



the manchester mirror

Ad Rate Card

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The print edition of the Manchester Mirror comes out Wednesday afternoons and reaches 1,000 readers a week in Manchester, Bridgewater, Freedom and Sharon Townships, located in the south-west corner of Washtenaw County, Michigan. Print ads will be displayed in black and white as we are a black and white only newspaper.

| PRINT ADS (length of time) | \$/wk (1 week) | \$/wk (2+ weeks) | \$/wk (1 month) | \$/wk (3 months) | \$/wk (6 months) | \$/wk (1 year) |
|--|-------------------|---------------------|--------------------|---------------------|---------------------|-------------------|
| <i>discount</i> | | 5% | 10% | 15% | 20% | 25% |
| 2"x2" | \$12 | \$11.40 | \$10.80 | \$10.20 | \$9.60 | \$9 |
| 3.5"x2" business card size | \$20 | \$19 | \$18 | \$17 | \$16 | \$15 |
| 4"x3.3" online ad size | \$35 | \$33.25 | \$31.50 | \$29.75 | \$28 | \$26.25 |
| 4"x4" | \$40 | \$38 | \$36 | \$34 | \$32 | \$30 |
| larger than 4"x4" | \$2.10/sq in | \$2/sq in | \$1.90/sq in | \$1.79/sq in | \$1.68/sq in | \$1.58/sq in |
| 8"x5" quarter page | \$70 | \$66.50 | \$63 | \$59.50 | \$56 | \$52.50 |
| 8"x10" half page | \$100 | \$95 | \$90 | \$85 | \$80 | \$75 |
| 10"x16" full page | \$180 | \$171 | \$162 | \$153 | \$144 | \$135 |
| 10"x1" sm. banner above flag, top of front pg. | \$85 | \$80.75 | \$76.50 | \$72.25 | \$68 | \$63.75 |
| 10"x2" lg. banner above flag, top of front pg. | \$125 | \$118.75 | \$112.50 | \$106.25 | \$100 | \$93.75 |

Online ads appear continuously (not on a rotation), both on the bottom of the homepage and on the right side and bottom of each article. They need to be 4" wide by 3.3" tall (300 x 250 pixels) and are displayed in color. Online ads reach 4,000+ readers a week in tri-county area and beyond. Read the Mirror online at www.themanchestermirror.com. Content updated Monday mornings.

| ONLINE ADS | \$/wk | \$/month | \$/6 months | \$/year |
|-------------------------------|-------|----------|-------------------------|-----------------------|
| online ad 300 x 250 pixels | \$15 | \$50 | \$285 (\$47.5/month) | \$540 (\$45/month) |

Create one 4" wide by 3.3" tall (300 x 250 pixels), have it reach readers BOTH in print and online, and save money!

| ONLINE & PRINT AD DEAL | \$/wk | \$/month | \$/6 months | \$/year |
|--------------------------------------|--------------------------|---|---|---|
| online ad & 4"x3.3" print ad deal | \$45 (<i>save 10%</i>) | \$150 (<i>save 15%</i>) <i>includes 4 wks of print</i> | \$810 (<i>save 20%</i>) <i>includes 26 wks of print</i> (\$135/month) | \$1,440 (<i>save 25%</i>) <i>includes 52 wks of print</i> (\$125/month) |

*We prefer ads be submitted digitally as jpgs or pdfs,
but can work with you with whatever you have, even if it is on paper!*

**To place an ad call (734) 328-1386
or email themanchestermirrorads@gmail.com**