

THE ALPENA NEWS

RATE CARD

Effective January 1, 2026

THE
ALPENA NEWS
www.thealpenanews.com

SHOPPERS'
eXpress



THE ALPENA NEWS

130 Park Place
Alpena, MI 49707

Hours of Operation: Monday through Friday 8 a.m. - 5 p.m.

Phone: 989-354-3111 • Classifieds: 989-356-2174 • Fax: 989-354-2096

WEBSITE: www.thealpenanews.com • E-Mail: newsroom@thealpenanews.com

Personnel

Christie Werda/General Manager/Advertising Manager • cwerda@thealpenanews.com

Steve Schulwitz/Community Editor • sschulwitz@thealpenanews.com

Olivia Eden/Office Manager • oeden@thealpenanews.com

1. Terms of Payment (Rate Policy)

All advertising is cash in advance until credit is approved. Thereafter, the account is due and payable when invoice is received. All political advertising must be paid in advance. Visa, Master Card, Discover and American Express charge cards accepted.

Credit Policy:

A charge of one and one-half percent per month will be added to any billed amount which is unpaid by the 30th of the month following the month of publication.

Terms and Conditions:

The newspaper reserves the right to reject or cancel an advertisement at any time.

2. Indemnification:

The advertiser and/or advertising agency agrees to defend and indemnify the newspaper against any and all liability, loss or expenses arising from claims of 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.

3. Publishers Liability for Error:

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.

The Alpena News does not accept brokered advertising. The Alpena News will not extend credit for advertising orders or space reservations that claim sequential liability. All advertising credit balances must be taken in-kind (i.e., through additional advertising) and must be taken in one year.

4. Contract and Copy Regulations

Newspaper's Liability: The newspaper company shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement.

In the event of error, the newspaper company shall not be responsible for any amount in excess of the advertising space occupied by the noted error. In case of error in price, the newspaper will furnish a letter to the advertiser stating the correct price, but will assume no liability if goods are sold at the incorrect price. For non insertion of any advertisement, the publisher shall not be liable for any advertisement beyond the amount that may have been prepaid for such advertisement.

5. General Information:

During the contract year, if the space used exceeds the contracted amount and reaches a category with a lesser rate, the inches used thereafter will be billed at the lower rate. If, at any time during the contract year, an advertiser foresees using space to qualify for a category with a lesser rate, the advertiser may sign a new agreement declaring that intention and all space used thereafter will be billed at the lower rate.

If a scheduled ad is cancelled within 24 hours of publication, The Alpena News reserves the right to assess a 10% Cancellation Fee.

If the space used falls short of contracted amount, such space will be re-billed at the higher rate which applies to that amount of space.

Advertising simulating news must clearly state "Advertisement". The Alpena News & Shoppers' eXpress reserves the right to revise or reject any advertising for any reasons including quality, content, wording or general appearance.

6. ROP Display Rates

Alpena News Volume Discount Plan

Annual Inches	Column Inch Rates	Annual Inches	Column Inch Rates
150 - 299	\$18.94	4,500 - 5,999	\$17.37
300 - 449	\$18.56	6,000 - 7,999	\$17.18
450 - 749	\$18.40	8,000 - 10,000	\$16.94
750 - 1,499	\$17.93	Open Rate	\$22.19
1,500 - 2,999	\$17.69	Church and Charity	\$15.03
3,000 - 4,499	\$17.62	National Advertising Rate	\$31.21

Brand Builders

- Frequency and Reach
- 100% Market Coverage - Carrier mail & demand
- Visibility using the most recognized publications in the market

Every week your ad will appear in The Alpena News on the days of your choice.
Every day exposure for your ad on the homepage of www.thealpenanews.com.

Brand Builder

Choose from either a

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

6 ads.....	\$156.61 per week
4 ads.....	\$110.09 per week
3 ads.....	\$87.45 per week

Choose from either a

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

6 ads.....	\$228.82 per week
4 ads.....	\$159.05 per week
3 ads.....	\$125.09 per week

THE BRAND BUILDER PROGRAM PROVIDES

Valuable advertising that gives you the power to truly dominate your market.

