

The Betsie Current



Volume V

www.betsiecurrent.com

2017 Season

Advertising Information 2017

Advertising Rates

1 column by 2"	\$42.00
1 column by 3"	\$56.00
1 column by 4"	\$69.00
1 column by 5"	\$83.00
1 column by 6"	\$96.00
1 column by 8"	\$119.00
1 column by 10"	\$144.00
2 columns by 2"	\$69.00
2 columns by 3"	\$96.00
2 columns by 4"	\$119.00
2 columns by 5"	\$144.00
2 columns by 6"	\$173.00
2 columns by 8"	\$224.00
2 columns by 10"	\$274.00
2 columns by 10"	\$332.00
3 columns by 3"	\$128.00
3 columns by 4"	\$173.00
3 columns by 6"	\$238.00
3 columns by 8"	\$309.00
3 columns by 10"	\$377.00
4 columns by 4"	\$224.00
4 columns by 6"	\$332.00
4 columns by 8"	\$425.00
4 columns by 10"	\$515.00
4 columns by 12"	\$595.00

Column Widths

1 column	2.5"
2 columns	5.166"
3 columns	7.833
4 columns	10.5"

8 - 12 Issue Commitment Discount

\$42.00 to \$95.00: 5% off
\$96.00 and up: 10% off

5-7 Issue Commitment Discount

\$42.00 to \$95.00: 3% off
\$96.00 and up: 8% off

12 summer, fall, & winter issues

May 18
June 1
June 15
June 29
July 13
July 27
August 10
August 24
September 7
October 5
November 9
December 7

The Betsie Current • P.O. Box 90 • Frankfort, Michigan 49635
Phone: 612-804-5975 • editor@betsiecurrent.com

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Business _____

Contact _____

Billing Address _____

Day Phone _____ Home Phone _____ Fax _____

email _____

Issues (circle) 1 2 3 4 5 6 7 8 9 10 11 12

Size _____ Rate _____ x _____ issues = _____

Discount _____ % _____ Net rate for summer issues \$ _____

Signed _____ Date _____

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Ad copy closing dates & mechanical information

All Ads and changes need to be
received by...for the issue published on

May 11.....	May 18
May 25.....	June 1
June 8.....	June 15
June 21.....	June 29
July 6.....	July 13
July 21.....	July 27
August 10.....	August 10
August 17.....	August 24
August 30	September 7
September 30.....	October 5
November 2.....	November 9
December 1.....	December 7

Column Widths

1 column	2.5”
2 columns	5.166”
3 columns	7.833
4 columns	10.5”

- ✓ Color photos must be in CMYK format.
- ✓ All photos and artwork should be 300 dpi, saved in TIF format.
- ✓ Send along Mac-ready fonts if reproduction is imperative; substitutions will be made as needed.

*Digitally processed ads can be in PageMaker, InDesign, Photoshop, Illustrator, or PDF, either PC or Mac, on CD, DVD, or USB drive. **Media will not be returned!***

Microsoft Publisher and other formats cannot be accepted!

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