

The Betsie Current



Volume XIII

www.betsiecurrent.com

2024 Season

Advertising Information 2024

4,000 - 7,000 copies of each issue distributed throughout Benzie County and beyond.

Advertising Rates

1 column by 2"	46.00
1 column by 3"	62.00
1 column by 4"	76.00
1 column by 5"	92.00
1 column by 6"	105.00
1 column by 8"	130.00
1 column by 10"	158.00
2 columns by 2"	76.00
2 columns by 3"	105.00
2 columns by 4"	130.00
2 columns by 5"	158.00
2 columns by 6"	190.00
2 columns by 8"	247.00
2 columns by 10"	300.00
2 columns by 12"	365.00
3 columns by 3"	141.00
3 columns by 4"	190.00
3 columns by 6"	260.00
3 columns by 8"	340.00
3 columns by 10"	415.00
4 columns by 4"	247.00
4 columns by 6"	365.00
4 columns by 8"	467.00
4 columns by 12"	655.00
4 columns by 16"	770.00

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 18
February 8
March 14
April 11
May 16 (Memorial Day issue)*
May 30*
June 13*
June 27 (Independence Day issue)*
July 11*
July 25*
August 8*
August 22 (Labor Day issue)*
September 12
October 10 (Frankfort Film Festival issue)
November 7 (pre-Thanksgiving issue)
December 5 (pre-Holiday issue)

**8 summer issues every other week;
monthly in fall winter and spring.*

The Betsie Current



Volume XIII

www.betsiecurrent.com

2024 Season

Ad copy closing dates & mechanical information

All Ads and changes need to be

received by...	...for the issue published on
January 12.....	January 18
February 2.....	February 8
March 8.....	March 14
April 5.....	April 11
May 10.....	May 16
May 24.....	May 30
June 7.....	June 13
June 21.....	June 27
July 5.....	July 11
July 19.....	July 25
August 2.....	August 8
August 16.....	August 22
September 13.....	September 19
October 4.....	October 10
November 1.....	November 7
December 1.....	December 5

Column Widths

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

- Color photos should be in CMYK format for best results
- PDFs are preferred
- Photos and artwork should be 300dpi and saved in TIFF format.
- Photoshop and Indesign files are preferred. Microsoft Publisher is not accepted.

The Betsie Current • P.O. Box 90 • Frankfort, Michigan 49635
Phone: 231-649-3988 • ads@betsiecurrent.com