BRAND BUILDER AWARENESS PROGRAM

Your Brand Builder Ad May Include:

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

Brand Builder Complete

Choose from

3 ads...Two 2 col x 2" & One 2 col x 5"	\$165.79 per week
5 ads...Four 2 col x 2" & One 2 col x 7"	\$189.51 per week
7 ads...Six 2 col x 2" & One 2 col x 8"	\$195.61 per week

OR

3 ads...Two 2 col x 3" & One 2 col x 5"	\$191.27 per week
5 ads...Four 2 col x 3" & One 2 col x 7"	\$214.07 per week
7 ads...Six 2 col x 3" & One 2 col x 8"	\$220.69 per week

Maximize Sales • Profits • Traffic

WITH

MIGHTY MITES



4 Weeks
\$12.58 An inch

8 Weeks
\$11.37 An inch

13 Weeks
\$10.53 An inch

3 Times a Week for 4 Weeks

- 2 inch ad (1 col x 2") \$75.48 each week
- 3 inch ad (1 col x 3") \$113.22 each week
- 4 inch ad (1 col x 4") \$150.96 each week

3 Times a Week for 8 Weeks

- 2 inch ad (1 col x 2") \$68.22 each week
- 3 inch ad (1 col x 3") \$102.33 each week
- 4 inch ad (1 col x 4") \$136.44 each week

3 Times a Week for 13 Weeks

- 2 inch ad (1 col x 2") \$63.18 each week
- 3 inch ad (1 col x 3") \$94.77 each week
- 4 inch ad (1 col x 4") \$126.36 each week



SHOPPERS' eXpress

Reach over 5,000 households in four counties with one ad. This saturation product has a weekend distribution - **Guaranteed!**

*Ask about our Frequency Discounts, Pick-up and Monthly Volume Specials

* A 30-Day notice will be given for any rate revisions.

1st Time..... \$12.80 2nd Time..... \$12.49 3rd Time..... \$11.87
 Pickup from News..... \$9.06

7. Combination Rates Does not apply

8. Color Rates Contact Sales Consultant for Prices

9. Preprints

Our advertising consultants can assist you in developing a marketing strategy to reach over 5,000 households with your preprint.

January 1, 2026 Preprint Insertion Rates

Full Run (Newspaper or eXpress)			
	OPEN	13 TIMES	26 TIMES
# of Pages			
2	\$56	\$54	\$50
4	\$56	\$54	\$50
8	\$62	\$59	\$56
16	\$71	\$66	\$62
24	\$79	\$76	\$70
32 or more*	\$94	\$89	\$83

We ask that preprints reach The Alpena News & Shoppers' eXpress seven days prior to the insertion date. Some products are pre-inserted.

Deadline for cancellation is 7 days prior to publish date.

Deliver to:
 The Alpena News & Shoppers' eXpress
 130 Park Place,
 Alpena, MI 49707
 Monday thru Friday
 8:30 a.m. to 4:00 p.m.

*Every additional 4 pages after 32 is another \$3.00 per thousand.

January 1, 2026 "Sticky" Rates

These colorful stickers are placed on the front of the newspaper on the date of your choice (excludes Saturdays) and can be quite the eye catcher. Make them into a coupon, and you'll have your customers coming in the next day! A variety of shapes are also available. Insertion deadlines and terms apply.

We Print & Insert
\$250/1,000

You Print & Insert
\$215/1,000

Volume Discount - 3 times or more a year
\$195/1,000

10. Special ROP Units Does not apply.

11. Split Run Does not apply.

12. Special Services

Our advertising consultants can assist you in capturing Co-op advertising dollars for your business. In addition, our creative layout department can provide you with a custom designed ad program to generate the sales results you desire.

13. ROP Requirements

No advertisements will be run upside down. All advertisements must have borders or top & bottom rules.

14. Closing Times

Deadlines are established for the benefit of the advertiser, so we may give each advertisement the attention (layout and composition) it deserves.

