



# 2021 Local Media Kit

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

120 W. Front Street • Traverse City, MI 49684  
(231) 946-2000 • [www.record-eagle.com](http://www.record-eagle.com)

**Record-Eagle's Mission:** To always be our customers' best source for news and information (*when* and *how* they want it), thereby exceeding their expectations and ensuring a profitable future for all.

## Editorial Content

The staff of the Record-Eagle strives to provide the best in reporting to readers every day. The newspaper has received many awards for all aspects of community journalism, and is known for objectively tackling the tough issues. The Record-Eagle's niche publishing division provides lifestyle news for area readers and targeted advertising opportunities to businesses. This combination of news and information is why the Record-Eagle is the only medium in northern Michigan delivering 80% of the market.

## Total Access

The Record-Eagle's award-winning content is available on all platforms; newspaper, smartphone, desktop computer and tablet. Total Access gives readers full access to the Record-Eagle's outstanding suite of digital content, such as breaking news, real-time weather, expanded photo galleries and social media commenting. Total Access includes the newspaper, all of our digital products and an electronic replica of the newspaper (e-Edition).

## Newspaper

The Record-Eagle circulates more than 15,000 daily and more than 20,000 Sunday newspapers across a 13-county region. On average, the Record-Eagle reaches nearly 36,000 readers every day and 48,000 on Sunday. Subscribers enjoy an early morning delivery, which is one of the reasons 95% of our subscribers rate our service as good or excellent.

## Record-Eagle.com Total Audience

Record-Eagle.com averages 2 million monthly page views. With consistent growth in site traffic, Record-Eagle.com is the most complete local online news source serving northern Michigan.

Source: Google Analytics

## e-Edition

Cutting-edge yet easy-to-use navigation tools allow you to read the electronic replica of the Record-Eagle (e-Edition) when you're away from home, on your mobile device or from your computer at work, whenever and wherever it is convenient for you.

## Readers

- 58% female / 42% male
- Median age: 47
- 85% are homeowners
- 36% have children over 18 living at home
- 57% are college educated with 19% holding advanced degrees
- Outdoor recreation is the #1 entertainment pursuit
- When it comes to news, readers are most interested in local, community news

Sources: Pulse Readership Study & Belden Readership Study



*Advertising available on all platforms  
For more information call (231) 933-1465.*



# 2021 Net Advertising Rates

## Dollar commitment

Our goal is to develop a long-term relationship with you, the advertiser. To encourage annual planning with our media consultants, we offer special rates based on your spending level. The more you spend, the more you save!

## Retail Display Dollar Commitment Level

## Classified Display Dollar Commitment Level

	Per inch rates*			Per inch rates			Per line rates	
	Daily	Sunday		Daily	Wed/Sun		Daily	Wed/Sun
\$75,000+	\$6.00	\$8.00	\$75,000+	\$4.02	\$5.36	\$75,000+	45¢	60¢
\$50,000	\$7.00	\$9.00	\$50,000	\$4.69	\$6.03	\$50,000	52¢	67¢
\$25,000	\$9.00	\$11.00	\$25,000	\$6.03	\$7.37	\$25,000	67¢	82¢
\$15,000	\$10.00	\$12.00	\$15,000	\$6.70	\$8.04	\$15,000	74¢	89¢
\$5,000	\$11.00	\$13.00	\$5,000	\$7.37	\$8.71	\$5,000	82¢	97¢
OPEN	\$16.00	\$18.00	OPEN	\$10.72	\$12.06	OPEN	\$1.19	\$1.34
Charitable event/ Church public service rate	\$10.00	\$12.00	Charitable event/ Church public service rate	\$6.70	\$8.04		74¢	89¢

## Service Directory

Classified contract based on 30 days per month	1 month	6 months	12 months
	\$130/mo.	\$109/mo.	\$70/mo.

## Display Advertising Frequency Discount

Number of runs	Discount
2 times	25% off 2nd ad
3-4 times	45% off 3rd-4th ad
5 times	70% off 5th ad

Must run the same ad within a 7-day period, excludes Sunday.

## Color Rates

Size	
Full color	\$95 per ad
<i>Frequency rates do not apply to color.</i>	
Charitable event/ Church public civic rate	\$70 per ad

## Weather Page\*

Exclusive premium positioning on the daily weather map page. Rate includes full color. 6 col. X 6.5"

You pick the available dates and frequency of your choice.

52x	\$179 per ad
26x	\$279 per ad
12x	\$319 per ad
4x	\$329 per ad
1x	\$379 per ad

## Wrap Advertising\*

Place your full page ad on the wrap that carries our Sunday inserts.

Rate includes full color

Front/Back of Wrap	\$1,199
Front only	\$899

Buy 2 or more dates and save \$100 per date

# 2021 Net Advertising Rates *Continued*

## Modular Ads\*

Large space print advertising program.

