

# Grand Traverse Scene

Save when  
you buy all  
3 issues!

TRAVERSE CITY  
RECORD EAGLE  
[www.record-eagle.com](http://www.record-eagle.com)

2021  
Media Kit

- Audience with disposable income
- Reach from Mackinac Island to Manistee, and local Grand Traverse Region
- Long shelf life during prime shopping season

# Grand Traverse Scene

	<u>3 times</u>	<u>1 time</u>
Back Page	\$999 ea.	\$1099
Inside Front	\$899 ea.	\$999
Inside Back	\$899 ea.	\$999
Full Page	\$799 ea.	\$899
2/3 Page (V)	\$599 ea.	\$699
1/2 Page (H)	\$499 ea.	\$599
1/3 Page (H)	\$399 ea.	\$449
1/6 Page (V)	\$299 ea.	\$349

**• All ads include 10,000 digital impressions\***

\*3 times must be consecutive. Agreement can be canceled after 2 issues and 30 days written notice.  
All digital advertising must run within 30 days of magazine publication. Rates include full color.

## Mechanical Specs

Choose from a variety of ad sizes so you can reach potential customers with a cost-effective investment.

<b>Unit</b>	<b>In inches, Width X Height</b>	
Full Page Bleed	8 3/8" x 11" (7" x 10" live area)	<ul style="list-style-type: none"> <li>• CMYK, 300 dpi PDF</li> <li>• All vector files (Illustrator, InDesign) must be saved as a PDF</li> <li>• Ads sent camera ready are subject to final approval</li> </ul>
2/3 Page	4 5/8" x 9 7/8"	
1/2 Page Horizontal	7" x 4 7/8"	
1/3 Page Horizontal	4 5/8" x 4 7/8" (4.625" x 4.875")	
1/6 Page Vertical	2 1/4" x 4 7/8"	
<b>Digital Ad Specs</b>		
300 x 250 pixels	300 x 600 pixels	
728 x 90 pixels	300 x 50 pixels	
320 x 50 pixels		

Ad Sizes - trim size 8 1/8 x 10 3/4

3 time agreement

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

Business Name: \_\_\_\_\_ Signature: \_\_\_\_\_

# 2021 Editorial Calendar

Grand Traverse Scene focuses on the places and people of the Grand Traverse Bay region and beyond, with hyper-local content including stories about the history, lives and lifestyles of the people who call Traverse City and the region home. That means your ad message reaches local, engaged readers who have buying power.

## Summer I

- Destination: Chain of Lakes
- Health & Wellness
- The return of the family vacation
- The best thing about brunch
- The real legend of Sleeping Bear

## Summer II

- Destination: Charlevoix
- Golf Guide
- Health & Wellness
- Patio perfection
- Bees at work
- Exploring outdoor art

## Fall

- Destination: M22 Scenic Drive
- Health & Wellness
- Up north gems
- Inventive color tours
- Outdoor/winter dining
- Favorite fall hikes
- Cider trends
- Asylum tour



## In every issue

- Multiple food and drink features, outdoors, art and design
- Meet the Chef...
  - Shopping with...
- Biz Scene
  - Regional Reads
- People Pages
  - Calendar of Events
- Essay

