



PO Box 469, Drummond Island, MI 49726

906-493-5353

editor@DrummondIslandDigest.com

## 2016 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.

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

**editor@DrummondIslandDigest.com.**

### Color:

Add color photos or text to make your ad stand out! Only \$25 for 1/3 page or smaller, \$40 for 1/2 page or larger. Discounts do not apply to color.

### Deadline:

Ads must be submitted by the 17th of month. Late ads may incur additional charges.

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

**1/10 page:** \$32

5" W x 3" H  
or "4" x 4"

**1/5 page:** \$48

6" W x 4" H  
or 5" x 5"

**1/4 page:** \$55

5" W x 6" H  
or 7.5" W x 4" H

**1/3 page:** \$65

5" W x 8" H  
or 7" W x 6" H  
or 10" W x 4" H

**1/2 page:** \$95

10" W x 6" H  
5" W x 12" H

**3/4 page:** \$160

10" W x 11" H

**Full page:** \$190

10" W x 15.5" H

**Color:** \$25 for 1/3 or smaller, \$40 for 1/2 or larger.

**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"  
\$95

1/2 page  
7.5" x 8"  
\$95

1/3 page  
5" x 8"  
\$65

1/2 page  
10" x 6"  
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1/3 page  
7" x 6"  
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1/4 page  
5" x 6"  
\$55

1/5 page  
5" x 5"  
\$48

1/3 page  
10" x 4"  
\$65

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6" x 4"  
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1/10 page  
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\$32

1/10 page  
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