

50+

This is the **largest consumer demographic** in the U.S., but your marketing dollars may be missing them.



LEARN HOW WE CAN DELIVER THIS MARKET TO YOU



The 50+ Market is Huge!



**37% OF THE US
POPULATION IS
ALREADY OVER 50**

Within the next seven years, the entirety of
Generation X will join the 50+ market.

They're worth over \$8.3 trillion
in economic activity



<https://advertising.com/50-insights/market-power-50-plus-consumers>
<https://nbc.org/2020/01/dont-underestimate-the-market-power-of-the-50-crowd>
<https://www.census.gov/data/tables/2022/demo/age-and-sex/2022-age-sex-composition.html>

LEARN HOW WE CAN DELIVER THIS MARKET TO YOU.

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, just to name a few....**

- 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
- Years in Service
- 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.....	\$37.12 pci
Charity/Church Rate	\$20.93 pci
Memoriams	\$17.91 pci
Thank Yous	\$21.83 pci
Political	\$24.26 pci
Obituary (including web site & Plus 4 Free Papers)	* \$13.00 pci
* If Obituary has website link one time charge of \$25	

COLOR RATES

One color up to 8 inches	\$33.08
Spot Color over 8 inches.....	\$5.52 pci
Process Color up to 30 inches.....	\$252.00
Process Color over 30 inches.....	\$303.45

HELP WANTED, PUBLIC NOTICES & BIDS

Help Wanted	\$23.05 pci
Public Notices/Bids.....	\$27.35 pci

CLASSIFIED ADVERTISING RATES

Non-Contract Rates:

Blind Box Charge	\$22.05 picked up
.....	\$27.57 mailed
Classified Display Open Rate	\$24.84 pci
Affidavits.....	\$40.00 each
Classified National Rate.....	\$38.21 pci

SERVICE DIRECTORY

Per Day.....	\$5.00
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DISPLAYS CONTACT RATES

Inches Rate Per Col Inch

100-299	\$25.18 pci
300-749	\$23.80 pci
750-2500	\$25.45 pci
2500-5499	\$21.83 pci
5500-7999	\$20.90 pci
8,000-up	\$19.19 pci

DATES PAPER WILL NOT PUBLISH IN 2026

New Year's Day: Thursday, Jan. 1

Martin Luther King Jr. Day: Monday, Jan. 19

Presidents Day: Monday, Feb. 16

Memorial Day: Monday, May 25

Juneteenth National Independence Day: Thursday, June 19

Independence Day: Saturday, July 4

Labor Day: Monday, Sept. 7

Columbus Day: Monday, Oct. 12

Veterans Day: Wednesday, Nov. 11

Thanksgiving: Thursday, Nov. 24

Christmas: Friday, Dec. 25

They Have Most of the Country's Wealth

**PEOPLE OVER 55 HOLD
ABOUT 70% OF THE
WEALTH IN THE U.S.**

Generation X alone – people
born between 1965 and 1980
– have 5x as much wealth as
Millennials – born 1981
through 1996.

Visual Capitalist 2020



LEARN HOW WE CAN DELIVER THIS MARKET TO YOU.

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

Their Spending is an Overlooked Opportunity



THE 50+ DEMOGRAPHIC
ACCOUNTS FOR **53%**
OF CONSUMER SPENDING

But only
5-10%
of current
marketing dollars
are targeted
toward them



DISPLAY ADVERTISING DEADLINES

Monday Wednesday, 5 p.m.

Tuesday Thursday, 5 p.m.

Wednesday Friday, 5 p.m.

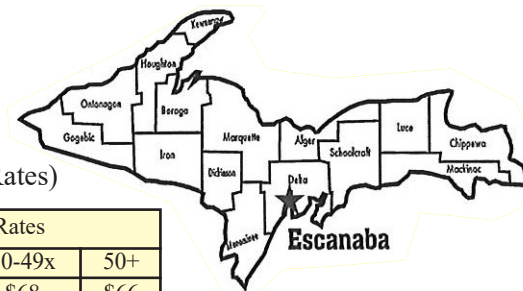
Thursday Monday, 5 p.m.

Friday Tuesday, 5 p.m.

Saturday Wednesday, Noon

DAILY PRESS

Your Local News Leader



PREPRINT INSERT RATES (No Flat Rates)

