

# MAXIMUM

## ADVERTISING EXPOSURE

### TO OVER 40,000+ READERS



#### ADVERTISING RATES

**Please call about social media or website posting rates.** For color print advertisement please add \$200. Our classified and custom advertisements are by the column inch, so give us a call for an estimate or if you have any questions at 517-372-8466.

#### LOCAL: INGHAM, EATON and CLINTON COUNTIES:

**Full page: (6 columns)**  
11.85 across x 21 down = \$2,016.00

**Half page: (6 columns)**  
11.85 across x 10.41 down = \$999.36

**Quarter page: (3 columns)**  
5.832" x 10.41" = \$499.68

**1/8 of a page: (3 columns)**  
5.832" x 5" = \$240.00

**1/16 of a page: (3 columns)**  
5.832" x 2.5" = \$120.00

#### STATE and NATIONAL:

**Full page: (6 columns)**  
11.85 across x 21 down = \$2,520.00

**Half page: (6 columns)**  
11.85 across x 10.41 down = \$1,249.20

**Quarter page: (3 columns)**  
5.832" x 10.41" = \$624.60

**1/8 of a page: (3 columns)**  
5.832" x 5" = \$300.00

**1/16 of a page: (3 columns)**  
5.832" x 2.5" = \$150

For any other sizes please call 517-372-8466

#### Column Width:

1 column = 1.84"  
2 columns = 3.896"  
3 columns = 5.832"  
4 columns = 7.839"  
5 columns = 9.846"  
6 columns = 11.85"

#### Specs

.pdf, .jpeg  
and .tif.  
300 dpi.  
cmyk.

\*B/W  
Ads

#### 2025 DEADLINES & EDITIONS

##### DEADLINES THURSDAYS

Dec. 6, 2024  
Jan. 23, 2025  
Feb. 6, 2025  
Feb. 20, 2025  
Mar. 6, 2025  
Mar. 20, 2025  
Apr. 3, 2025  
Apr. 17, 2025  
May 1, 2025  
May 15, 2025  
May 29, 2025

##### TNCP ISSUE DATES

Dec. 22 - Jan. 4, 2025  
Feb. 2- Feb. 15, 2025  
Feb. 16,- Mar. 1, 2025  
Mar. 2 - Mar. 15, 2025  
Mar. 16 - Mar. 29, 2025  
Mar. 30 - Apr. 12, 2025  
Apr. 13 - Apr. 26, 2025  
Apr. 27 - May 10, 2025  
Online - subject to change  
May 25 - June 7, 2025  
June 8 - June 21, 2025

##### VOL. & NO.

24-1  
24-2  
24-3  
24-4  
24-5  
24-6  
24-7  
24-8  
24-9  
24-10  
24-11

##### JUNETEENTH OFF

June 26, 2025  
July 10, 2025  
July 24, 2025  
Aug. 7, 2025  
Aug. 21, 2025  
Sept. 4, 2025  
Sept. 18, 2025  
Oct. 2, 2025  
Oct. 16, 2025  
Oct. 30, 2025  
Nov. 13, 2025  
Nov. 27, 2025

July 6 - July 19, 2025  
July 20 - Aug. 2, 2025  
Aug. 3 - Aug. 16, 2025  
Aug. 17 - Aug. 30, 2025  
Aug. 31 - Sept. 13, 2025  
Sept. 14 - Sept. 27, 2025  
Sept. 28 - Oct. 11, 2025  
Oct. 12 - Oct. 25, 2025  
Oct. 26 - Nov. 8, 2025  
Nov. 9 - Nov. 22, 2025  
Nov. 23 - Dec. 6, 2025  
Dec. 7 - Dec. 20, 2025

24-12  
24-13  
24-14  
24-15  
24-16  
24-17  
24-18  
24-19  
24-20  
24-21  
24-22  
24-23

Advertising is discounted 15% for  
6 CONSECUTIVE editions ONLY.  
\* DATES SUBJECT TO CHANGE \*

STATE/NATIONAL RATE: \$20 PER COLUMN INCH  
LOCAL RATE: \$16 PER COLUMN INCH