Successfully filling the news and advertising needs of Delta, Menominee, and Schoolcraft Counties with diverse and innovative products.

The Need To Know... Anywhere, Anytime

600 Ludington Street • PO Box 828
Escanaba, MI 49829
Phone: 906-786-2021 • 1-800-743-0609
Fax: 906-786-3752
www.dailypress.net • jobs.dailypress.net

All Access Mobile Devices
www.dailypress.net • 906-786-2021
When you place an ad in the Daily Press, you are reaching more than 70% of the local market that looks toward the newspaper as its primary source of local advertising information about sales and where to shop in the local area. If you want to reach more potential customers, then turn to the product that customers are inviting into their homes.

According to a Scarborough Research Survey conducted throughout the State of Michigan, Newspapers ranked above all other media when it comes to being the primary source for:
* Grocery information
* New or used vehicle ads
* Healthcare
* Real estate ads
* Financial Institutes

71% of adults read newspapers in print or digitally.

ADVERTISING THAT WORKS!
* Continuity schedules that build reach over time
* Small space ads that can be scattered throughout the issue
* Schedules that reinforce an advertiser’s key selling season
* Blockbuster spreads that command immediate attention
* Universal coverage allows advertisers to reach a majority of consumers
**Classified Market Place**

- - - ,5:8 2699,604 44 44 44 44 44 44 9,5:8 2699,60

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**Basic Post/TJN Boost**

- Basic Post/TJN Boost
- TotalTalentReach
- Feature/Priority Package
- Diversity Package

<table>
<thead>
<tr>
<th></th>
<th>Basic Post/TJN</th>
<th>TTR Package</th>
<th>Feature/Priority</th>
<th>Diversity</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 Day</td>
<td>$63.00</td>
<td>14 Day</td>
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<tr>
<td>14 Day</td>
<td>$92.00</td>
<td>30 Day</td>
<td>30 Day</td>
<td>30 Day</td>
</tr>
</tbody>
</table>

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**Upgrade Products**

*Ala Carte and 30 Day Online Pricing*

- Social Boost: $100.00
- Resume Boost: $100.00
- Diversity Boost: $70.00
- College Boost: $75.00
- Priority Search: $40.00
- Featured Employer: $100.00
- Featured Job: $40.00
- Performance Boost: $100.00
- Email Boost: $75.00
- Video Boost: $150.00
- TotalTalentReach (TTR): $199.00

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**Real-Time Matching**

- TotalTalentReach (TTR): $199.00

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**Suggested Package Description**

- Basic Post (TJN Boost)
- TotalTalentReach
- Feature/Priority Package
- Diversity Package
- Social Package
- Performance Package
- Proactive Package

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**Upgrade Products**

*Ala Carte and 30 Day Online Pricing*

- Social Boost: $100.00
- Resume Boost: $100.00
- Diversity Boost: $70.00
- College Boost: $75.00
- Priority Search: $40.00
- Featured Employer: $100.00
- Featured Job: $40.00
- Performance Boost: $100.00
- Email Boost: $75.00
- Video Boost: $150.00
- TotalTalentReach (TTR): $199.00

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**Real-Time Matching**

- TotalTalentReach (TTR): $199.00
DAILY PRESS ONLINE RATES  (Costs, Unless Noted Are In CPM)

Because of our credibility, the Daily Press online news site has:
- 502,630 Average Monthly Page Views
- 4,660,012 Unique Visitors
- Over 1,973,478 Visits During The Past Year

<table>
<thead>
<tr>
<th></th>
<th>OPEN</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>$17</td>
<td>21</td>
<td>10</td>
<td>14</td>
</tr>
<tr>
<td>Middle Leaderboard</td>
<td>$17</td>
<td>21</td>
<td>10</td>
<td>14</td>
</tr>
<tr>
<td>Bottom Leaderboard</td>
<td>$17</td>
<td>21</td>
<td>10</td>
<td>14</td>
</tr>
<tr>
<td>Pencil Auto-Exp</td>
<td>$21</td>
<td>25</td>
<td>14</td>
<td>18</td>
</tr>
<tr>
<td>Rectangle</td>
<td>$17</td>
<td>21</td>
<td>10</td>
<td>14</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>$17</td>
<td>21</td>
<td>10</td>
<td>14</td>
</tr>
<tr>
<td>Half Page</td>
<td>$21</td>
<td>25</td>
<td>14</td>
<td>18</td>
</tr>
</tbody>
</table>

OTHERS
- Video ads on Home page: $500 for 4 weeks
  (Adv. Supplies Video)
- Funeral ad below Obit: $10 per obit
- Smart Phone App: $12 cpm

Sizes (in pixels)
- Pencil - 960x250/960x30 (homepage only)
- Large rectangle - 300x250
- Top Leaderboard - 728x90 (homepage only)
- Skyscraper - 160x600
- Middle Leaderboard - 728x90
- Brand Builder - 200x200 (homepage only)
- Half Page - 300x600
- Bottom Leaderboard - 728x90

Video - 960x250 and 960x30 (homepage only/muted only)

Videos - Will accept Quick Movie, Audio Video and MPEG Video. Size Requirements 960x250 and 960x30.
Video file size no bigger than 3 megs.

