

2026 Media Guide

The Daily News

...your neighbors...your town...your life...

Serving the counties of Dickinson, Iron and Menominee in Michigan and Florence and Marinette in Wisconsin since April 11, 1921.



Published 6 days a week: Monday through Friday • Saturday/Sunday “Weekend Edition”

215 E. Ludington Street • Iron Mountain, MI 49801 • (906) 774-2772 • ironmountaindailynews.com

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Coverage

Dickinson County • Iron County
Menominee County • Florence, WI • Marinette, WI

Zip Codes

49915	49834	49892
49927	49807	49847
49935	49881	54103
49964	49802	54119
49902	49876	54120
49903	49801	54121
49920	49852	54125
49815	49870	54151
49831	49874	54156

Print & Digital Subscriptions

Monday - Friday: 3,100 Subscriptions

Saturday - 3,200 Subscriptions

Digital Page Viewers per Month - 525,000

Our Biggest Publications Include:

- Logging Today
- Bridal Guide
- Restaurant Menu Guide
- Product & Service Guide
- Ski Jump Tabloid
- Health and Medical Guide
- Home Buyers Guide
- Golf Guide
- School Sports
- Progress
- Hunting Tabloid
- Northern Adventures Magazine (Summer & Winter)

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

Advertising Rate

DISPLAY ADVERTISING RATES

Open Rate.....	\$37.12 PCI
Monthly Non Contract Rate	\$27.90 PCI
Charity/Church Rate	\$20.60 PCI
Memoriams	\$20.00 PCI
Thank Yous	\$20.00 PCI
Political.....	\$27.90 PCI - ADS must be paid in advance
Public Notices/Bids	\$29.30 PCI

OBITUARIES

Minimum Charge.....	\$85.00
(6 SAU inches and under)	
\$8.00 per inch extra charge for every inch exceeding 6 Inches	
Process Color Picture	\$25.00 Per Publication

CLASSIFIED ADVERTISING RATES

Blind Box Charge	\$18.00 PCI
Classified Display Open Rate	\$24.84 PCI
Affidavits.....	\$34.60 each
Help Wanted.....	\$21.60 PCI

RETAIL BUSINESS BUILDERS -Classified

12 ads	\$13.85PCI
19 ads	\$12.80 PCI
25 ads.....	\$11.75 PCI
32 ads.....	\$10.70 PCI

SERVICE DIRECTORY

Happy Ads/ Cards of Thanks	20.00 PCI
Stars & Grabbers.....	\$2.00 Per Day
BOLD.....	\$1.00 Per Line

COLOR RATES

One Color.....	\$3.30 PCI MIN Color Charge \$59.75
Two Colors	\$5.30 PCI MIN Color Charge \$59.75
Process Color.....	\$5.30 PCI MIN Color Charge \$110.35

Deadline Schedule

Monday	Thursday 11:30 a.m.
Tuesday.....	Friday 11:30 a.m.
Wednesday	Monday 11:30 a.m.
Thursday	Tuesday 11:30 a.m.
Friday	Wednesday 11:30 a.m.
Saturday	Wednesday 1:00 p.m.

Above deadlines apply for legals and obituaries.
 Classified Deadlines: Display ads same as retail advertising.
 Word ads: 2:00 p.m. business day prior to publication.

CONTRACT ADVERTISING RATES

Display	
750"	\$23.50 PCI
Classified	
1,000"	\$17.90 PCI
Help Wanted.....	\$21.60 PCI

NATIONAL ADVERTISING RATES

ROP advertising good thru December 31st beginning January 1st
 rate is \$44.60 Gross \$40.17 Net

Display.....	\$44.60 PCI
Classified.....	\$44.60 PCI
4-12 PG Insert.....	\$102.25 Per Thousand
16 PG Insert	\$107.10 Per Thousand
20 PG Insert	\$111.70 Per Thousand
Single Card	\$95.20 Per Thousand

Color Rates

One Color: \$3.30 PCI Per Color; • Two Colors: \$3.90 PCI;
 Minimum Charge \$59.75 • Process Color: \$5.30 PCI;
 Minimum Charge \$110.35

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	1.5
2	2.1
3	3.2
4	4.3
5	5.5
6	6.6
7	7.7
8	8.8
9	10.0

Special Products Rates

Dining & Entertainment Rate	\$13.50/PCI
Sigs	\$35.30 single
\$26.80 each for multiples	
Animal Shelter	\$39.45/spot
Special Section Rate.....	\$23.60/PCI
Combo Rate	\$25.10/PCI
Grocery Rate.....	\$22.70/PCI

