

We are an Independently Owned and Operated Michigan Newspaper.



ThumbPrint News

An imprint of places and people at work and play in the Thumb of Michigan



Telephone 810-794-2300

www.ThumbPrintNews.com

thumbprintnews@comcast.net

Thank you for making *ThumbPrint News* your advertising choice!

Advertising Sizes, Paper Rates (PR) & Online Edition Rates (OER)

		PR	OER
Full Page Back Cover	10" x 9.75"	\$875	\$175
Full Page Inside	10" x 9.75"	\$710	\$145
Center Spread Double Truck	21" x 9.75"	\$1,775	\$355
Two Thirds Page	10" x 6"	\$585	\$120
Half Page	H: 10" x 4.75" V: 4.9" x 9.75"	\$470	\$95
One Third Page	H: 10" x 3.4" V: 4.9" x 6.9"	\$390	\$80
Quarter Page	4.9" x 4.75"	\$320	\$65
Eighth Page	H: 4.9" x 2.25" V: 2.35" x 4.75"	\$235	\$50
Banner - Front Page	10" x 1.75"	\$675	\$135
Banner - Page 2	10" x 1.75"	\$325	\$65
Banner - Inside	10" x 1.75"	\$275	\$55
Corner Ad - Front Page, Upper Right	2.5" x 1.5"	\$300	\$60
Corner Ad - Front Page, Left Column	2.25" x 1.75"	\$300	\$60
Business Card Not Print-Ready (We design your Business Card)	H: 3.5" x 2" V: 2" x 3.5"	\$145	\$25
Business Card Print-Ready (A scan of your Business Card)	H: 3.5" x 2" V: 2" x 3.5"	\$110	\$25
Classified Ads	Up to 35 words	\$20	included
	Up to 50 words	\$35	
	Add-Ons	\$5/ea	included

• Photo • Color • Enlarged Print • Layout • Etc.

Discounts & Deals:

Available to printed ads over \$200. Offers cannot be combined.

10% Off First Ad

25% Off for Non-Profits

Run 6-Months – Get 7th Free (Ask for Details!)

Online Only Advertising is not available at this time.

Complimentary Issue sent with ads totaling \$100+

Mailed Delivery Rates per issue \$3

Subscription Available: \$30 for 12 issues | \$16.50 for 6 issues

Extras:

Logo Design \$20

JPEG Version of Ad \$5

Facebook Share \$5

Graphic Design Available Upon Request, Price Varies

ThumbPrint News is published monthly and distributed free of charge to cities in the Thumb area of Michigan. We have more than 100,000 readers and our paper covers the following counties:

- 🌿 Genesee
- 🌿 Macomb
- 🌿 St. Clair
- 🌿 Lapeer
- 🌿 Oakland
- 🌿 Sanilac

Advertising Rates as of May 2024

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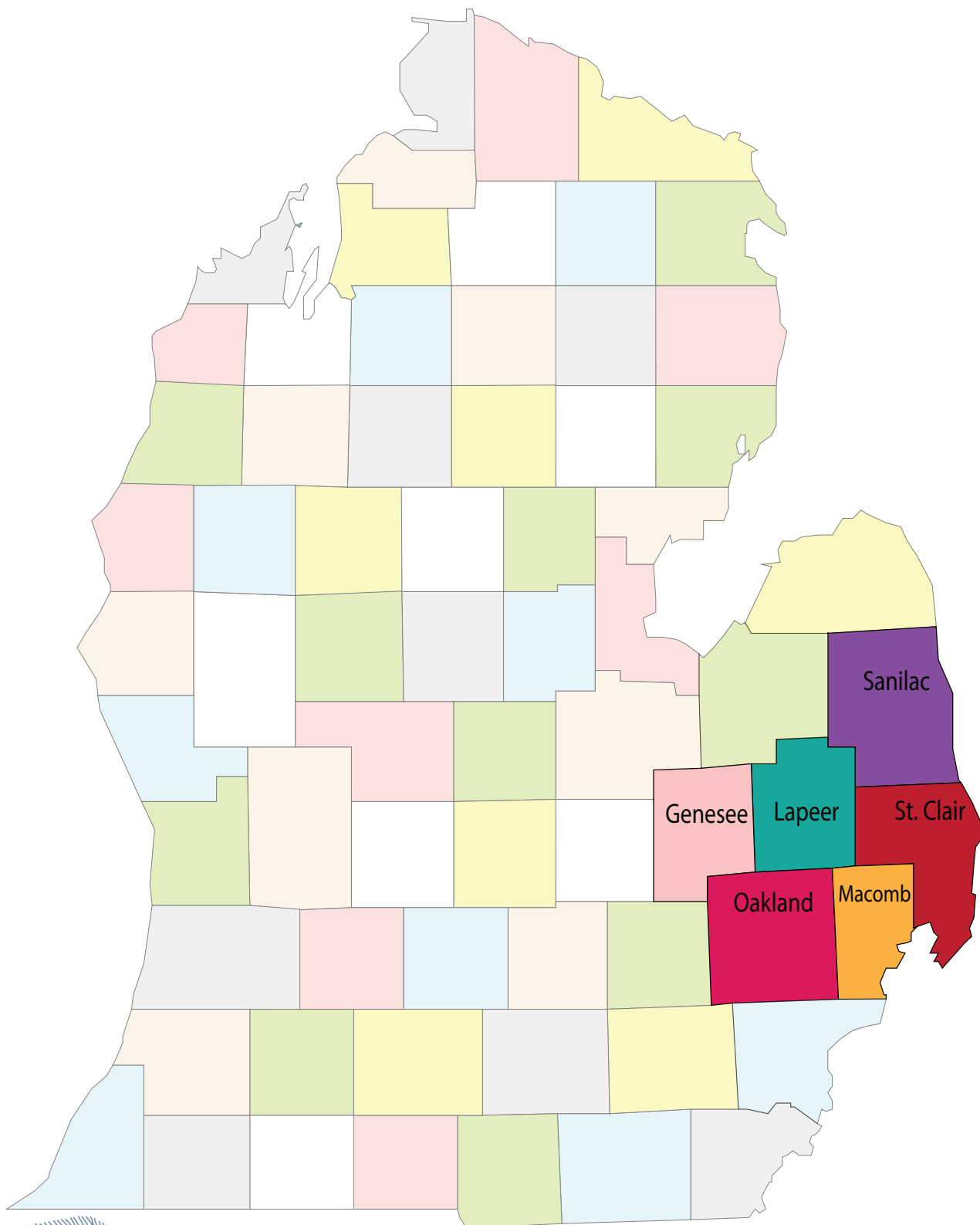
ADVERTISING BENEFITS