MONDAY ADS	Wednesday, 4 p.m.
TUESDAY ADS	Thursday, 4 p.m.
WEDNESDAY ADS	Friday, 4 p.m.
THURSDAY ADS	Monday, 4 p.m.
FRIDAY ADS	Tuesday, 4 p.m.
SATURDAY ADS	Wednesday, 12 noon
SHOPPERS' EXPRESS	Wednesday, 12 noon

Most holiday weeks will have early deadlines, ask your advertising consultant.

- *Pre-print deadlines are 7 days prior to publish date*
- *Special editions 4 p.m. - 7 working days prior to publication.*
- *Color ads, special effect ads, multi page sections 4 p.m. - 4 working days prior to publication.*

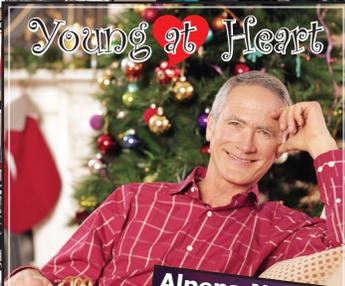
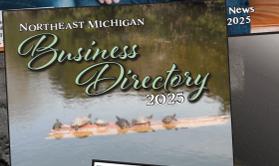
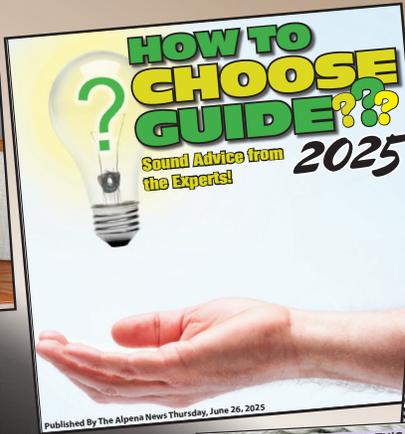
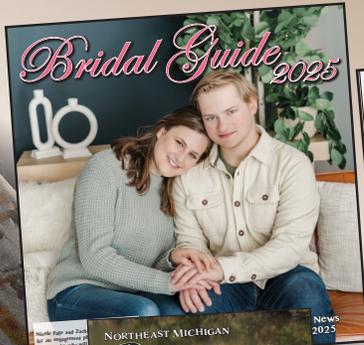
15. Mechanical Measurements

Display Width

1 Column width	1.583"	4 Column Width	6.632"
2 Column Width	3.266"	5 Column Width	8.315"
3 Column Width	4.949"	6 Column Width	10"

	Display	Classified	eXpress
Page Width	10"	10"	10"
Page Depth	20.5"	20.5"	10"
1 Column Width	1.583"	1.163"	1.583"
Inches Per Page	123"	164"	60"
	6x20.5"	8x20.5"	6x10"