Front Page

1 col x 1.25"	\$49.95
<i>includes process color</i>	
4 col x 1.25"	\$146.40
<i>includes process color</i>	
5 col x 1.5"	\$292
Church Sigs.....	\$17.00/PCI
Business Showcase 2x2	\$49.95
<i>includes process color</i>	

Preprints

Tabloid Size	1-13 Per Year	Tabloid Size	1-13 Per Year	Tabloid Size	1-13 Per Year
4 - 12	\$85.65	28	\$104.90	44	\$116.90
16	\$90.50	32	\$110.10	48	\$122.80
20	\$95.10	36	\$115.80	Single Card	\$78.60
24	\$99.90	40	\$111.50		

- Deadline: must be received between 8 and 11 a.m. one week prior to insertion. Insertion days available are Wednesday, and Saturdays only. Quoted rates apply to preprints containing advertisements from only one local advertiser. Quoted rates do not apply to preprints intended for National distribution. Must be shipped to:
Powers Printing, 3985 2nd Street, Powers, MI 49874, (906) 497-5652
 - Copies Required Mon. - Friday 3,100, Sat. 3,200
 - Inserts over 48 tabloid pages - add 5% per 4 page increments.
 - 5 cents per insert folding cost will be added to inserts too large for the paper.
 - Quoted rates apply for inserts of normal shape and size. We reserve the right to refuse or charge additional for inserts of unusual shape and size or inserts that are difficult to handle.
 - Front page Post It Notes - Saturdays only, full distribution, \$138 CPM.
- NOTE: CPM is for applying stickers it does not cover printing charges

Digital Packages

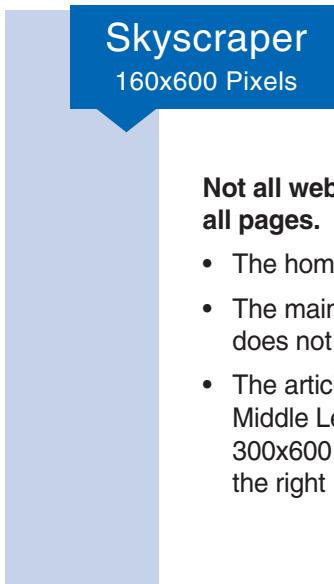
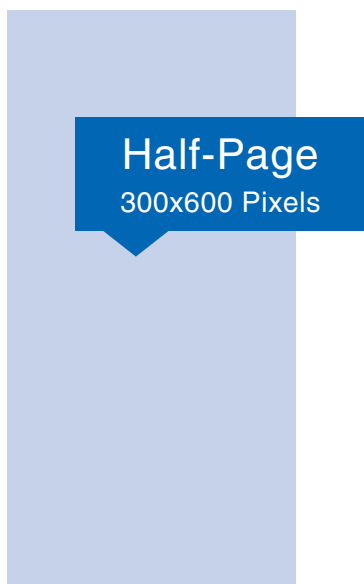
Because of our credibility, the Daily News online news site has:

	Monthly	Yearly
Total Subscriptions	525,000	6,300,000

10,000 impressions for \$100.00 (\$10 Per thousand)

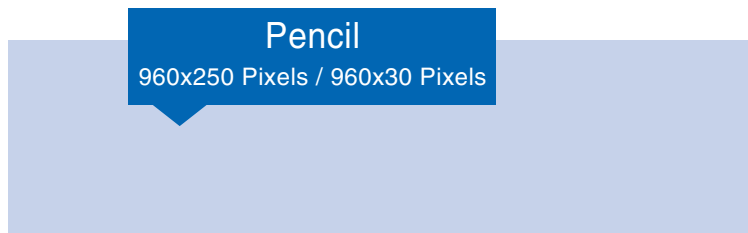
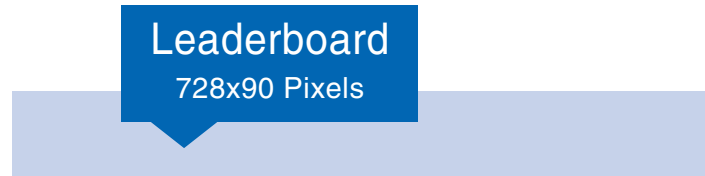
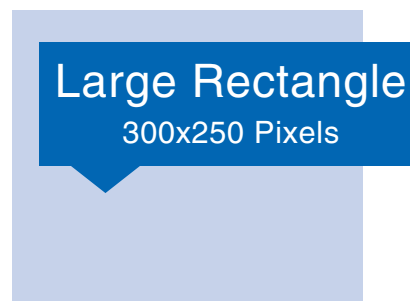
OTHERS

- Funeral home ad below Obit: \$15 per obit
- Smart Phone App: \$15 cpm
- Video ads on Home page: \$600 for 4 weeks (Adv. Supplies Video)
- Video - 960x250 and 960x30 (homepage only/muted only)
- 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 does not have Top Leaderboard.
- The articles do not have Top or Middle Leaderboards but the 300x600 moves up to the top of the right rail.



