



THE SAULT NEWS

SAULT STE. MARIE, MICH.

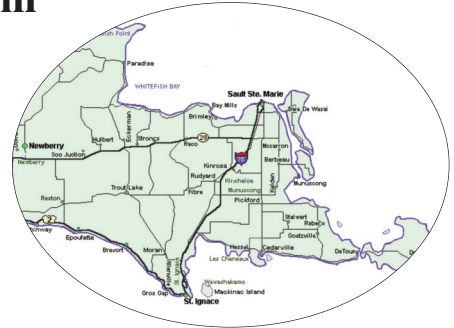
Serving the Eastern U.P. daily since 1903

www.sooeveningnews.com



TRI-COUNTY

BUYERS' GUIDE



Advertising Rate Card • Effective January 1, 2016





THE SAULT NEWS

SAULT STE. MARIE, MICH.

There when you need us - in print and online!

109 Arlington
Sault Ste Marie, Michigan 49783

Phone: (906) 632-2235

Fax: (906) 632-2111

www.sooeveningnews.com

Publisher

Richard Crofton - rcrofton@sooeveningnews.com

Advertising Director

Nancy Kidder - nkidder@sooeveningnews.com

Advertising Manager

Karlene Mills • kmills@sooeveningnews.com

Multi Media Sales Representatives

Roberta Oliver • roliver@sooeveningnews.com

Eric Kaiser • ekaiser@sooeveningnews.com

Lauren Brey • lbrey@sooeveningnews.com

■ **Terms and Conditions**

All local retail and classifieds rates are non-commissionable. Advertising Agencies are allowed a 15% discount from our National Advertising rate for camera-ready copy. No further discounts are allowed.

Late Payments. Interest shall accrue, on any amounts not paid within 30 days of billing, from the date due until the date paid, at a rate equal to the lesser of (a) 1 1/2% and (b) the highest rate allowed under applicable law.

■ **General Rate Policy**

Publisher reserves the right to revise rates, discounts and other provisions of this rate card on 30 days notice.

All advertising is payable in advance unless a credit account has been established. Account balances are due 15 days after invoice date.

Agreements for advertising may be negotiated in accordance with the terms of this rate schedule.

Retail ad rates are available to advertisers who sell directly to the public through one or more retail outlets operated by the advertiser.

■ **Retail Advertising**

All Rates are per column inch

Open Rate

The Sault News	\$13.80
The Sault News Weekend Edition	\$14.95
Tri-County Buyers Guide	\$16.35

Pick-up Rate

The Sault News	\$8.30
The Sault News Weekend Edition	\$8.90
Tri-County Buyers Guide	\$9.85

Non-Profit Rate

The Sault News/Weekend Edition	\$7.25
Tri-County Buyers Guide	\$8.15

Frequency Discounts

Ask your Multi Media Sales Representative for annual contract rates and frequency discounts.

Classified Display Rate

The Sault News	\$9.96
The Sault News Weekend Edition	\$10.41
The Sault News pick-up	\$6.25
The Sault News Weekend Edition pick-up	\$6.36

■ **National Rates**

Display & Classified	\$17.95
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■ **Special Rates**

Preferred Position	Add 25%
Business Builder Rate - Daily for one month	\$4.25
Daily for two weeks.	\$5.25
Business Directory- Published weekly in the Weekend Edition and Buyers Guide - 6 week minimum	\$50.00
Political Rates - Open rate, prepayment required. Name and committee placing ad required by law.	

Frequency discounts may apply.

Front Page Banners

Top of Page	\$300.00
Bottom of Page	\$175.00

Digital Marketing:

Responsive Websites, Reputation Monitoring, Target and Re-Target marketing, Search Engine and Social Media Optimization, Facebook Targeting and more!

Ask our multi-media specialists

***The Sault News Online E-Edition is
updated every day at 6 am.
Advertising rates available on request.***

■ The Sault News Online

www.sooeveningnews.com

Advertising ROS rates:

<u>Ad Position</u>	<u>Size (pixels)</u>	<u>Annual Agrmt. Weekly Cost</u>
Top Banner	728x90	\$30
Med. Rectangle	300x250	\$30/\$50
Tile	300x100	\$25
Slider	160x600	\$25
Mobile	3 mo. agreement	\$47
Video	\$50

E-Edition rates:

Top Banner	300x90	\$100
Welcome page	300x90	\$90
In Story	Variety of sizes	\$60 - \$90

Additional positions available. Call our retail advertising department for details.

