

Drummond Island



PO Box 469, Drummond Island, MI 49726

906-493-5353

editor@DrummondIslandDigest.com

2015 Ad Rate Sheet

Discounts:

A 10% discount is given for any ad that is run for 3 consecutive months. Ad must be the **same** ad and ad size, with no changes and paid when billed the first month.

A 10% discount for a 6 month commitment of the same size but different ad. Billed and payable the first month.

Inquire about discount for 12 month commitment.

Ads should be sent via email as a pdf, jpg, tiff, or an indd (InDesign) file to the email:

editor@DrummondIslandDigest.com.

Color:

Add color to make your ad stand out! Use color photographs, logos and text for only an additional \$25. Discounts do not apply to color.

Deadline:

Ads must be submitted by the 17th of month.

If ad layout is necessary, please submit materials by 15th of month to allow time to receive a proof.

1/10 page: \$27

5" W x 3" H

or "4" x 4"

1/5 page: \$44

6" W x 4" H

or 5" x 5"

1/4 page: \$49

5" W x 6" H

or 7.5" W x 4" H

1/3 page: \$60

5" W x 8" H

or 7" W x 6" H

or 10" W x 4" H

1/2 page: \$88

10" W x 6" H

5" W x 12" H

3/4 page: \$145

10" W x 11" H

Full page: \$166

10" W x 15.5" H

Color: \$25 per ad.

Preferred placement: Extra, inquire

Sponsor "Where's Roger" Hidden Picture Contest



At no charge and for as many times a year as you would like, you can sponsor the "Where's Roger" hidden picture contest. Just indicate what months you would like to offer two or four \$5 gift certificates, good for 45 days. We'll do the rest for you. See the Puzzle Pages for more info.



Coupons: Advertisers are encouraged to use coupons to track the effectiveness of ads better. Coupons are \$15 when placed in the **same issue** with a regular ad (1/10 or larger). Coupon size is (2.5" x 4").

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Please note: Ad sizes are **not** to scale,
they are representational and only for reference.

1/2 page
5" x 12"
\$88

1/2 page
7.5" x 8"
\$88

1/3 page
5" x 8"
\$60

1/2 page
10" x 6"
\$88

1/3 page
7" x 6"
\$60

1/4 page
5" x 6"
\$49

1/5 page
5" x 5"
\$44

1/3 page
10" x 4"
\$60

1/4 page
7.5" x 4"
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