



FRESHWATER REPORTER

Fresh community stories from Manistee, Mason, southern Benzie, western Lake and Wexford. Online at: freshwater-reporter.com.

Advertising Information 2026

- ✓ **3,500 to 5,000 full-color copies** delivered for FREE to more than 150 places.
- ✓ **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, bookstores, coffee shops and more.
- ✓ Offering the area's most popular, **up-to-date event calendar**.
- ✓ LOCALLY OWNED AND OPERATED: freshwater-reporter.com

PREMIUM CALENDAR ADS are 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.

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

INTRODUCTORY OFFER for NEW ADVERTISERS:

Buy one 2.5" x 4" ad insertion and get a second insertion of the same size for 50% off. Cannot be used more than once.

AD SIZE	COST PER AD		
	1-4 issues	5-11 issues	12 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

SOME of our major delivery sites:

300 block River St.-Manistee, Bear Lake Market, Bungalow Inn, Crystal Mountain, Dublin General Store, EZ Mart-Irons, EZ Mart-Onekama, Family Fare, Grille 44, Hilltop Soda Shoppe, Lake & Latte, Lenz's Country Side Restaurant, Ludington Bay Brewing, Ludington Meat Market, Manistee Post Office, MT Plate Diner, Oliver Art Center, Redneck Yacht Club, West Shore Market, Save A Lot-Baldwin

AD SCHEDULE 2026

EDITORIAL DEADLINE	AD DEADLINE	ISSUE
Dec. 8	Dec. 11	January
Jan. 12	Jan. 15	February
Feb. 9	Feb. 12	March
March 16	March 19	April
April 13	April 16	May
May 11	May 14	June
June 15	June 18	July
July 6	July 10	August
Aug. 10	Aug. 13	September
Sept. 14	Sept. 17	October
Oct. 12	Oct. 15	November
Nov. 4	Nov. 9	December

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.

QUESTIONS?

Pat Stinson

231.835.0867

editor@freshwater-reporter.com

P.O. Box 188, Manistee, MI 49660