



THE GRASS LAKE TIMES

Advertising Rates

effective January 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. prepay only.
Service Directory \$65 for 13 weeks
Public Notices \$5.50/column inch
Obituaries, Weddings & Engagements \$25.00
Anniversaries **FREE**
Births **FREE**
Inserts * \$60
* 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 *	\$250 Full Run	

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

Small Print (but big enough to read):
Political ads must be pre-paid. All Classified ads must be pre-paid.
Ad design, layout and graphic work may be 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: Tuesday by Noon
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,
Karla & Scott Bray