SPECIAL SECTIONS 2026

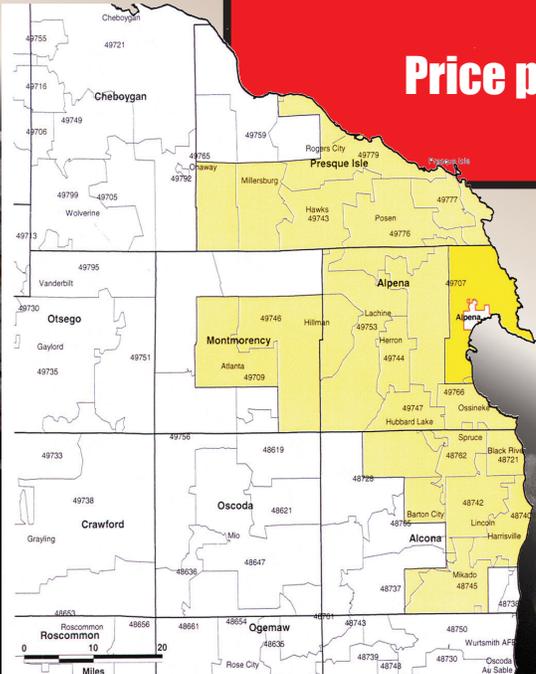


- 4th of July Events
- Alpena County Fair
- Alpena CRTC Special Edition
- Baby's 1st Christmas
- Bridal Guide
- Brown Trout
- Business Card Directory
- Business Expo
- Chamber of Commerce Tab
- Christmas Church Services
- Christmas Greetings
- Cookbook
- Discover Magazine
- Easter Church Services
- Estate Planning
- Glossy Medical Directory
- Graduation
- Health & Fitness
- Home Basics Tab
- Home Improvement
- Hope & Heroes
- How To Choose
- Hunting Guide
- Money Matters
- New Years Greetings
- Northeast Michigan Business Directory
- Nautical Festival Booklet
- NFL Schedule
- Posen Potato Festival
- Proud to be an American
- Relay For Life Kick-Off Tab
- Senior Expo
- Sunrise Side's Best Nominations
- Sunrise Side's Best Winners
- Thanksgiving Special Edition
- Volunteer
- Wedding Planner
- Young at Heart (4 per year)



18. Circulation

The Alpena News was established in 1899.
Price per copy, \$1.00 daily • \$2.00 Saturday.
Phone 989-354-5426



Serving 4 Counties
 The Alpena News services Alpena, Alcona, Iosco, Montmorency and Presque Isle Counties.

The Shoppers' eXpress is distributed to over 5,000 households and distribution sites in Alpena, Presque Isle, Alcona and Montmorency Counties.

DAILY CIRCULATION

	Home Delivery	Single Copy	Alpena News
TOTAL	2638	652	3290
Mail Misc.			57
Digital			438
NIE			
TOTAL CIRCULATION			3785



SATURDAY CIRCULATION

	Alpena News Saturday	Home Delivery	Single Copy	Shoppers' eXpress Bundle	Shoppers' eXpress Drops
TOTAL	3630	2661	969	1500	5625
Mail Misc.	57				
Digital	438				
TOTAL CIRCULATION	NEWSPAPER 4125			EXPRESS 5625	

THE ALPENA NEWS
 &
SHOPPERS' eXpress

KEEP YOUR BUSINESS NAME

out in the public eye where people will see it often
& remember you!

January 1 thru December 31, 2026 Community Support Pages

Traditionally, **The Alpena News** teams up with the business community to bring awareness pages to our readers. Many of these programs and organizations look to us to help them spread their message. These pages are a way for you to show you care and, at the same time, promote your business. We've designed packages with volume discounts for those of you who participate in many of the pages. If you have any questions just give our inside sales consultant a call at **989-356-2174**.

JANUARY

1. Early Cancer Detection
2. Glaucoma Awareness Month
3. Catholic Schools Week
4. Lutheran Schools Week

FEBRUARY

5. Children's Dental Health Month
6. Friends Together Event
7. American Heart Month
8. National FFA Month
(Future Farmers of America)
9. Academic Achievers/Student Honor Roll

MARCH

10. National Doctors Day
11. Agriculture Week
12. Yellow Ribbon Flag Military Tribute

APRIL

13. Reading is Fun
14. National Child Abuse Prevention
15. Keep America Beautiful Month

MAY

16. Law Day
17. Move Over America/Police Week
18. Be Kind to Animals Week
- 19 Teacher Appreciation Day/Week
20. National Nurses Week
21. Memorial Day - Drive Sober or Get Pulled Over
22. National Safe Boating Week
23. National Day of Prayer
24. Honor Roll Track & Field Event
25. Friends Together Event

JUNE

26. Academic Achievers/Student Honor Roll
27. Free Fishing Weekend
28. National Dairy Month
29. Schools Out - Drive Carefully
30. Flag Day
31. Friends Together Event

JULY

32. July 4th - Drive Sober or Get Pulled Over
33. Support our Troops Flag
34. Friends Together Pig Roast

AUGUST

35. Relay for Life Banner
36. 4-H Auction Congratulation Pages
37. Back to School Safety
38. Children's Eye Health Month
39. Antique Tractor /Steam Engine Show

