



FRESHWATER REPORTER

A Fresh Approach to Storytelling in Manistee and Mason counties and beyond

Advertising Information 2025

- ✓ **3,500-4,000 copies of each FULL-COLOR issue** delivered FREE in Manistee and Mason counties and beyond.
- ✓ **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**

***NEW* PREMIUM AD SPACE** is available on our full calendar pages. Four 5.125" x 2" ad spaces are available at a cost of \$100/ad. First come, first served.

***NEW* ONE BANNER AD** per issue, at the bottom of Page 1, will be available. Size is 10.25" x 2" and is \$200/issue.

AD SIZE	COST PER AD			
	1-4 issues	5-9 issues	10 issues	
1-column ads				
2.5" x 2"	\$43	\$41	\$39	
2.5" x 3"	\$55	\$53	\$50	
2.5" x 4"	\$70	\$67	\$64	
2.5" x 5"	\$85	\$81	\$77	
2.5" x 6"	\$100	\$95	\$91	
2.5" x 8"	\$115	\$110	\$104	
2.5" x 10"	\$149	\$142	\$135	
2-column ads				
5.125" x 2"	\$70	\$67	\$64	
5.125" x 3"	\$100	\$95	\$91	
5.125" x 4"	\$124	\$118	\$112	
5.125" x 5"	\$149	\$142	\$135	
5.125" x 6"	\$178	\$169	\$161	
5.125" x 8"	\$230	\$219	\$208	1/4 page
4-column ads				
10.25" x 4"	\$229	\$218	\$207	1/4 page
10.25" x 6"	\$335	\$319	\$302	
10.25" x 8"	\$452	\$431	\$408	1/2 page
10.25" x 16"	\$750	\$715	\$675	Full page

We require a signed agreement, and contracts of 3 or more ads must be paid in full prior to the first published ad.

Some Major Distribution Points

Bear Lake Market, Bungalow Inn, Cardinal Restaurant, Dublin General Store, El Toro Latin Cuisine, EZ Mart-Onekama, EZ Mart-Irons, Family Fare, Grille 44, Ludington Bay Brewing, Ludington Meat Market, Manistee Post Office, Maple Grove Township Community Center, Pleasant Valley Community Center, West Shore Market, Redneck Yacht Club, The Outpost, Yellow Dog Cafe.

AD SCHEDULE 2025

Issue Dates:	Ad Deadlines:	Story Deadlines:
Jan. 8	Dec. 23	Dec. 16
March 12	Feb. 26	Feb. 19
May 21	May 7	April 30
June 25 Holiday	June 11	May 27
July 16	June 30	June 24
Aug. 6	July 23	July 16
Aug. 27 Holiday	Aug. 13	Aug. 6
Sept. 17	Aug. 29	Aug. 22
Oct. 15	Oct. 1	Sept. 24
Nov. 26 Holiday	Nov. 6	Oct. 31

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?

A \$20 design fee will be charged for ads of \$70 or less that we put together. \$35 will be charged on all other ads we design. Maximum of two proofs. Camera-ready ads you submit that require size adjustments will be returned to you. In the event you're unable to make the necessary changes, we will be happy to adjust your ad size at a rate of \$35/hr.

QUESTIONS?

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