



# 2023 DEADLINES & PUBLICATION DATES

## THE BUSY BEAVER OF MICHIANA

  **Deadline is Every Wednesday @ 12:00 Noon.**

  **Publication date** is approximately 6 days later.

	Su	Mo	Tu	We	Th	Fr	Sa
JANUARY	NEW YEARS	2	3	4	5	EPHI-PHANY	7
	8	9	10	11	12	13	14
	15	MLK DAY	17	18	19	20	21
	22	23	24	25	26	27	28
FEBRUARY	29	30	31	1	2	3	4
	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	19	PRES. DAY	21	22	23	24	25
MARCH	26	27	28	1	2	3	4
	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
APRIL	26	27	28	29	30	31	1
	2	3	4	5	6	GOOD FRI	8
	EASTER	10	11	12	13	14	15
	16	17	18	19	20	21	22
MAY	23	24	25	26	27	28	29
	30	1	2	3	4	5	6
	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
JUNE	21	22	23	24	25	26	27
	PENTE-COST	MEMORIAL DAY	30	31	1	2	3
	4	5	6	7	8	9	10
	11	12	13	14	15	16	17

	Su	Mo	Tu	We	Th	Fr	Sa
JULY							1
	2	3	INDEP. DAY	5	6	7	8
	9	10	11	12	13	14	15
	16	17	18	19	20	21	22
AUGUST	23	24	25	26	27	28	29
	30	31	1	2	3	4	5
	6	7	8	9	10	11	12
	13	14	15	16	17	18	19
SEPTEMBER	20	21	22	23	24	25	26
	27	28	29	30	31	1	2
	3	LABOR DAY	5	6	7	8	9
	10	11	12	13	14	15	16
OCTOBER	17	18	19	20	21	22	23
	24	25	26	27	28	29	30
	1	2	3	4	5	6	7
	8	9	10	11	12	13	14
NOVEMBER	15	16	17	18	19	20	21
	22	23	24	25	26	27	28
	29	30	31	1	2	3	4
	5	6	7	8	9	10	11
DECEMBER	12	13	14	15	16	17	18
	19	20	21	22	THANKS-GIVING	24	25
	26	27	28	29	30	1	2
	3	4	5	6	7	8	9

ADS DUE!	ISSUE DATE
WEDS Dec 27, 2022	Jan 3
Jan 4	Jan 10
Jan 11	Jan 17
Jan 18	Jan 24
Jan 25	Jan 31
Feb 1	Feb 7
Feb 8	Feb 14
Feb 15	Feb 21
Feb 22	Feb 28
Mar 1	Mar 7
Mar 8	Mar 14
Mar 15	Mar 21
Mar 22	Mar 28
Mar 29	Apr 4
Apr 5	Apr 11
Apr 12	Apr 18
Apr 19	Apr 25
Apr 26	May 2
May 3	May 9
May 10	May 16
May 17	May 23
May 24	May 30
May 31	June 6
June 7	June 13
June 14	June 20
June 21	June 27
June 28	July 5
July 5	July 11
July 12	July 18
July 19	July 25
July 26	Aug 1
Aug 2	Aug 8
Aug 9	Aug 15
Aug 16	Aug 22
Aug 23	Aug 29
Aug 30	Sep 5
Sep 6	Sep 12
Sep 13	Sep 19
Sep 20	Sep 26
Sep 27	Oct 3
Oct 4	Oct 10
Oct 11	Oct 17
Oct 18	Oct 24
Oct 25	Oct 31
Nov 1	Nov 7
Nov 8	Nov 14
Nov 15	Nov 21
Nov 21	Nov 28
Nov 29	Dec 5
Dec 6	Dec 12
Dec 13	Dec 19
Dec 19	Dec 26
Dec 26	Jan 2

*Early!*

*Early!*  
*Early!*



# CALL YOUR CLASSIFIED ADS IN!

Whether it's for one Busy Beaver location or all  
you can take care of it in JUST ONE CALL.



**Deadline  
NOON  
Wednesday**

**1-800-355-2192** (Monday-Friday 8-5 EST.)

You can also fax to **1-800-574-4204** or email to [classifieds@busybeaverpublicationsllc.com](mailto:classifieds@busybeaverpublicationsllc.com)  
To use the phone, fax or email service the ad must be paid with credit/debit card. There will be a \$3.00 convenience fee applied. Call us with credit or debit card information. *All ads must be paid to run.*



## SUBMIT A CLASSIFIED AD

Place one word only in each box below.

Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone# \_\_\_\_\_

**Name, Address & Phone # are included FREE...**

Do you want your name & address included?

\_\_\_\_ YES \_\_\_\_ NO

\_\_\_\_ Horses & Tack

\_\_\_\_ Lawn & Garden

\_\_\_\_ Livestock

\_\_\_\_ Maple/Maple Supplies

\_\_\_\_ Pets & Supplies

\_\_\_\_ Miscellaneous

\_\_\_\_ Poultry & Small Animals

\_\_\_\_ Office Supplies/

\_\_\_\_ Beekeeping

\_\_\_\_ Publications

\_\_\_\_ Bicycles/Scooters

\_\_\_\_ Produce/Edibles

\_\_\_\_ Building Supplies

\_\_\_\_ Produce Equip/

\_\_\_\_ Business Opportunities

\_\_\_\_ Supplies

\_\_\_\_ Carriages

\_\_\_\_ Real Estate (For Rent)

\_\_\_\_ Clothing/Dry Goods

\_\_\_\_ Real Estate (For Sale)

\_\_\_\_ Construction Equip.

\_\_\_\_ Rentals

\_\_\_\_ Crafts

\_\_\_\_ Sawmill Equipment

\_\_\_\_ Electrical/Solar

\_\_\_\_ Services Rendered

\_\_\_\_ Farm Related

\_\_\_\_ Shop/Tools

\_\_\_\_ Garage Sales/Benefits

\_\_\_\_ Special Events/Notices

\_\_\_\_ Greenhouse/Growing

\_\_\_\_ Sporting Goods

\_\_\_\_ Supplies

\_\_\_\_ Transportation/Taxi

\_\_\_\_ Hay/Straw/Feed

\_\_\_\_ Wanted Items

\_\_\_\_ Health /Naturals

\_\_\_\_ Lost & Found/

\_\_\_\_ Help Wanted

\_\_\_\_ Free Items (No Charge)

\_\_\_\_ Household/Furniture

\$12.00 for first 20 words			
12.40	12.80	13.20	13.60
14.00	14.40	14.80	15.20
15.60	16.00	16.40	16.80
17.20	17.60	18.00	18.40
18.80	19.20	19.60	20.00

**Mail this form  
AND check payable to:**

**Busy Beaver of MI  
P.O. Box 941  
Mt Vernon, OH 43050**

**MAIL-IN classified questions:**

**CALL 740-485-2535**

**\$12.00 for first 20 words  
40¢ each additional word  
per each Ad Category  
Cost for ONE TIME**

HOW MANY ISSUES (x) \_\_\_\_\_

TOTAL COST  
Multiply box 1 by box 2

**NEXT  
DEADLINES:**

☒ When submitting classified ads for 2 categories or more, be sure to complete SEPARATE ad forms for each category and include all info on each form.

☒ Payments for classified ads in one or multiple issues are NON-REFUNDABLE.

**Pay-by-phone option for classified ads:**  
Call 800-355-2192 and have your ad & credit/debit card info ready.

NOTES & DEFINITIONS

Multiple Time Discount Guidelines

In order to enjoy the multiple time rates listed here (2-5 time or 6 time rate), advertiser must schedule specific edition dates and ad size must remain the same for the entire run. Advertiser may send new artwork for each time. If nothing new is received by the deadline, we will re-run from the previous edition. When ads are scheduled one at a time, they receive the 1-time rate.

File Handling Code (circle if applicable)

- **Repeat Unless:** Repeat the same ad for the entire order, unless/ until a new ad file is received.
- **New/Backup:** A new file will be sent for each print run. A “generic backup” ad must be provided in case a new file is not received by the deadline
- **Rotate:** 2 or more ads set to rotate in a set order

Auto Renew

Ads on Auto Renew are printed and invoiced in increments of six. They are automatically repeated until the advertiser contacts us to stop the ad. If an invoice for an “auto renew” ad is overdue, we will stop printing the ad until payment is received.

