

Straitsland Resorter

A weekly newspaper serving the Inland Waterway Region
PO Box 579, 3636 S. Straits Hwy., Indian River, MI 49749
231-238-7362 • fax 231-238-1290 • e-mail: ads@resorter.com

CONTACT: TAMMY BEAUDRY, ADVERTISING REPRESENTATIVE
KATHY SWANSON, PUBLISHER

DISPLAY ADVERTISING

• Under 24 column inches
accumulated in one month = \$3.70/inch

• Over 24 column inches
accumulated in one month = \$3.00/inch

Examples:

Quarter page (24") = \$72

Half page (48") = \$144

Full page (96") = \$288

SERVICE DIRECTORY

Card size ad, 2 col.x2", run for 4 week minimum
= \$11.50/week

COLOR CHARGES

\$25 per color
Full color for full page, \$50

CLASSIFIED ADVERTISING

20 words or less = \$8/week
Prepaid Special = \$6.50/week
(add 5¢ for every word after 20th)

ADVERTISING DEADLINES

To reserve for for a quarter page or larger,
please call Resorter office on Monday
(231-238-7362).

Advertising copy deadline is Tuesday, noon.
Advertising space may be limited on Tuesdays
without reservation.

INSERTS

Call Resorter office to obtain circulation for
target date, or to schedule date and payment.
Single page, 8.5x11" @ .07¢ piece
Multi-page, call for information

NEW ADVERTISERS

New advertisers may set up an account by
prepaying for initial advertisement.

Mechanical Specifications:

Pages are 16" deep

Column width:

- 1 editorial column = 2.334"
- 2 editorial columns = 4.856"
- 3 editorial columns = 7.387"
- 4 editorial columns = 9.9"