

Prices in effect October 1, 2022

2022/23 Daily Press Media Guide

X

5 YEARS ON THE AIRWAVES



600

U.P. ACTION NEWS

DAILY PRESS

Hours
MONDAY - FRIDAY
8:00 AM - 5:00 PM

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



The Daily Press of Escanaba Michigan has over 100 years of History successfully filling the news and advertising needs of Delta, Menominee, and Schoolcraft Counties with diverse and innovative products. The Daily Press is a six-day per week newspaper that is 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.

Supplements the Daily Press prints throughout the year....

- Great Lakes Logging
- UP Business Today Magazine
- U.P. Outdoor Magazine
 - Spring/Summer Fall/Winter
- Visit Escanaba Visitor's Guide
- Manistique Visitor's Guide
- Community Guide
- Senior Expo
- Back to School Health Fair
- U.P. State Fair Guide
- Reader's Choice Best of Nominations/Winners
- Design An Ad
- Graduation Tab (Over 11 Local Schools)
- Robotics
- Boys/Girls Basketball
- Football
- Boys/Girls Baseball-Softball
- Seasons Greetings w/Santa Letters
- UP Ice Fishing/Hunting Expo

DISPLAY ADVERTISING RATES

Non Contract rates Per Column Inch

Open Rate.....	\$30.60 pci
Charity/Church Rate.....	\$17.25 pci
Memoriams.....	\$14.75 pci
Thank Yous.....	\$18.00 pci
Political.....	\$20.00 pci
Obituary (including web site & Plus 4 Free Papers)	* \$8.00 pci
* If Obituary has website link one time charge of \$15.00	

COLOR RATES

One color up to 8 inches.....	\$22.50
Spot Color over 8 inches.....	\$3.00 pci
Process Color up to 30 inches.....	\$210.00
Process Color over 30 inches.....	\$260.00

HELP WANTED, PUBLIC NOTICES & BIDS

Help Wanted	\$19.00 pci
Public Notices/Bids.....	\$22.55 pci

CLASSIFIED ADVERTISING RATES

Non-Contract Rates:

Blind Box Charge.....	\$17.50 picked up
.....	\$23.00 mailed
Classified Display Open Rate.....	\$20.50 pci
Affidavits.....	\$21.00 each
Classified National Rate Rate.....	\$31.50 pci

CLASSIFIED LINE RATES

3 Days, 5 Lines.....	\$27.00
Additional Lines Per Day.....	\$1.50

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

SERVICE DIRECTORY

Per Day.....	\$3.20
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DISPLAYS CONTACT RATES

Inches	Rate Per Col Inch
100-299.....	20.75 pci
300-749.....	20.00 pci
750-2500.....	21.10 pci
2500-5499.....	18.00 pci
5500-7999.....	17.20 pci
8,000-up.....	15.80 pci

DATES PAPER WILL NOT PUBLISH IN 2022

Monday, October 10
Friday, November 11
Thursday, November 24
Monday, December 26

DATES PAPER WILL NOT PUBLISH IN 2023

Monday, January 2
Monday, January 16
Monday, February 20
Monday, May 29
Tuesday, July 4
Monday, September 4
Monday, October 9
Saturday, November 11
Thursday, November 23
Monday, December 25



MECHANICAL MEASUREMENTS

Printing Process: Offset

Page Depth: Broadsheet 22" Web

Retail Display 6 Columns by 21.5

Columns	Inches
1.....	1.5
2.....	3.2
3.....	4.9
4.....	6.6
5.....	8.3
6.....	10.0

Double Truck 21.0
Halftone screen : 100 lines

Classified Display 9 Columns by 21.5

Columns	Inches
1.....	1.0
2.....	2.1
3.....	3.2
4.....	4.3
5.....	5.5
6.....	6.6
7.....	7.7
8.....	8.8
9.....	10.0

6 Columns by 10 TABLOID

Cols	Inches
1.....	1.50
2.....	3.20
3.....	4.95
4.....	6.60
5.....	8.30
6.....	10.00

5 Columns by 16 34" TABLOID

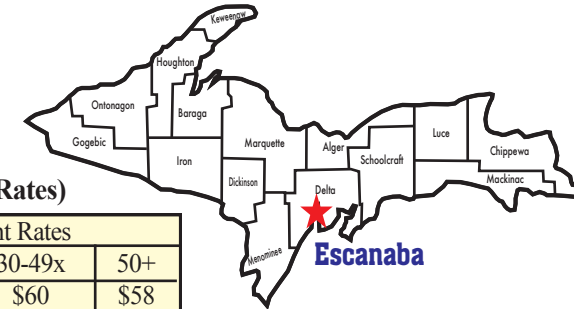
Columns	Inches
1.....	1.95
2.....	4.00
3.....	6.10
4.....	8.17
5.....	10.25

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

DAILY PRESS

Your Local News Leader



PREPRINT INSERT RATES (No Flat Rates)