SEPTEMBER

40. Suicide Prevention Month
41. 9-11 Tribute Flag
42. Friends Together Event

OCTOBER

43. National Dental Hygiene Month
44. Domestic Violence Awareness
45. Fire Prevention Week
46. Halloween Safety Tips
47. National Hospice Month
48. National Diabetes Awareness

NOVEMBER

- 49 Anti-Bullying Week
50. Veteran's Day Salute
51. National Adoption Awareness Day

DECEMBER

52. Friends Together Popcorn Sale
53. New Year's - Drive Sober or Get Pulled Over

PLEASE NOTE that if you choose a double or triple spot on any one support page, a double spot counts as 2 ads and a triple spot counts as 3 ads - but it is not necessary to run the same size ad on all the pages you choose.

Package #1
1 to 5 Sponsorships
\$59.00 Ea.

Package #2
6 to 15 Sponsorships
\$50.00 Ea.

Package #3
16 to 25 Sponsorships
\$45.00 Ea.

Package #4
26 to 35 Sponsorships
\$40.00 Ea.

Package #5
36 to 45 Sponsorships
\$35.00 Ea.

Package #6
46 to 55 Sponsorships
\$30.00 Ea.

THE ALPENA NEWS

Digital advertising options for *The Alpena News*

- TheAlpenaNews.com
- iPhone and Android apps
- All Access e-editions

The newspapers' digital options offer the most comprehensive online report of news, sports and information about the Alpena County, Michigan area available anywhere.

TheAlpenaNews.com

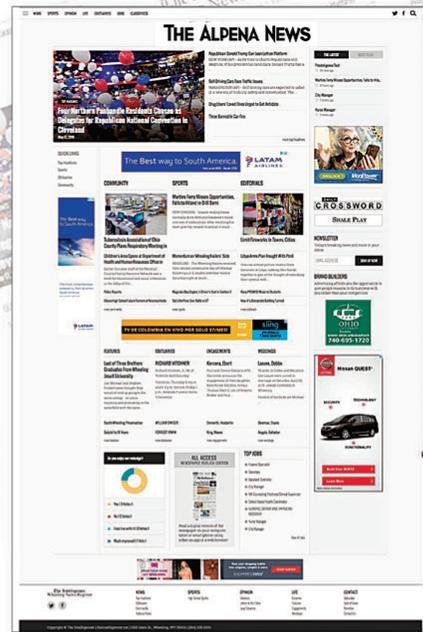
Each month our site is visited by more than 129,584 readers who view more than 33,000 pages. The responsive designed site seamlessly scales to be comfortably viewed on a computer, tablet or smartphone, allowing readers in the area and around the world to view the one of the most comprehensive report on the Alpena County area on the web. The site has a robust archive, containing stories dating back to 2009.

iPhone and Android apps

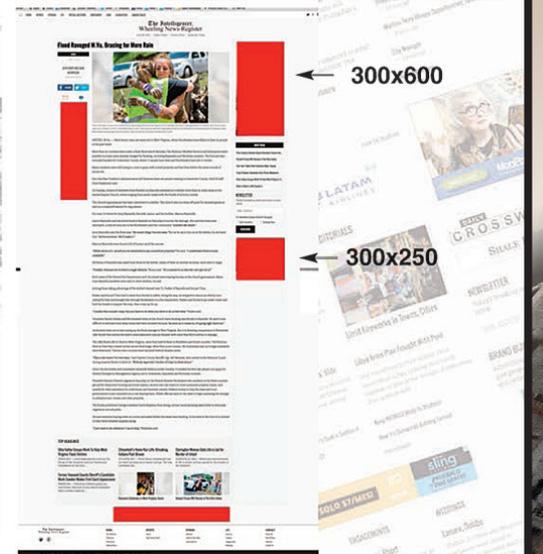
Our iPhone and Android apps give people a quick look at today's news and are extremely popular in our community. Both apps are found on the smartphones of thousands of area readers. The iPhone app typically gets around 140,000 page views per month, the Android app, around 32,000.

