

# 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.

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5" x 12"  
\$88

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1/3 page  
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1/4 page  
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