, Lodging, Shopping, Recreation, and Real Estate.

**Feature your ad under the masthead on our homepage** for \$600/year or your logo for \$300/year, or **embedded within our stories**, on a rotating basis,



for a bargain price of \$100. Your ad will link directly to your website or Facebook page. You'll also be listed in our "Leelanau Guides" on our homepage.



- Tens of Thousands of Unique Page Views per month—more than 700 each 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 each article
- Advertisements embedded within our stories appear on a rotating basis

Prime 300 x 250 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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