

THE MINDEN CITY HERALD

EST. 1889

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2022 DISPLAY ADVERTISING

About Us:

The Minden City Herald is a weekly local newspaper with a reach from Bad Axe to Sandusky, M-19 East to the shore. Primarily serving the communities of Argyle, Deckerville, Forestville, Harbor Beach, Minden City, Palms, Parisville, Port Hope, Ruth & Ubly. Our paper offers a unique blend of local and regional news, history, community updates, and original stories that highlight the value in our community and the importance of supporting local businesses.

Published every Tuesday in Minden City, MI.

Circulation:

1,680+ Subscribers
 PLUS sold at 10 local retail locations

Subscription Rates:

\$32/year for readers residing in Sanilac and Huron Counties

\$36/year for readers residing in any other Michigan County

\$40/year for readers outside of Michigan



Ad Artwork:

Ad artwork should be sent to editor@mindencityherald.com no later than 10 A.M. on Tuesday. High resolution file types accepted are JPG, TIF, EPS, PNG, and PDF.

Free ad design available upon request

AD SIZE	HEIGHT X WIDTH (IN)	PER WEEK	W/COLOR
Column Inch	1" x 2"	\$5	Varies
Bus. Card	2" x 4"	\$20	\$30
Double Card	4" x 4"	\$40	\$50
Triple Card	6" x 4"	\$60	\$80
Quarter Page	7.5" x 6"	\$112.50	\$132.50
Half Page	7.5" x 10"	\$187.50	\$207.50
Full Page	15" x 10"	\$375	\$395

Custom ad sizes available to fit any budget. Ask to see our detailed rate sheet!

Frequency Discount:

Rates specified are per-paper but discounted rates are available for multi-week buys paid in advance.
 For details, email editor@mindencityherald.com