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Brand Builders

This package gives you a
TOTAL MARKET EXPERIENCE:

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	\$331.20	_____	2 per week	\$496.80
_____	3 per week	\$489.60	_____	3 per week	\$734.40
_____	4 Per Week	\$643.20	_____	4 Per Week	\$964.80
_____	5 per week	\$792.00	_____	5 per week	\$1,188.00
_____	6 per week	\$936.00	_____	6 per week	\$1,404.00

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 News and online at ironmountaindailynews.com everyday for the duration of your agreement.



Denise Lind
General Manager/Ad Director
 906-774-2772 Ext. 235
 dlind@ironmountaindailynews.com



Carrie Hyska
Classified
 906-774-2772 Ext. 221
 chyska@ironmountaindailynews.com



Elizabeth Bloom
Managing Editor
 906-774-2772 Ext. 240
 bbloom@ironmountaindailynews.com



Jennifer Flynn
Circulation Director
 906-774-2772 Ext. 218
 jflynn@ironmountaindailynews.com

Payment Terms • Rate Policies

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

- National Agency Commission 15 percent on all national advertising. Net 30 days.
- 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 News does not accept brokered advertising.
- The Daily News will not extend credit for advertising orders or space reservations that claim sequential liability.
- A late payment charge of 1-1/2% per month will be added to all delinquent balances 30 days and older.

- All going-out-of-business and temporary or seasonal business 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

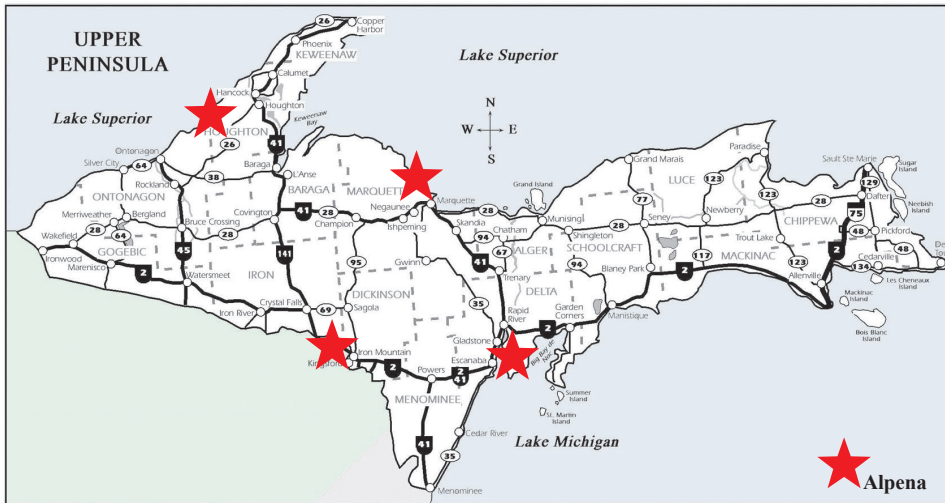
The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. **The publisher's liability for other errors is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.**

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 violation of rights of privacy resulting from the publication of the advertiser's advertisement.

Upper Peninsula Advantage Program

Check out these great regional discounts!



Retail Advertising Rates

Newspaper	Multiple Net Col. Inch Rate	Single Buy
Escanaba	18.90/inch	23.51/PCI
Houghton	18.90/inch	23.51/PCI
Iron Mountain	18.90/inch	23.51/PCI
Marquette	23.24/inch	27.86/PCI
Alpena	18.90/inch	23.51/PCI

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.

Total Newspaper Coverage/per Market

Daily News,
Iron Mountain
 Dickinson
 Iron
 Menominee
 Florence, WI
 Marinette, WI

Daily Press,
Escanaba
 Delta
 Menominee
 Schoolcraft

Daily Mining Gazette,
Houghton
 Baraga
 Houghton
 Keweenaw
 Ontonagon

Alpena News, Alpena
 Alcona
 Alpena
 Iosco
 Montmorency
 Presque Isle

Mining Journal,
Marquette
 Alger
 Baraga
 Luce
 Mackinac
 Marquette
 Schoolcraft

For more information or to place your ad, call: (906) 774-2772