■ Mechanical Requirements

The Sault News/Weekend Edition

6 column broadsheet21.5" deep
Full page is 6 columns10.125" x 21.5 "
Double Truck is 13 columns21.25" x 21.5 "

TriCounty Buyers' Guide

6 column broadsheet21" deep
Front page is 6 columns10.125" x 19.5"
Full page is 6 columns10.125" x 21"
Double Truck is 13 columns21.25" x 21"

<u>Ad size</u>	<u>Inches</u>	<u>Ad size</u>	<u>Inches</u>
1 col.	1.549"	4 col.	6.694"
2 col.	3.264"	5 col.	8.410"
3 col.	4.979"	6 col.	10.125"

Mackinac Journal

Full Page7" x 9.5"
Half page7" x 4.625"
1/4 page3.375" x 4.625"
1/8 page3.375" x 2.243"
*Call for inside front, inside back and back page ad
sizing and availability.*

■ Deadlines

<u>Publishing Day</u>	<u>Deadline</u>
Monday	Thursday12 p.m.
Tuesday	Friday12 p.m.
Wednesday	Monday12 p.m.
Thursday	Tuesday12 p.m.
Friday	Wednesday12 p.m.
Saturday	Thursday12 p.m.
Buyers Guide	Thursday12 p.m.

■ Color Rates

Spot color	\$75.00
Process color	\$200.00

■ Copy Regulations

We reserve the right to revise, reject or cancel any advertisement whether or not the same has already been acknowledged and/or previously accepted.

Position is not guaranteed unless paid for; however, we will make every effort to accommodate your wishes.

We shall be under no liability for failure, for any reason, to insert an advertisement.

We will not be responsible for advertising material left with the company after 30 days.

Advertising depth is measured in 1/2-inch increments.

"Reader ads" or ads that simulate news articles must be identified with a 6 point rule across the top of the ad and the word ADVERTISEMENT set in 8-point type above the rule, flush left.

■ Publication Information

- **The Sault News** is published Monday - Friday
- **The Sault News Weekend Edition** is published Saturday
- **Tri-County Buyers Guide** is published weekly on Saturday.
- **Mackinac Journal** is published monthly

■ Creative Services Average Per Ad Break-Down

	<u>New & Pick-Up with Greater Than 25%</u>	<u>Pick-Up with Less Than 25%</u>
Page Size	Ad Price	Ad Price
Double Truck	\$30.00	\$15.00
Full Page	\$20.00	\$10.00
Half Page	\$15.00	\$7.50
Quarter Page	\$10.00	\$5.00
Other Size	\$7.00	\$4.00
Digital	\$10.00	\$5.00

■ Preprinted Insert Rates

The Sault News, Weekend Edition & Buyers' Guide

Rates are per thousand. Frequency discounts are available with annual agreement.

Size	Full Run	Zoned
Single	\$48	\$53
4	\$52	\$57
8	\$53	\$59
12	\$57	\$63
16	\$63	\$69
20	\$69	\$75
24	\$77	\$83
28	\$82	\$87
32	\$87	\$92
36	\$93	\$98

Price applies to distribution in *The Sault News, Weekend Edition or Tri-County Buyers Guide*.

Shipping Address:

The Sault News
109 Arlington,
Sault Ste. Marie, MI 49783

Preprints are zoned by zip code.

Minimums: 2,000 qty. or \$110 flat rate for less quantities.

Finished size of inserts:

Maximum 11" x 11"

Minimum 3 1/2" x 6"

Preprints must arrive 10 days prior to insertion.

■ Print and Deliver Rates

8 1/2" x 11", full color, gloss, both sides, 10,000 minimum

The Sault New or Weekend Edition\$55 cpm

Tri-County Buyers Guide\$85 cpm

■ **Sticky Notes** - 10,000 minimum\$65 cpm

MACKINAC JOURNAL

MAGAZINE OF THE STRAITS

A regional feature magazine for the Straits of Mackinac and E.U.P area, serving Cheboygan, Chippewa, Emmet, Luce, Mackinac, Otsego, Presque Isle counties and adjoining areas.

Published 10 months per year.

Full page (7" x 9.5")\$400

1/2 page (7" x 4.675")\$225

1/4 page (3.375" x 4.625")\$115

1/8 page (3.375" x 2.243")\$65

Premium gloss pages available. Call for pricing, deadlines, editorial contribution and further information.

■ Circulation

The Sault News

Zip	Location	Circulation
49710Barbeau142
49715Brimley483
49719Cedarville/Hessel151
49726Drummond Island65
49725Goetzville/DeTour57
49752/88	...Kinross/Kincheloe152
49793Moran/Trout Lake51
49868Newberry127
49768Paradise73
49774Pickford285
49780Rudyard163
49783Sault Ste Marie/Sugar Island	...2521
49781St. Ignace171
<u>TOTAL</u>		<u>4,441</u>

Tri-County Buyers' Guide

Zip	Location	Circulation
49710Barbeau/Dafter575
49715Brimley1135
49719Cedarville/Hessel990
49726Drummond Island310
49725Goetzville/DeTour700
49752/88	...Kinross/Kincheloe1225
49793/80	...Moran/Trout Lake470
49762/53	...Naubinway/McMillan350
49868Newberry366
49768Paradise425
49774Pickford671
49780Rudyard520
49783Sault Ste Marie/Sugar Island	...5209
49781St. Ignace1297
<u>TOTAL</u>		<u>14,243</u>