All Access apps

Our All-Access apps allow subscribers to view our printed edition on a tablet or smartphone by using an interface that allows them to comfortably enjoy their newspaper regardless of their location.



728x90
160x600
200x200
Brand
Builder



The site is populated with several popular ad sizes that are well suited to display a variety of messages. The location on the page will change slightly depending on story length as well as whether the ad is on the home page, story index or story level of the site. This guide will outline each option available. See the back page of this guide for specs on all ad sizes.

Targeting

Ads can be scheduled to display either **Run of Site**, or **Targeted**.

Run of site ads will display an equal number of times per day and may appear on any page of the site, anywhere and at any time. Targeted ads may require fewer impressions to reach your intended audience because the views are filtered.

Targeted ads allow you to control how your ads appear by defining the audience to whom you want the ad to appear. There are five ways you can target your ad.

1. By section - Targeting an ad by section will limit the pages on the site on which your ad may appear. This will increase its frequency.

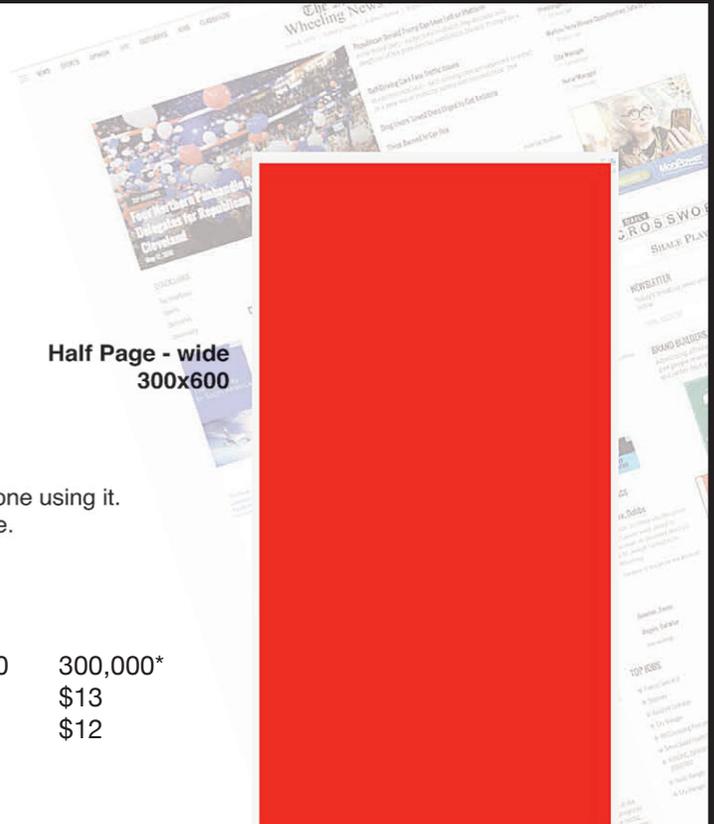
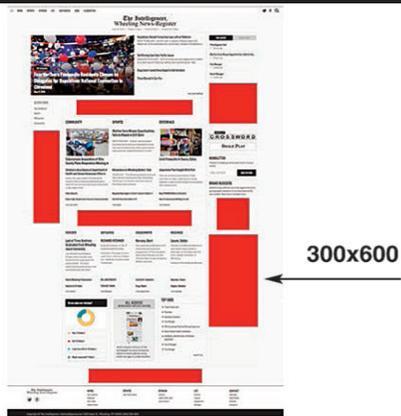
2. Geo. Geo targeting makes your ad appear only in certain geographic areas. Targeting at the state level is very common because it can eliminate readers who may not be able to purchase your goods or service.



3. Day of the week - Allows you to target a specific ad message that you may wish to promote only on certain days of the week.

