



the manchester mirror

Advertising Prices

The print edition of the Manchester Mirror comes out Wednesday afternoons and reaches approximately 1,200 readers every week in the City of Manchester, and Manchester, Sharon, Bridgewater & Freedom Townships located in the southwest corner of Washtenaw County, Michigan. Online ads appear continuously (not on a rotation) both along the bottom of the homepage and along the right side and bottom of each article. Online ads reach 4,000+ readers a week. Read the Mirror online at www.themanchestermirror.com. Content is updated Monday mornings.

Print ads

Print ads run in black and white as we are a black and white newspaper.

Standard size ads:

2"x2"	\$12
3.5"x2"	\$20 (business card size)
4"x3.3"	\$35 (online ad size)
4"x4"	\$40
8"x5"	\$70 (quarter page)
8"x10"	\$100 (half page)
10"x16"	\$180 (full page)

Banners above the masthead & flag on front page:

10"x1"	\$85
10"x2"	\$125

Ads sized other than described above use these calculations:

Ads under 2"x2" \$12, (that is our minimum)

Between 4 sq.in. & 7 sq.in., multiple ad's sq.in. by \$3 up to \$20

Between 7 sq.in. & 13.2 sq.in., multiple ad's sq.in. by \$2.85 up to \$35

Between 13.2 sq.in. & 16 sq.in., multiple ad's sq.in. by \$2.65 up to \$40

Between 16 sq.in. & 40 sq.in., multiple ad's sq.in. by \$2.50 up to \$70

Between 40 sq.in. & 80 sq.in., multiple ad's sq.in. by \$1.75 up to \$100

Between 80 sq.in. & 160 sq.in., multiple ad's sq.in. by \$1.25 up to \$180

Upgrades:

Guaranteed placement of ad in lower half of front page, multiply ad price by 2 (ad must be 8"x5" or smaller)

Guaranteed placement of ad in top half of front page, multiply ad price by 3 (ad must be 4" x5" or smaller)

Online ads

Optional: customer can specify a webpage to have online ad link to when clicked.

Online ads can be in color.

Standard size: 1,000 x 825 pixels (4 inches wide by 3.3 inches tall) \$15/week

Double size: 1,000 x 1,725 pixels (4 inches wide by 7 inches tall) \$30/week

Discounts

Discounts for multiple weeks for print or online ads:

(weeks don't have to be contiguous as long as they are committed to at one time)

5% off for 2 weeks - note: the 2 week discount only applies to print ads not online ads

10% off for 4 weeks (1 month)

15% off for 13 weeks (3 months)

20% off for 26 weeks (6 months)

25% off for 52 weeks (1 year, or continuous)

Online & Print ad deal

Create one 4 inches wide by 3.3 inches tall (300 x 250 pixels) and have it run BOTH in print and online at the same time, and save money. Save 10% on top of any discount for multiple weeks! *(Different color & b&w versions of the ad can be used.)*

1 week \$45

4 weeks \$162

26 weeks \$936 (\$156/month)

52 weeks \$1,755 (\$146.25/month)

Add on an online ad!

Run an online ad the same week as any sized ad larger than 4"x3.3" for just \$10 more

Payment

Invoices will be sent through email (or mailed if you do not use email). Invoices can be paid online using credit card or through the mail using a check. Invoices are sent out once a month. If you are purchasing an ad for multiple months you may choose to be invoiced for the whole run at once or monthly.

Format

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

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