



A Fresh Approach to Storytelling, from Benzonia to Baldwin

Advertising Information 2024

- ✓ **3,000-4,000 copies of each FULL-COLOR issue** delivered FREE in Manistee/Mason and western Wexford/Lake counties.
- ✓ **FREE online, click-thru ad** with each print ad. Ads rotate across our web pages and also appear in our **permanent digital editions**.
- ✓ Delivering to retailers, restaurants, breweries/wineries, libraries and select resorts/motels, campgrounds, bookstores, coffee shops and more.
- ✓ Offering the area's most popular, **up-to-date event calendar**.
- ✓ Locally owned and operated: freshwater-reporter.com

Some Major Distribution Points

Manistee County: Bear Lake Bar, Bear Lake Market, Bungalow Inn, Dublin General Store, El Toro Latin Cuisine, EZ Mart-Onekama, Grille 44, Family Fare, Maple Grove Township Community Center, Pine River Paddlesports, Pleasant Valley Community Center, Redneck Yacht Club, The Outpost, Yellow Dog Cafe

Mason County: Ludington Bay Brewing, Scotty's Restaurant, West Shore Market, Wesco-Scottville, Cardinal Restaurant

Lake County: Downtown Baldwin retailers, Save-A-Lot, Houseman's Market, Irons EZ Mart

Wexford County (seasonally): Caberfae, Coyote Crossing

AD SIZE

COST PER AD

	1-4 issues	5-7 issues	8 issues	
1-column ads				
2.5" x 2"	\$38	\$36	\$34	
2.5" x 3"	\$50	\$48	\$45	
2.5" x 4"	\$65	\$62	\$59	
2.5" x 5"	\$80	\$76	\$72	
2.5" x 6"	\$95	\$90	\$86	
2.5" x 8"	\$110	\$105	\$99	
2.5" x 10"	\$144	\$137	\$130	
2-column ads				
5.125" x 2"	\$65	\$62	\$59	
5.125" x 3"	\$95	\$90	\$86	
5.125" x 4"	\$119	\$113	\$107	
5.125" x 5"	\$144	\$137	\$130	
5.125" x 6"	\$173	\$164	\$156	
5.125" x 8"	\$225	\$214	\$203	1/4 page
5.125" x 10"	\$274	\$260	\$247	
5.125" x 12"	\$330	\$314	\$297	
4-column ads				
10.375" x 4"	\$224	\$213	\$202	1/4 page
10.375" x 6"	\$330	\$314	\$297	
10.375" x 8"	\$448	\$426	\$403	1/2 page
10.375" x 10"	\$522	\$496	\$470	
10.375" x 12"	\$595	\$565	\$536	
10.375" x 16"	\$800	\$760	\$720	Full page

Contracts of 3 or more ads must be paid in full prior to the first published ad.

QUESTIONS?

Pat Stinson

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AD SCHEDULE 2024

Issue	Publication Dates
Jan/Feb	January 24
March/April	March 20
May	May 15
June	June 26
July	July 17
August	August 14
Sept/Oct	September 25
Nov/Dec	November 20

Advertisers will receive emailed reminders of ad due dates.

IF YOU SUPPLY AN AD...

Ads must be 300 dpi and CMYK. PDF files are preferred for the best reproduction. We also accept high resolution PNG or JPG and MS Publisher files.

NEED AN AD DESIGNED?

We can help! Maximum of 2 proofs.