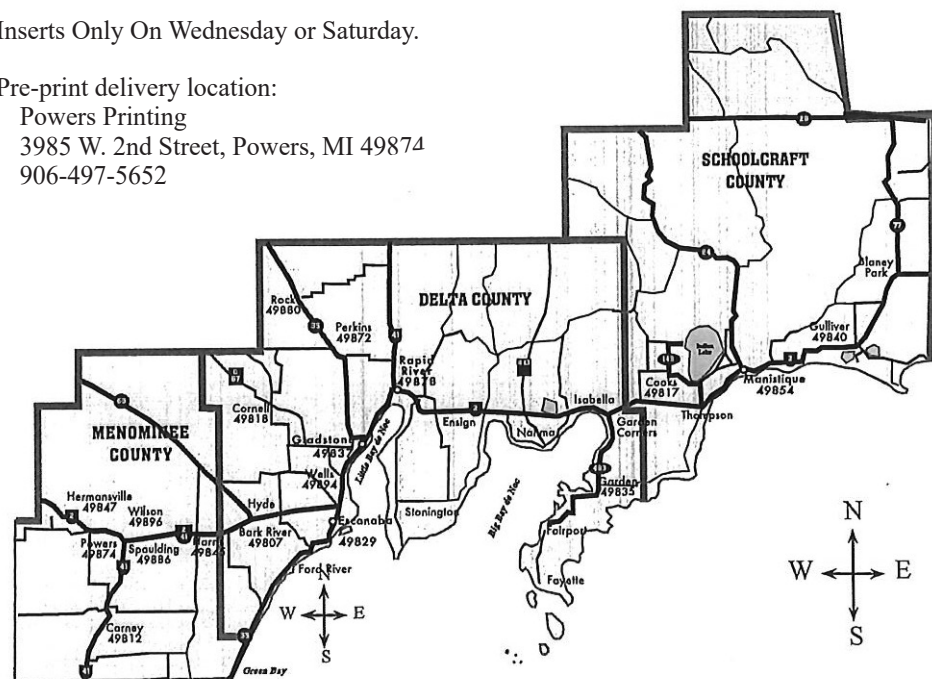
Frequency Agreement Discount Rates				
Pages	1-9x	10-29x	30-49x	50+
Card / 8 1/2 x 11	\$71	\$70	\$68	\$66
Tab / 4	\$73	\$72	\$70	\$68
8-12	\$75	\$74	\$71	\$69
16-20	\$76	\$75	\$73	\$71
24+	\$77	\$76	\$75	\$72

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 3,400 • Weekend 3,500 ***NO ZONING ***

Inserts Only On Wednesday or Saturday.

Pre-print delivery location:

Powers Printing
3985 W. 2nd Street, Powers, MI 49874
906-497-5652



DAILY PRESS

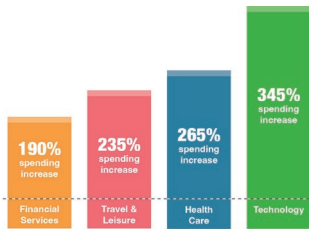
Your Local News Leader

2026 Brand Builder 3, 6, or 12 month Awareness Agreement

And They Are Increasing Their Spending

50+ SPENDING INCREASE PROJECTIONS

Between now and 2050, as the demographic grows, so will the amount they spend on core marketing areas.



AARP: The Longevity Economy™ Outlook: How People Ages 50 and Older Are Fueling Economic Growth, Stimulating Jobs, and Creating Opportunities for All.

LEARN HOW WE CAN DELIVER THIS MARKET TO YOU.

This package gives you a TOTAL MARKET EXPERIENCE:

Brand Builders

- Daily Press
- UP Action
- Upper Peninsula Business Today
- www.dailypress.net

Advertisers Initials

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

Per Month
(4 weeks)

Advertisers Initials

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

Per Month
(4 weeks)

2 per week

\$346.50

3 per week

\$514.50

5 per week

\$855.75

6 per week

\$1023.75

2 per week

\$514.50

3 per week

\$771.75

5 per week

\$1,260.00

6 per week

\$1,533.00

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: _____

Color can be added for \$27 per ad

This agreement includes your choice of ad package in the Daily Press, One ad in the UP Action every week (4x per month), One ad in Upper Peninsula Business Today every month, and online at dailypress.net everyday for the duration of your agreement.

600 Ludington Street • Escanaba, MI 49829 • Phone: 906-786-2021 Ext. 115 • Fax 906-786-3752

www.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. 25% 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 or 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!



We Are Uniquely Positioned to Deliver this Market

THESE ARE OUR PEOPLE.

- The 50+ market is our core audience.
- The median age of a daily newspaper reader is 57.9*.
- They've known and trusted us – and print – for most of their lives.



READ
NEWSPAPERS



READ
MAGAZINES

WE REACH THEM IN PRINT AND ONLINE.

- Long gone are the days when newspapers focused on getting you results exclusively through print advertising.
- Our digital marketing agency will also deliver your audience wherever they are, be it social media, search engines, TV, radio – even other print channels.

*News Media Alliance MRI Market by Market: Fall 2022



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

Newspaper	Multiple Net Col. Inch Rate	Single Buy
Escanaba	18.90/inch	22.82/pci
Houghton	18.90/inch	22.82/pci
Iron Mountain	18.90/inch	22.82/pci
Marquette	23.24/inch	27.04/pci
Alpena	18.90/inch	22.82/pci

Classified Advertising Rates

Newspaper	Multiple Net Col. Inch Rate	Single Buy
Escanaba	18.68/inch	22.36/pci
Houghton	18.68/inch	22.36/pci
Iron Mountain	18.68/inch	22.36/pci
Marquette	21.76/inch	22.36/pci
Alpena	18.68/inch	22.36/pci

For more information or to place your ad, call

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