Ad Title

This is used to reference the correct file. Example: “Backhoe” or “July 3 Auction” or “Spring Seed Sale”

Premium Placement Options

Common requests that we can usually accommodate are: Right-hand page, top of page, etc. We will not print an ad upside down.

Due to the additional handling of special placements, there is a placement fee (minimum of \$10 for business cards and \$20 for all other ads). For up-to-date special placement options, please contact each paper with your specific request.

PRICING & SIZES

All prices shown are *PER TIME*

	B&W	COLOR
<b>Full</b>		
1 time .....	\$ 280.....	375.00
2-5 times .....	270.....	365.00
6 or more .....	250.....	345.00
<b>1/2 (Vert. or Horiz.)</b>		
1 time .....	175.....	230.00
2-5 times .....	165.....	220.00
6 or more .....	145.....	200.00
<b>1/4 Vertical</b>		
1 time .....	110.00.....	145.00
2-5 times .....	103.00.....	138.00
6 or more .....	90.00.....	125.00
<b>Business Card Horiz.</b>		
1 time .....	50.....	70.00
2-5 times .....	47.....	
6 or more .....	44.....	
<hr/>		
<b>2 x 2 Display Ad</b> <i>Classified Section Only</i>		
1-5 times .....	40 .....	40
6 or more .....	40 .....	40
<b>Business Card Vert.</b> <i>Classified Section Only</i>		
1-5 times .....	55.....	75.00
6 or more .....	50.....	70.00
<b>Banner Ad Horiz.</b> <i>Classified Section Only</i>		
1-5 times .....	90.....	120.00
6 or more .....	85.....	115.00
<b>Banner Ad Vert.</b> <i>Classified Section Only</i>		
1-5 times .....	107.00.....	142.50
6 or more .....	102.50.....	138.00
<b>1/4 Horiz.</b> <i>Classified Section Only</i>		
1-5 times .....	117.50.....	156.50
6 or more .....	97.50.....	136.50
<b>3/8 Vert.</b> <i>Classified Section Only</i>		
1-5 times .....	142.50.....	190.00
6 or more .....	122.50.....	170.00

Full Page

7.4 w x 9.6 h

1/2 Page Horizontal

7.4 w x 4.7 h

1/2 Page Vertical

3.6 w x 9.6 h

1/4 Page Vertical

3.6 w x 4.7 h

Business Card

3.5 w x 2 h

Classified Section Only

Banner 7.5 w x 1.5 h

classified section only

Business Card Vertical

2.3 w x 4 h

classified section only

1/4 Page Horizontal

4.8 w x 3.6 h

classified section only

2 x 2 Display

2.3 w x 2 h  
classified section only

3/8 Page Vertical

4.8 w x 5.9 h

classified section only

Banner Vertical

2.3 w x 8.25 h

classified section only

# SUBMISSION FORM

Ad Size: \_\_\_\_\_

Print my ad in: ☐ B/W ☐ COLOR

How many times should we print your ad? \_\_\_\_\_

If more than 1 time, print my ad...

☐ consecutively ☐ every other issue ☐ once per month  
☐ specific dates \_\_\_\_\_

How will we receive your ad? ☐ Mail ☐ Email

Do we have your ad already on file? ☐ Yes ☐ No

How will you pay? ☐ Payment is enclosed ☐ Send me an invoice

## BILLING INFORMATION:

Business Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Billing address \_\_\_\_\_

Billing City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

### Mail:

Return this form and a clear,  
ready-to-scan ad to  
**Busy Beaver of MI**  
P.O. Box 941  
Mt. Vernon, OH 43050

OR

### Email:

Email required info  
from this form and a  
print-ready PDF ad file to  
**lee@busybeaverpublications.com**  
**faron@busybeaverpublications.com**

## Have you moved? -or- Want to Subscribe? and want your Busy Beaver of Michiana to arrive in your new mailbox?

Fill in your old and new address below.

In-state (MI or IN) horse and buggy subscribers  
receive a FREE subscription.

**Out-of-state OR non-horse and buggy folks:**  
Return this form and a \$50/year check payable to  
"Busy Beaver of Michiana".

### Old Address (for change of address request only)

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### New Address

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_



Mail completed form to:  
Busy Beaver of Michiana  
P.O. Box 941  
Mt. Vernon, OH 43050

Please allow 3-4 weeks  
for your subscription to  
become active.