ADVERTISING MADE EASY AND AFFORDABLE!

- **ISSUED IN SIX COUNTIES (INCLUSIVE)**
(GENESEE, LAPEER, MACOMB, OAKLAND, ST. CLAIR & SANILAC)
- **OVER 600 DROP LOCATIONS**
20,000 ISSUED MONTHLY!
OVER 40,000 READERS EACH MONTH!!
- **FREE GRAPHIC DESIGN***
- **SOCIAL MEDIA MARKETING OPTIONS**
- **COLOR PRINT OFFERED AT NO ADDITIONAL CHARGE**
- **MORE COST-EFFECTIVE THAN TRADITIONAL BUSINESS CARDS**
- **APPEALING, POSITIVE CONTENT**
- **EXTENDED SHELF LIFE**
- **ALL ISSUED PAPERS FROM 2009 – PRESENT**
ARE ON OUR WEBSITE (thumbprintnews.com)

*Some restrictions apply

**Over 600 drop locations throughout our coverage area.
Visit ThumbPrintNews.com/Drop-Location-List for the full list of locations.**



ThumbPrint News
8061 Marsh Rd., Algonac, MI 48001



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Fax: 810-794-3288

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Great Advertising Rates for Business Owners

It seems that business owners are the last ones to get a break on anything . . . but not here at *ThumbPrint News*! Our full color newspaper offers extremely affordable rates for advertising along with eye-catching graphic design and great stories to keep the readers enthused and coming back for more! With that in mind, this allows our advertisers affordability in keeping their names “out there” in the various communities that we serve. And unlike other local publications, there is no additional charge to you for color in your ad! We’ll also design your ad for you at no extra charge* if you do not have print ready artwork.

ThumbPrint News is published monthly and distributed FREE OF CHARGE to cities in the Thumb area of Michigan. We have more than 40,000 readers and our paper is distributed in the following counties: Genesee, Lapeer, Macomb, Oakland, St. Clair and Sanilac. This gives you, the advertiser, the opportunity to get your ads out to your local and surrounding areas, as well as areas you may not have considered for potential customers. We currently have over 600 drop locations in these counties, and we’re always looking to add more!

ThumbPrint News is a “shared” newspaper. Shared, in our context, means that we are advertising for our mother company, **ABC Home & Commercial Services** and its various divisions, and you! We are getting out our newspaper for you and for us. What better partner could you have . . . a mutually exclusive arrangement that benefits us both!

CONTACT US to find out about all that we have to offer you and start your partnership with us. We know you will like our newspaper, our rates and the impact it will have on your potential customers!

Make ThumbPrint News your advertising choice!

It’s all about making your hard-earned money go further, fueling the local economy, and helping to preserve the unique character of the Thumb area of Michigan. Dollars spent in locally owned businesses have three times the impact on your community as dollars spent at national chains. When shopping locally, you simultaneously create jobs, fund more city services through sales tax, invest in neighborhood improvement and promote community development.



Advertise your business in the Guide to Everything Local!

ThumbPrint News, great rates for advertising with the small to medium business owner in mind.

*Some Restrictions Apply



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Ad Sizes

(see physical newspaper for scale)

Full Page - 10" x 9.75" - Back Cover \$875 - Inside \$710

Center Spread Double Truck - 21" x 9.75" \$1,775

Banner - 10" x 1.75"
 Front Cover \$675 (ONE SPOT) | Page 2 \$325 (TWO SPOTS) | Inside \$275

Two-Thirds - 10" x 6"
 \$585

Half Page
 Vertical - 4.9 x 9.75"
 Horizontal - 10" x 4.75"
 \$470

One Third
 Vertical - 4.9" x 6.9"
 Horizontal - 10" x 3.4"
 \$390

**Corner Ad
 Front Cover
 Left Column
 2.25" x 1.75"**
 \$300

**Corner Ad
 Front Cover
 Upper Right
 2.5" x 1.5"**
 \$300

Eighth Page
 Vertical
 4.9" x 2.25"
 Horizontal
 4.9" x 2.25"
 \$235

Business Card
 Horizontal
 3.5" x 2"
 Vertical
 2" x 3.5"
 \$110 (PRINT READY)

Half Business Card
 2" x 1.75"
 \$60 (PRINT READY)

\$35 Design Fee for not Print-Ready Business Cards (FULL AND HALF SIZE)

Classified Ad - 35-50 Words for set prices, add-ons available for additional fees.