

The Betsie Current



Volume X

www.betsiecurrent.com

2021 Season

Advertising Information 2021

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 12"	\$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 12"	\$595.00
4 columns by 16"	\$700.00

Column Widths

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

16-Issue Commitment Discount
16% off

12-Issue Commitment Discount
12% off

8-Issue Commitment Discount
8% off

Issue Dates

January 21
February 18
March 18
April 22
May 20 (Memorial Day issue)
June 3
June 17
July 1 (Independence Day issue)
July 15
July 29
August 12
August 26 (Labor Day issue)
September 9
October 7 (Frankfort Film Festival issue)
November 4 (pre-Thanksgiving issue)
December 2 (pre-Holiday issue)

The Betsie Current • P.O. Box 90 • Frankfort, Michigan 49635
Phone: 231-649-3988 • ads@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 13 14 15 16

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
January 14.....	January 21
February 11.....	February 18
March 11.....	March 18
April 15.....	April 22
May 13.....	May 20
May 27.....	June 3
June 10.....	June 17
June 24.....	July 1
July 18.....	July 15
July 22.....	July 29
August 5.....	August 12
August 19.....	August 26
September 2.....	September 9
September 30.....	October 7
October 28.....	November 4
November 25.....	December 2

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 TIFF 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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