

HARSEN'S ISLAND FLYER - 2022 ADVERTISING PRICE SHEET

HELLO! It is time to think about the FLYER!!! Ready or not, Memorial Day Weekend is just around the corner. The first edition comes out Friday, May 27 (Memorial Day Weekend), continues for 15 weeks, ending with the Labor Day Holiday Edition on Friday, September 2. The 4th of July Holiday edition will come out on Friday, July 1. For those of you who are new to advertising in the FLYER, you should know that the people of Harsen's Island look forward to, save, and even depend on the FLYER for news, real estate, and business information. We print and distribute an average of 1500 papers (2200 on holidays), free of charge, to the residents and visitors of Harsen's Island. Young people hand out copies at the ferry on Friday evening & Saturday morning. Copies are also available for pick-up in town at Jane's Sans Souci Market, The Reader's Cove, Waterfront Shoppe & The Island Grind; and at Middle Channel Marina & The Old Club.

IMPORTANT INFORMATION:

- **ALL ads must be paid for BEFORE they can be printed in the Flyer** (payment can be **cash**, **checks** made payable to "The Flyer" or you can **Venmo** me @Melanie-Most)
- Ads can be emailed to me at **harsenislandflyer@gmail.com** (same as previous years!) or mailed to: Melanie Most, ATTN: The Flyer, 7026 Sax St., Harsen's Island, MI 48028 (586) 994-5008 or dropped off at Jane's Sans Souci Market by 5pm on the Sunday before you want your ad run.
- Typesetting is available through our printer, PDQ. Contact Joan at (586) 725-1888 or pdqpress@comcast.net Prices vary depending on size/amount of detail/graphics involved.
- **There's a 10% discount if you pay for the entire season by Sunday May 8 by 5 p.m.**
- Ads need to be submitted "copy ready, black on white" (for the best quality, *digitally submit* your ad)
- **NO INSERTS** allowed. Full page ads can be purchased and will be printed as part of the FLYER, or you can print your own ad and pay the Flyer kids \$8/hr to distribute your ad along with the FLYER.

Below, I have listed the pertinent information about ad sizes, prices, and dates. Please note, when purchasing a boxed ad, you are purchasing *the space*. There is no extra charge for including a picture. You are totally *free* to change your ad copy every week, provided *you submit it to me digitally* by 5pm the Sunday before. If you email your ad/photo directly to the printer, there is an additional \$5 charge.

Ad prices for 2022:

1/2 Business Card Size (3 3/4" x 1" horizontal)	Business Card Size (3 3/4" x 2" horizontal)
one week: \$30	one week: \$49
holidays: \$34	holidays: \$62
3+ consecutive weeks: \$24/wk	3+ consecutive weeks: \$43/wk
full season (15 wks.): \$360	full season (15 wks): \$648
less 10% if pd by 5/8/22: \$324	less 10% if pd by 5/8/22: \$583

1/4 Page (3 3/4" x 5" vertical)	1/2 Page (7 3/4" x 5" horizontal OR 3 3/4" x 10 1/2" vertical)
one week: \$80	one week: \$107
holidays: \$107	holidays: \$149
3+ consecutive weeks: \$74/wk	3+ consecutive weeks: \$101
full season (15 wks): \$1116	full season (15 wks): \$1512
less 10% if pd by 5/8/22: \$1004	less 10% if pd by 5/8/22: \$1361

Full Page (8" x 10 1/2" v): 1 wk: \$167; holidays: \$229; 3+ wks: \$155/wk; full season: \$2322; w/disc. pre-paid \$2089.80

Classified Ads: (1-10 words \$7); (11-25 words \$9); (26-40 words \$11)

Happy Ads: Follow the "Classified" pricing + \$9 charge if including photo(s) [note: it's best to digitally submit photos]

Non-commercial/non-profit organizations receive a substantial discount for their advertisements:

Political Organizations: less 20% Community Organizations: less 40%

There is *No Charge* for community announcements and obituaries.

Feel free to call or email if the "math" is confusing or if you have any other questions or needs. Feel free to email me any articles and stories that you think would be of interest to FLYER readers. *The deadline for all ads and articles is always the Sunday before at 5 p.m.* To be more specific, the deadline for MEMORIAL DAY: **Sun. May 22 by 5 p.m.**; JULY 4: **Sun. June 26 by 5 p.m.**; LABOR DAY: **Sun. Aug. 28 by 5 p.m.**

NOTE to Realtors: PDQ must receive your ad by noon on Mondays or they will re-run your old ad

We're looking forward to a wonderful 2022 Flyer season with garage sales/concerts/celebrations/events galore!