



THE SAULT NEWS

SAULT STE. MARIE, MICH.

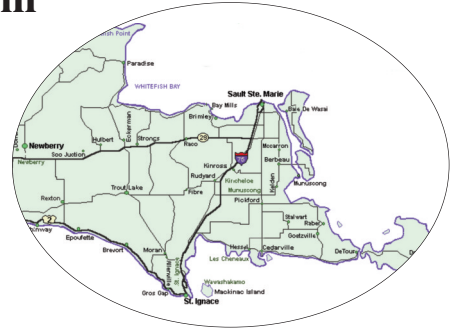
Serving the Eastern U.P. daily since 1903

www.sooeveningnews.com



TRI-COUNTY

BUYERS' GUIDE



Advertising Rate Card • Effective January 1, 2018





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

David Zewicky - dzewicky@gatehousemedia.com

Operations Manager

Dave Brey - dbrey@sooeveningnews.com

Assistant OM

Tyler Northrop - tnorthrop@sooeveningnews.com

Advertising Director/ CRO

Karlene Mills • kmills@sooeveningnews.com

Multi Media Sales Representatives

Lauren Brey • lbrey@sooeveningnews.com

Stephanie Woods • swoods@sooeveningnews.com

Tami Miller • tmiller@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.

■ **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	\$150.00

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:

Annual Agrmt.

<u>Ad Position</u>	<u>Size (pixels)</u>
Top Banner	728x90
Med. Rectangle	300x250
Mobile Leaderboard	320x50
Super Leaderboard	970x90
Billboard	970x250

All ads delivered at \$10.00 per CPM

■ 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	Wednesday12 p.m.

■ Color Rates

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

	New & Pick-Up with Greater Than 25%	Pick-Up with Less Than 25%
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	\$49	\$54
4	\$53	\$58
8	\$54	\$60
12	\$58	\$64
16	\$64	\$70
20	\$70	\$76
24	\$78	\$84
28	\$83	\$88
32	\$88	\$93
36	\$94	\$99

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 \$150 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\$55 cpm

MACKINAC JOURNAL

MAGAZINE OF THE STRAITS

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

Published 12 months per year.	Monthly	Quarterly	Yearly
Full page (7" x 9.5")	\$375	\$975	\$2700
1/2 page (7" x 4.675")	\$220	\$550	\$1575
1/4 page (3.375" x 4.625")	\$105	\$265	\$750
1/8 page (3.375" x 2.243")	\$50	\$125	\$400

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

■ Circulation

The Sault News

<u>Location</u>	<u>Zip</u>	<u>Circulation</u>
BRIMLEY	49715	128
CEDARVILLE	49719	39
SAULT STE. MARIE	49783	994
BARBEAU	49710	34
DAFTER	49724	49
DETOUR VILLAGE	49725	30
DRUMMOND ISLAND	49726	27
ECKERMAN	49728	7
GOETZVILLE	49736	43
HULBERT	49748	5
KINROSS	49752	12
MORAN	49760	11
NAUBINWAY	49762	1
PARADISE	49768	11
PICKFORD	49774	119
RUDYARD	49780	67
ST. IGNACE	49781	60
KINCHELOE	49788	16
STRONGS	49790	1
TROUT LAKE	49793	3
ENGADINE	49827	5
NEWBERRY	49868	11
Single Copy STORE		1095
<u>TOTAL</u>		<u>2,768</u>

Tri-County Buyers' Guide Zip Code Quantities

<u>Zip</u>	<u>Location</u>	<u>Circulation</u>
49783/49784 ...	Sault Ste. Marie	7,486
49710	Barbeau	625
49715	Brimley	703
49719	Cedarville	895
49726	Drummond Island	285
49728	Eckerman	400
49827	Engadine	250
49748	Hulbert	25
49786/49788	Kincheloe	869
49752	Kinross	237
49853	McMillan	25
49868	Newberry	1,020
49774/49785	Pickford	771
49780	Rudyard	603
49781	St Ignace	703
49793	Trout Lake	75
49760	Moran	395
<u>TOTAL</u>		<u>15,367</u>