



THE GRASS LAKE TIMES

Advertising Rates

effective August 2018

www.thegrasslaketimes.com

For more information, contact your sales rep:
 Kathy Koch
kathy@thegrasslaketimes.com
 (734) 417-6293

General inquires:
 1.844.GLTIMES
ads@thegrasslaketimes.com

“Nine out of ten newspaper readers make shopping decisions based on the insert advertising”
 -Newspaper Association of America research. 02/16

Classified Line Ads	\$10.00 up to 5 lines. \$1.00 per line after 5 lines
Service Directory	\$65 for 13 weeks
Public Notices	\$5.50/column inch
Obituaries, Weddings & Engagements	\$25.00
Anniversaries	FREE
Births	FREE
Inserts *	\$90

* 8 1/2 x 11 inches maximum size. (Addl fee may apply for folding)

“Two-thirds of newspaper readers either always or regularly look at inserts,”
 -Coda Ventures’ Triad research. 01/16

Display Advertising		
Ad Size	black/white	Color
Full Page	\$320.00	\$384.00
1/2 Page	\$160.00	\$192.00
1/4 Page	\$80.00	\$96.00
1/8 Page	\$40.00	\$48.00
Business Card	\$25.00	\$30.00
The Front Page Banner		\$100.00

Ad Dimensions:	
Full Page	15.68h x 10w inches
1/2 Page	7.77h x 10w inches
1/4 Page	7.77h x 4.9167w inches
1/8 Page	3.835h x 4.9167w inches
Business Card	2.5h x 4.9167w inches
Front Pg Banner	2.5h x 10w inches

**Please ask about discounts for non-profits*

Total Market Coverage - 4 times a year		
Ad Size	black/white	Color
Full Page	\$520.00	\$650.00
1/2 Page	\$260.00	\$325.00
1/4 Page	\$130.00	\$162.50
1/8 Page	\$65.00	\$81.25
Business Card	\$40.00	\$50.00
The Front Page Banner		\$200.00
Inserts *	\$350 Full Run	

* 8 1/2 x 11 inches maximum size. (Addl fee WILL apply for folding)

Small Print (but big enough to read):
 Ad design, layout and graphic work quoted at additional cost.
 First come, first serve for placement; 15% premium to guarantee back page
 Payment is due upon invoice, accounts unpaid over 30 days are subject to a 3% service charge.

Deadlines:
 Display & Classified Ads: Monday by 7:00 PM
 Weddings & Engagements: Friday by 7:00 PM
 Obituaries & Births: Monday by 7:00 PM
 Inserts: Saturday by noon

Thank you for considering The Grass Lake Times for your next advertising needs. Please don't hesitate to contact us with any questions or concerns.
 Best Regards,
 The Grass Lake Times Team