

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!

		PRINT & DIGITAL MARKETING	PRINTED VERSION ONLY
Center Spread Double Truck	21" x 9.75"	\$2,130	\$1,775
Full Page - Back Cover	10" x 9.75"	\$1050	\$875
Full Page - Inside	10" x 9.75"	\$855	\$710
Two Thirds Page - Page 2	7.45" x 7.9"	\$765	\$635
Two Thirds Page - Inside	H: 10" x 6" V: 7.45" x 6.9"	\$705	\$585
Half Page	H: 10" x 4.75" V: 4.9" x 9.75"	\$565	\$470
One Third Page	H: 10" x 3.4" V: 4.9" x 6.9"	\$470	\$390
Quarter Page	4.9" x 4.75"	\$385	\$320
Eighth Page	H: 4.9" x 2.25" V: 2.35" x 4.75"	\$285	\$235
Banner - Front Page	10" x 1.75"	\$810	\$675
Banner - Page 2	10" x 1.75"	\$390	\$325
Banner - Inside	10" x 1.75"	\$330	\$275
Corner Ad - Front Page, Upper Right	2.5" x 1.5"	\$360	\$300
Corner Ad - Front Page, Left Column	2.25" x 1.75"	\$360	\$300
Business Card Print-Ready (A scan of your Business Card)	H: 3.5" x 2" V: 2" x 3.5"	\$135	\$110
Classified Ads	Up to 35 words	\$20	\$20
	Up to 50 words	\$35	\$35
	Add-Ons	\$5/ea	\$5/ea
		• Photo • Color • Enlarged Print • Layout • Etc.	

**Exclusive Calendar of Events Rates also
available upon request, priced \$10-20**

**Discounts & Deals are always changing,
ask us what we have going on this month!**

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

Online Only Advertising is not available at this time.

Complimentary Issue sent with ads totaling **\$100+**

Mailed Delivery Rates per issue **\$3.50**

Subscription Available: \$42 for 12 issues | \$21 for 6 issues

(810) 794-2300 | Office Hours: M-Th 10am-3pm

Bethany Wolf or Laura Irwin

Extras:

Logo or Business Card Design **\$20-\$35**

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

*through our parent company, ABC Home & Commercial Services

Advertising Rates as of December 2024

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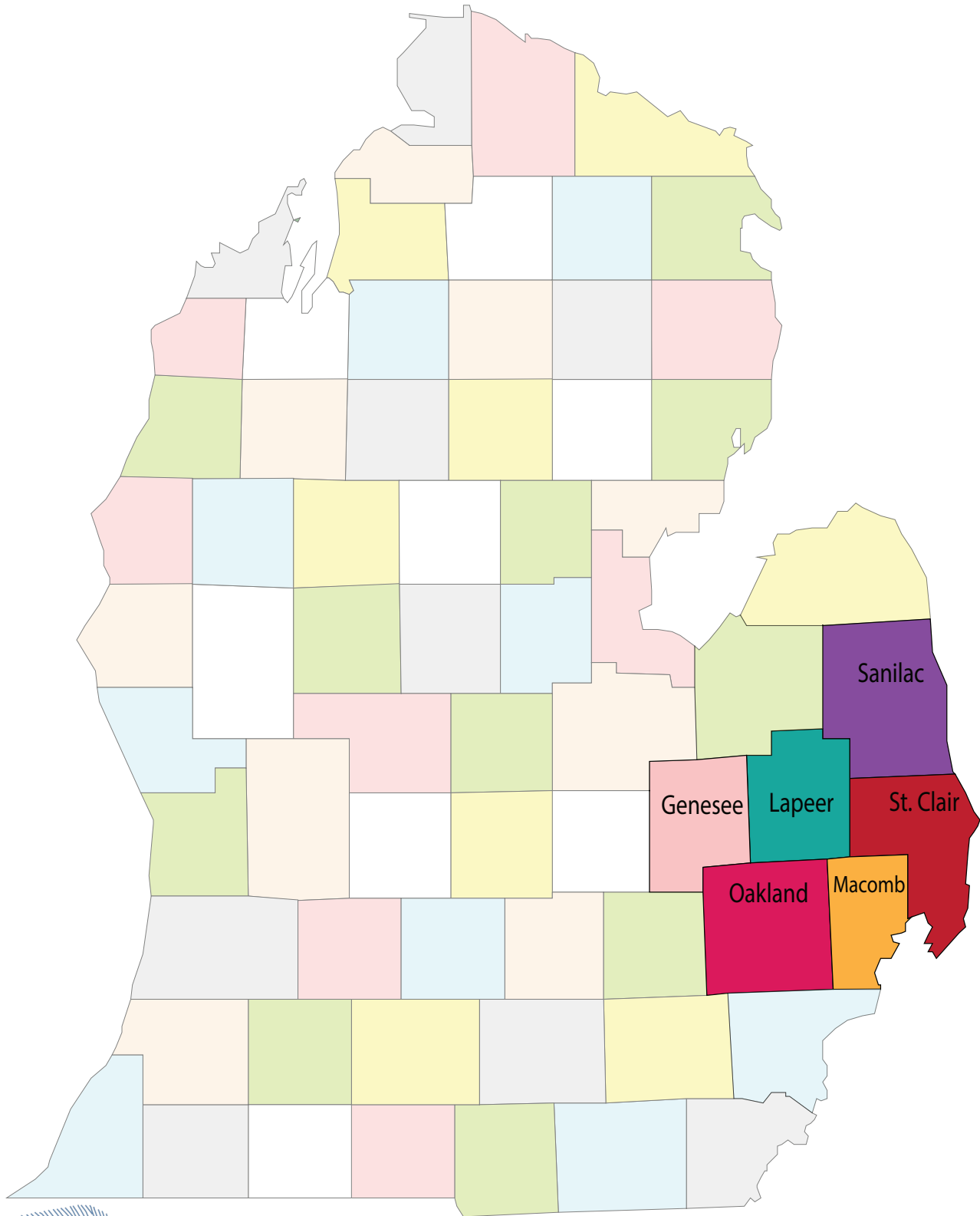
ADVERTISING BENEFITS

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

www.ThumbPrintNews.com



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

Ad Sizes

(see physical newspaper for scale)

Full Page - 10" x 9.75" - Back Cover \$1,050 - Inside \$855
Center Spread Double Truck - 21" x 9.75" \$2,130

Banner - 10" x 1.75"

Front Cover \$810 (ONE SPOT) | Page 2 \$390 (TWO SPOTS) | Inside \$330

**Corner Ad
Front Cover
Left Column
2.25" x 1.75"
\$360**

**Corner Ad
Front Cover
Upper Right
2.5" x 1.5"
\$360**

**Two-Thirds Page
Vertical - 7.45" x 6.9"
Horizontal - 10" x 6"
\$705**

**Page 2 (ONE SPOT, ONE SIZE)
7.45" x 7.9"
\$765**

**One Third Page
Vertical - 4.9" x 6.9"
Horizontal - 10" x 3.4"
\$470**

**Quarter Page
4.9" x 4.75"
\$385**

**Half Page
Vertical - 4.9 x 9.75"
Horizontal - 10" x 4.75"
\$565**

**Business Card
Horizontal
3.5" x 2"
Vertical
2" x 3.5"
\$135**

**Eighth Page
Vertical
4.9" x 2.25"
Horizontal
4.9" x 2.25"
\$285**