



# The Pontiac News

A POSITIVE NEWS SOURCE WITH A LOCAL FLAVOR



## MEDIA KIT

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



### ***The Pontiac News, Inc.***

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

Email - [ThePontiacNews@sbcglobal.net](mailto:ThePontiacNews@sbcglobal.net)

Website - [www.thepontiacnews.com](http://www.thepontiacnews.com)

© Copyright 2013

**A Positive News Source With A Local Flavor!**

# Media Kit

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.

## 2013 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.
- ❖ Ten thousand or more copies of TPN are distributed every two weeks via email, home and business delivery and from prime locations throughout the City of Pontiac and the nearby communities of Waterford, Bloomfield and Auburn Hills.
- ❖ Cost-effective Home Town community marketing that reaches thousands of Potential customers.
- ❖ 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).



The City of Pontiac Celebrating 152 Years – 1861 - 2013

**A Positive News Source With A Local Flavor!**

# Advertisement Form

Please check the box that indicates the type of Advertisement that you would like to purchase:

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 2013.

Month(s) \_\_\_\_\_

Date(s) \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

## REGULAR ADVERTISEMENT OPPORTUNITIES

- # 1  Full Page \$700 (B & W)  \$850 (Color)
- # 2  2/3 Page \$600 (B & W)  \$750 (Color)
- # 3  1/2 Page \$500 (B & W) H  \$600 (Color)\*\*\*
- 1/2 Page \$500 (B & W) V  \$600 (Color)
- # 4  1/3 Page \$400 (B & W) H  \$500 (Color)
- 1/3 Page \$400 (B & W) V  \$500 (Color)
- # 5  1/4 Page \$300 (B & W) H  \$400 (Color)
- # 6  1/4 Page \$300 (B & W) V1  \$400 (Color)
- 1/4 Page \$300 (B & W) V2  \$400 (Color)
- # 7  1/6 Page \$225 (B & W) H  \$325 (Color)
- # 8  1/8 Page \$200 (B & W) H  \$250 (Color)
- 1/8 Page \$200 (B & W) V  \$250 (Color)
- # 9  1/12 Page \$100 (B & W) V  \$175 (Color)
- # 10  Business Card \$60 3.5x2"  \$ 75
- # 11  Classified .40 per word - minimum \$10
- # 12  Business Directory \$75
- # 13  Inserts

## CONTRACT DISCOUNTS

4x 8x 12x 16x 20x 24x 26x  
**4% 8% 12% 15% 20% 25% 30%**

## SPECIAL ADVERTISEMENT OPPORTUNITIES

- 2 Page Center Spread \$1600 (B&W)  \$1800 Color
- Back Cover \$1200 (B&W)  \$1400 Color
- Inside Front Cover \$1100 (B&W)  \$1300 Color
- Inside Back \$ 900 (B&W)  \$1100 Color
- Front Page 1/2 @ \$700 1/3 @ \$550 1/4 @ \$400 - 1/6 @ \$200 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 is a layout fee for all ads that do not arrive 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](mailto:ThePontiacNews@sbcglobal.net)

[www.thepontiacnews.com](http://www.thepontiacnews.com)

### The Pontiac News 2013 Publication Dates

January 10	April 19	August 16
January 24	May 03	August 30
February 01	May 24	September 14 & 27
February 21	June 07	October 13
March 07	June 21	October 25
March 22	July 02	November 8 & 22
April 05	August 1	December 6 & 20