4. Time of day - Targeting by time allows you to target an audience at a particular time of day.

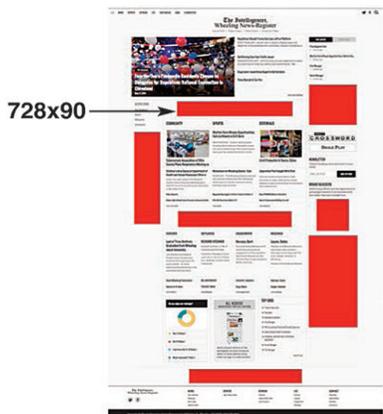
5. Frequency - Limits the number of times a person may see your ad and saves the impressions so other potential customers will view your message.



This is the largest ad on the site and is sure to be seen by anyone using it. The ad can be found on the right side of most pages on our site.

Cost per thousand (CPM)		100,000	200,000	300,000*
Targeted	Open	\$17	\$16	\$13
Run of site		\$15	\$14	\$12

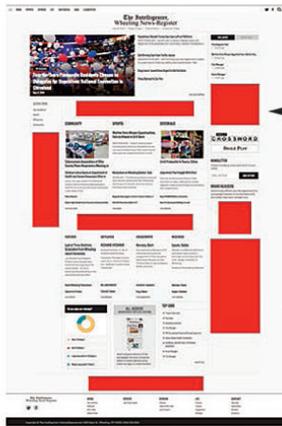
**The more impressions you commit to, the lower your rate. Total impressions should be completed within a year.*



A popular size, the 728x90 leaderboard can be found embedded with the story listings on the home page and index level of our sites. The ad is well suited for advertisers requiring a wide logo or artwork. The leaderboard is one of the most popular size of ads on the Internet.

Cost per thousand (CPM)		100,000	200,000	300,000*
Targeted	Open	\$14	\$13	\$9
Run of site		\$13	\$12	\$8

**The more impressions you commit to, the lower your rate. Total impressions should be completed within a year.*



300x250

RECTANGLE
300x250



A 300x250 can normally be found high on the right hand side of the page. The ad is a great choice for advertisers wanting to get a lot of information into a compact space. The proportions are very close to a typical newspaper ad, making it easy to make your digital ad consistent with your print one. A portion of your impressions can also be displayed on our popular e-edition, where the 300x250 displays alongside articles on the site.

Cost per thousand (CPM)

	Open	100,000	200,000	300,000*
Targeted	\$14	\$13	\$11	\$9
Run of site	\$13	\$12	\$10	\$8

**The more impressions you commit to, the lower your rate.
Total impressions should be completed within a year.*



200x200

Brand Builder
200x200

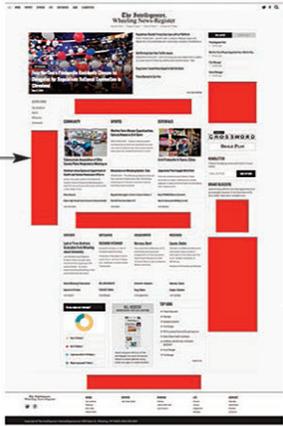


The 200x200 Brand Builder ad is included in our popular Brand Builders frequency package. Brand Builders is designed to keep your business in front of potential customers both in print and online. With a 200x200 Brand Builder ad online, your message will rotate with those of others in the program.

Other special ads

Corner peel, leave behind pencils, Videos and baseboard units are also available on our website. Our mobile apps also have advertising opportunities. Please ask your newspaper representative about these unique sizes.

Skyscraper →



Skyscraper
160x600



The skyscraper can be found directly under the navigation on most pages. The tall ad is well suited for stacks of details, or photos of products.

Cost per thousand (CPM

	Open	100,000	200,000	300,000*
Targeted	\$14	\$13	\$11	\$9
Run of site	\$13	\$12	\$10	\$8

**The more impressions you commit to, the lower your rate. Total impressions should be completed within a year.*

All ads

Ads submit to the newspaper should be either a jpg or gif file. Advertisers should indicated what web address the ad should link to. All ad files should be 100k or less.

-  Skyscraper
160x600
-  Leaderboard
728x90
-  Large rectangle
300x250
-  Half Page
300x600
-  Brand Builder
200x200

No more than 100K
Must provide url address for click through
Can be .jpg or .gif