Not all web ads will appear on all pages.
- The homepage has them all.
- The main news landing page doesn’t have Top Leaderboard. (just middle and bottom leaders)
- The articles don’t have Top or Middle Leaderboards but the 300x600 moves up to the top of the right rail.
display advertising deadlines

- Monday: Wednesday, 5 p.m.
- Tuesday: Thursday, 5 p.m.
- Wednesday: Friday, 5 p.m.
- Thursday: Monday, 5 p.m.
- Friday: Tuesday, 5 p.m.
- Saturday: Wednesday, Noon
- Voice of the Bay: Wednesday, Noon
- TV Plus Entertainment: Monday, Noon
- Saturday C & D Section: Friday, 5 p.m.
- Market & Real Estate Preview: Thursday, Noon

voice of the bay:

- Pickup rate, Display & Classified: 34.02 pci

brand builder program:

- Provides valuable advertising that gives you the power to truly dominate your market.
  - Frequency and reach
  - 100% Market Coverage
    - Carrier mail and demand
  - Visibility using the most recognized publications in the market.

- Your ad may include one benefit headline, company name/logo, one graphic element and phone number and address.

<table>
<thead>
<tr>
<th>Inches</th>
<th>Rate Per Col Inch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open</td>
<td>$26.00</td>
</tr>
<tr>
<td>100-199</td>
<td>19.65</td>
</tr>
<tr>
<td>200-299</td>
<td>19.00</td>
</tr>
<tr>
<td>300-499</td>
<td>18.55</td>
</tr>
<tr>
<td>500-749</td>
<td>18.12</td>
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<tr>
<td>750-999</td>
<td>17.80</td>
</tr>
<tr>
<td>1,000-2,499</td>
<td>17.40</td>
</tr>
<tr>
<td>2,500-3,999</td>
<td>17.25</td>
</tr>
<tr>
<td>4,000-5,499</td>
<td>16.50</td>
</tr>
<tr>
<td>5,500-6,999</td>
<td>16.15</td>
</tr>
<tr>
<td>7,000-8,499</td>
<td>15.75</td>
</tr>
<tr>
<td>8,500-9,999</td>
<td>15.40</td>
</tr>
<tr>
<td>10,000-12,499</td>
<td>15.10</td>
</tr>
</tbody>
</table>

color rates:

- One color up to 8 inches: $20.10
- Spot Color over 8 inches: $2.24 pci
- Process Color up to 30 inches: $190.00
- Process Color over 30 inches: $237.00

R.O.P. Requirements:

- One column by two inch minimum. Those exceeding 18 inches in depth will be run and charged at 21 inches. Proofs will not be delivered on ads smaller than 15 column inches.
MECHANICAL MEASUREMENTS
Printing Process: Offset
Page Depth: Broadsheet 22” Web

6 Columns by 21

<table>
<thead>
<tr>
<th>Cols</th>
<th>inches</th>
<th>Cols</th>
<th>inches</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1.5</td>
<td>2</td>
<td>3.2</td>
</tr>
<tr>
<td>3</td>
<td>4.95</td>
<td>4</td>
<td>6.6</td>
</tr>
<tr>
<td>5</td>
<td>8.3</td>
<td>6</td>
<td>10.0</td>
</tr>
</tbody>
</table>

Double Truck 21.0
Half tone screen: 100 lines

9 Columns by 21

<table>
<thead>
<tr>
<th>Cols</th>
<th>inches</th>
<th>Cols</th>
<th>inches</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>2</td>
<td>2.1</td>
</tr>
<tr>
<td>3</td>
<td>3.2</td>
<td>4</td>
<td>4.3</td>
</tr>
<tr>
<td>5</td>
<td>5.5</td>
<td>6</td>
<td>6.6</td>
</tr>
<tr>
<td>7</td>
<td>7.7</td>
<td>8</td>
<td>8.8</td>
</tr>
<tr>
<td>9</td>
<td></td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>

Half tone screen: 100 lines

U.P. ADVANTAGE
The Daily Press has the capability to place your advertisement into other sister papers. You can place an ad into the following papers:
Escanaba, Houghton, Iron Mountain, Marquette and Alpena

U.P. Advantage Display Advertising Rates
For either Escanaba, Iron Mountain, Houghton or Alpena $13.78 pci per newspaper. The pci cost for Marquette is $17.15.

U.P. Advantage Classified Advertising Rates
For Escanaba, Iron Mountain and Houghton and Alpena $13.78 pci per newspaper. The pci cost for Marquette is $16.12.

