



The Pontiac News, Inc.



MEDIA KIT

Published at P.O. Box 431412, Pontiac, MI 48343. Phone: (248) 758-1411 Fax: (248) 758-1412
Bi-Weekly Publication

CITY OF PONTIAC - CELEBRATING 150 YEARS

March 15, 1861 – March 15, 2011

The year 2011 marks the Sesquicentennial (150 year) anniversary of our great city Pontiac! For this occasion a Special Souvenir Edition of The Pontiac News is being prepared. In addition, TPN will be running SPECIALS with up to 40% off all ads throughout the year from March 16, 2011 until March 16, 2012. We would greatly appreciate your support! By purchasing ad space according to the sizes listed on page 3 of this document you will be entitled to up to 40% off of the listed ad price.



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Contact us at: PO Box 431412, Pontiac, MI 48343
Phone: (248) 758-1411, Fax: (248) 758-1412

Email - ThePontiacNews@sbcglobal.net

Website - www.thepontiacnews.com

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A Positive News Source With A Local Flavor!

THE PONTIAC NEWS is a cultural, social, educational and political newspaper that covers the news and untold stories of the City of Pontiac and nearby communities by bringing together the power of the print media in a bi-weekly publication. We aim to set new standards for community journalism based on integrity and balance and aspire to be the primary news forum for all citizens of the City of Pontiac and other nearby local communities. Through local voices, we cover the untold stories of the great successes and immense contributions by the citizens, organizations, agencies, businesses and institutions in the City of Pontiac. The Pontiac News will also print articles on a variety of educational, political, financial, business and social issues that impact the growth and development of the community and the citizenry.

2011 Advertising Information

- ✓ The Pontiac News is a dynamic and vibrant print and online newspaper featuring the latest news about the City of Pontiac and surrounding communities.
- ✓ Thousands of copies of TPN are distributed every two weeks via email and from prime locations throughout the City of Pontiac and nearby communities.
- ✓ Cost-effective Home Town community marketing.
- ✓ Businesses less than one year old receive an additional 10% discount.
- ✓ We can accommodate most any size advertisement.
- ✓ Free one-year listing in our Business Directory section with a ½ Page size ad or larger (a \$75 value).



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Advertisement Form

Name of Business _____

Business Address _____

Name and Title of Authorized Person _____

Telephone # _____ Fax _____

Email _____

Ads should be submitted in Adobe Acrobat PDF, Quark Xpress, Adobe InDesign, Adobe Illustrator, or Adobe Photoshop format. Payment must accompany ad. Deadline for submission of non camera-ready ad copy is at least 2 weeks prior to publication date (See publication dates below).

Make check out in the name of The Pontiac News and mail to: P.O. Box 431412 Suite 1 • Pontiac, Michigan 48343.

Total Cost Submitted with Ad \$ _____.

Please indicate the number of the ad layout that you want to place (#'s 1 – 12).
Layout # _____

Please indicate issues in which you want your ad to run in 2011.

Month(s) _____

Date(s) _____

Signature _____

Date _____

The Pontiac News 2011 Publication Dates		
January 9	May 10	September 03
January 23	May 25	September 17
February 6	June 08	October 01
February 20	June 22	October 15
March 06	July 02	October 22
March 22	July 29	November 05
April 7	August 13	November 19
April 26	August 27	December 03 & 17

Advertisement that you would like to purchase:

REGULAR ADVERTISEMENT OPPORTUNITIES

- # 1 Full Page \$800 (B & W) \$1000 (Color)
- # 2 2/3 Page \$700 (B & W) \$900 (Color)
- # 3 1/2 Page \$525 (B & W) H \$725 (Color)***
- 1/2 Page \$525 (B & W) V \$725 (Color)
- # 4 1/3 Page \$450 (B & W) H \$600 (Color)
- 1/3 Page \$450 (B & W) V \$600 (Color)
- # 5 1/4 Page \$300 (B & W) H \$500 (Color)
- # 6 1/4 Page \$300 (B & W) V1 \$500 (Color)
- 1/4 Page \$300 (B & W) V2 \$500 (Color)
- 1/6 Page \$250 (B & W) H \$425 (Color)
- # 7 1/8 Page \$200 (B & W) H \$350 (Color)
- 1/8 Page \$200 (B & W) V \$350 (Color)
- # 8 1/12 Page \$100 (B & W) V \$250 (Color)
- # 9 Business Card \$60 3.5x2" \$ 75
- # 10 Classified .40 per word - minimum \$10
- # 11 Business Directory \$75
- # 12 Inserts

CONTRACT DISCOUNTS

4x 8x 12x 16x 20x 24x 26x
5% 10% 15% 20% 25% 30% 40%

SPECIAL ADVERTISEMENT OPPORTUNITIES

- 2 Page Center Spread \$1800 (B&W) \$2000 Color
- Back Cover \$1300 (B&W) \$1500 Color
- Inside Front Cover \$1100 (B&W) \$1300 Color
- Inside Back \$ 900 (B&W) \$1100 Color
- Front Page 1/2 @ \$800 1/3 @ \$600 1/4 @ \$400 - Color**

ADVERTISING INSERTS

Ask About Placing Inserts in The Pontiac News that will have a great impact on your customers. We have affordable rates!

PLEASE PRINT CLASSIFIED ADVERTISING REQUEST BELOW OR ATTACH ON SEPARATE SHEET

POST INFORMATION

Published Bi-weekly 5,000 to 30,000 copies printed,
Tabloid paper 13.5 x 11.5
Column – 1 inch height (up/down) x 2.5 inch wide

There may be a layout fee for all ads that are not camera ready.
See Technical Spec Sheet
Ads that have to be scanned in will cost an extra 10%

MAKE RESERVATIONS EARLY!

**Ads to be Designed Deadline Is Friday
1 Weeks before Publication!**

QUESTION? Call 248-758-1411

Email ThePontiacNews@sbcglobal.net

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