Frequency Agreement Discount Rates				
Pages	1-9x	10-29x	30-49x	50+
Card / 8 1/2 x 11	\$62	\$61	\$60	\$58
Tab / 4	\$64	\$63	\$61	\$56
8-12	\$65	\$64	\$62	\$57
16-20	\$66	\$65	\$63	\$62
24+	\$67	\$66	\$64	\$63

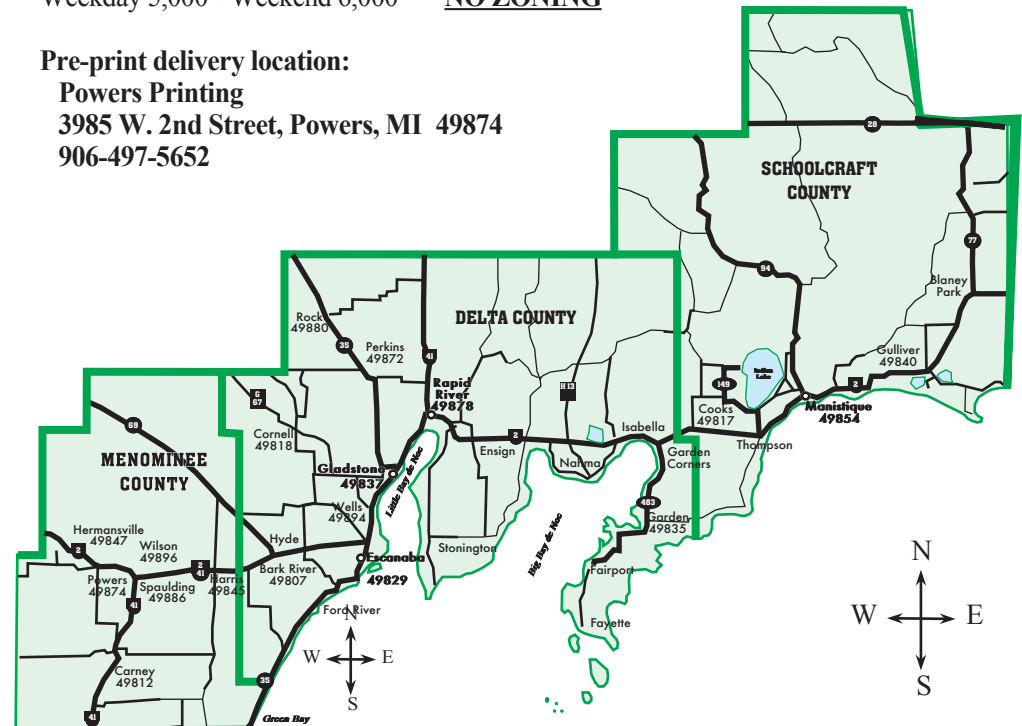
Materials and reservations needed one week prior to insertion. Additional charges may apply to unique or non-standard type inserts. Call your Sale Representative for more information.
Weekday 5,000 • Weekend 6,000 *****NO ZONING*****

Pre-print delivery location:

Powers Printing

3985 W. 2nd Street, Powers, MI 49874

906-497-5652



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Brand Builder **12 month** Awareness Agreement

Brand Builders

-2022/23-

Your Brand Builder Ad May Include:

- One Benefit Headline
- Company Name/Logo
- One Graphic Element
- Phone Number & Address

Advertisers Initials

2 col. x 2" or
1 col. x 4"

Per Month
(4 weeks)

2 per week	\$282.00
3 per week	\$425.00
5 per week	\$705.00
6 per week	\$845.00

Advertisers Initials

2 col. x 3" or
1 col. x 6"

Per Month
(4 weeks)

2 per week	\$425.00
3 per week	\$635.00
5 per week	\$1055.00
6 per week	\$1260.00

One Year Contract allows the above rates to remain fixed during the contract period and are exempt from rate increases.

Date: _____ Acct. Number _____

Advertiser: _____

Signature _____

Date Advertising to Begin: _____

Account Rep: _____

Advertising
Director: _____

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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 advertisers' 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.
- Tearsheets 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.

Upper Peninsula ADvantage Program

Check out these great regional discounts!



Place your advertisement in the Ogden Newspaper Network. Purchase any combination of two or more markets then...place just one order, receive one bill and attract customers from any of the areas shown below.

Retail Advertising Rates

Classified Advertising Rates

Newspaper	Multiple Net Col. Inch Rate	Single Buy	Newspaper	Multiple Net Col. Inch Rate	Single Buy
Escanaba	17.25/inch	21.50/pci	Escanaba	17.05/inch	21.05/pci
Houghton	17.25/inch	21.50/pci	Houghton	17.05/inch	21.05/pci
Iron Mountain	17.25/inch	21.50/pci	Iron Mountain	17.05/inch	21.05/pci
Marquette	21.25/inch	21.50/pci	Marquette	19.90/inch	21.05/pci
Alpena	17.25/inch	21.50/pci	Alpena	17.05/inch	21.05/pci

For more information or to place your ad, call

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