HELP WANTED, PUBLIC NOTICES & BIDS
Help Wanted ...................................................... $15.78 pci
Public Notices ................................................. $18.25 pci
Bids ................................................................. $18.25 pci

CLASSIFIED ADVERTISING RATES
Non-Contract Rates:
Blind Box Charge................................. $15.25 picked up/ $20.25 mailed
Classified Display Open Rate..................... $17.95 per inch
Affidavits......................................................... $15.00 each
Classified National Rate Rate.................... $27.04 per inch

CLASSIFIED LINE RATES
3 Days, 5 Lines................................................. $29.83
Additional Lines Per Day............................... $1.20

In column quote requests can be emailed to: classified@dailypress.net

PREPRINT INSERT RATES (No Flat Rates)

<table>
<thead>
<tr>
<th>Pages</th>
<th>1-9x</th>
<th>10-29x</th>
<th>30-49x</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Card / 8 1/2 x 11</td>
<td>$56</td>
<td>$55</td>
<td>$54</td>
<td>$53</td>
</tr>
<tr>
<td>Tab / 4</td>
<td>$58</td>
<td>$57</td>
<td>$55</td>
<td>$54</td>
</tr>
<tr>
<td>8-12</td>
<td>$59</td>
<td>$58</td>
<td>$56</td>
<td>$55</td>
</tr>
<tr>
<td>16-20</td>
<td>$60</td>
<td>$59</td>
<td>$57</td>
<td>$56</td>
</tr>
<tr>
<td>24+</td>
<td>$61</td>
<td>$60</td>
<td>$58</td>
<td>$57</td>
</tr>
</tbody>
</table>

Materials and reservations needed one week prior to insertion. Additional charges may apply to unique or non-standard type inserts. **NO ZONING** Call your Sale Representative for more information. Weekday 5,900 • Weekend 8,100

Pre-print delivery location:
Powers Printing
3985 W. 2nd Street, Powers, MI 49874
906-497-5652

Daily Press - 600 Ludington Street • PO Box 828 • Escanaba, MI 49829
Phone: 906-786-2021 • 1-800-743-0609 • Fax: 906-786-3752
www.dailypress.net • jobs.dailypress.net
TERMS OF PAYMENT POLICY, COPY REGULATIONS
All advertising is cash in advance until credit is approved. Thereafter, the account is due and payable when invoice is rendered. Local rate is non-commissionable. Position of advertisements is not promised or guaranteed. 20% premium charge for accounts requiring position is possible.

CONTRACT AND COPY REGULATIONS
• All invoices are net and payable when rendered.
• Every effort will be made to meet reasonable position requests. Failure to meet these requests will not constitute cause for adjustment, refund or rerun.
• Publisher reserves the right to require prepayment for any advertising placed.
• The newspaper retains ownership and all rights to any advertisement it produces.
• A signed contract and approved credit application are required to earn other than open rate.

COMMISSIONS AND TERMS OF PAYMENT
• Local retail and classified rates are available only to local retail and service establishments dealing directly with customers.
• Open and contract rates for retail and classified space are non-commissionable.

ADVERTISING RATE POLICIES
• The publisher reserves the right to refuse or cancel any advertisement at any time, for any reason.
• The Daily Press does not accept brokered advertising.
• The Daily Press will not extend credit for advertising orders or space reservations that claim sequential liability.
• A late payment charge of 18% per month will be added to all delinquent balances 30 days and older.
• All going-out-of-business and temporary or seasonal advertising must be prepaid.
• All political advertising must be prepaid and conform to all applicable laws.
• The publisher reserves the right to revise advertising rates upon 30 days notice.
• Alcoholic beverage and tobacco advertising accepted.
• Advertising simulating news is set in body type. News heads not permitted. Copy carries word “Advertisement” and 3 pt. dividing rule. Where composition cannot be confined to space ordered, the space used will be billed.
• All advertising credit balances must be taken in-kind (i.e., through additional advertising) and must be taken in one year.

PUBLISHERS LIABILITY
The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher’s liability for other errors is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.

INDEMNIFICATION
The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims for libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violations of rights of privacy resulting from the publication of the advertiser’s advertisement.

SPECIAL SERVICES
• Advertising layout service is available to all advertisers. Sales staff will assist advertisers with layout/production.
• Clip-art services, including contemporary cuts and illustrations are available for ads at no charge to the advertisers, most of CD quality.
• Tear sheets will be provided, when requested, to all advertisers. The number will be determined by the nature and need of the business.
• Fax, Quick Copy and Lamination services.
• Commercial printing service on per bid basis. Variety of Web widths available including stitched and trimmed tabs.
• Single sheet printing services available. Call for specific quotes. Business Cards - large variety - competitive prices.

JOB PRINTING
The Daily Press prints various sections, single sheet inserts along with other commercial printing for advertisers, groups, organizations and other weekly newspapers. Call for a price quote. Printing can be in Standard, Tabloid, or Quarterfold Sections.