### Full Page + Free Color (126")

# Ads	Price per Ad
1x	\$2,019
4x	\$1,639



### Half Page + Free Color (63")

# Ads	Price per Ad
1x	\$1,059
4x	\$869



### Quarter Page + Free Color (31.5")

# Ads	Price per Ad
1x	\$549
4x	\$459



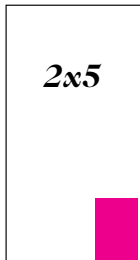
### Eighth Page + Free Color (15.75")

# Ads	Price per Ad
1x	\$289
4x	\$239



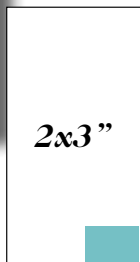
### 2 col. x 5" + Free Color (10")

# Ads	Price per Ad
1x	\$199
4x	\$169



### 2 col. x 3" + Free Color (6")

# Ads	Price per Ad
1x	\$129
4x	\$109



## Front Page Section A Banner Ad\*

The Ultimate Advertising Position

6 col. x 2"

Daily \$299 per ad

Sunday \$399 per ad

Price includes full color.



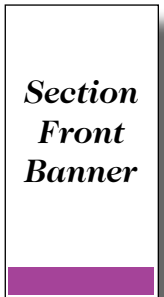
## Section Front Banner Ads\*

Exclusive premium positioning on a variety of section fronts throughout the week. 6 col. x 2"

Daily \$299 per ad

Sunday \$299 per ad

Price includes full color.



All ads must run within 30 days.  
Add 10,000 Digital Impressions on  
Record-Eagle.com for just \$150/month.

## North Coast - Extended Market Coverage



North Coast is a weekly publication distributed in a 13-county region to approximately 26,000 non-subscribers every Saturday. North Coast features columns from award-winning writers, information on recreational sports, calendar of events, reader-submitted photos, classifieds and inserts.

**\$7.00 per inch including color**

# 2021 Net Advertising Rates *Continued*

## Record-Eagle.com

### Total Audience Digital

Reach users across our desktop, tablet & mobile platforms that receive an average of over 2 million monthly page views.

Pricing	Timing	Impressions*
\$20/cpm	3, 6, 12 months	10,000-50,000
\$17/cpm	3, 6, 12 months	60,000-100,000
\$15/cpm	3, 6, 12 months	110,000 +

Minimum impressions 10,000. Increases made in increments of 10,000

### Ad specs:

300 x 250 pixels    320 x 50 pixels    728 x 90 pixels

300 x 50 pixels    300 x 600 pixels

File Size: 50k or less. Contact sales representative for special flash ad requirements.



## Website Takeover

**Dominate the Record-Eagle Website with this high impact advertising opportunity! Average over 50,000 impressions/day!**

**Get 8 exclusive high impact positions on the home page of www.record-eagle.com, plus 2 exclusive ads on our mobile app. Only \$325 per day**

- Sliding Billboard (950x250 pixels and 950x45 pixels)
- Floorboard (970x90 pixels and 970x30 pixels)
- (2) Banner Ads (728x90 pixels)
- (4) Rectangle Ads (300x250 pixels)
- Mobile Expandable Banner (320x50 pixels and 320x480 pixels)



## Record-Eagle e-Newsletter

**Be an exclusive sponsor of our daily e-Newsletter and reach more than 10,000 followers every day.**

- Advertiser Exclusivity on your choice of which day of the week
- Your ad links directly to your website
- More than 13,000 delivered every day
- More than 2,400 unique opens per day
- More than 300 social media bonus views per day

**There's only 1 spot available per day**

Introductory rate of: \$149/month\*

### Ad Specs:

300 x 250 pixels ..... Daily email/Breaking News Alerts

\* Minimum commitment 4x within a 30 day period.

### Advertiser Exclusive eBlasts:

Sent to over 8,400 opt-in e-newsletter subscribers to promote your specific message and event! The ideal audience to reach of business owners and locals who are heavily engaged in our community!

- \$350/initial blast
- re-drop to non-openers 3-7 days later
- \$100/resent same message
- Will also include automatic re-drop to non-openers 3-7 days later

## Community News Digital

CND provides highly targeted digital strategies that will allow you to reach your exact target demographic across the entire internet.

- |   |                             |
|---|-----------------------------|
| • Display Banners                             | • Site retargeting          |
| • Keyword search/Keyword contextual targeting | • CRM targeting             |
| • Category contextual retargeting             | • SEO                       |
| • Geo-optimization                            | • SEM/PPC                   |
| • Geo-fence & follow                          | • Social Media Management   |
| • Event targeting                             | • Targeting Email Marketing |
| • Addressable GEO-Fencing                     | • Websites                  |
|   | • and More!!                |

Contact your sales representative for further information



# 2021 Mechanical Specs and Deadlines

## MECHANICAL REQUIREMENTS

### Standard Full Page:

6 column (11") x 21" (Retail)  
9 column (11") x 21" (Classified)

### Tabloid Full Page:

4 column (10.25") x 11"  
Double Truck 21.5"

### Stitched & Trimmed Tabloid Full Page:

4 column (9.5") x 10.5"  
Double Truck 20.5"

Column Width . . . . .	Retail	Classified
1 column . . . . .	1.73"	1.15"
2 columns . . . . .	3.58"	2.38"
3 columns . . . . .	5.44"	3.61"
4 columns . . . . .	7.30"	4.84"
5 columns . . . . .	9.15"	6.07"
6 columns . . . . .	11.00"	7.30"
7 columns . . . . .		8.53"
8 columns . . . . .		9.78"
9 columns . . . . .		11.00"
Double Truck . . . . .	22.75"	22.75"

### Depth Requirements

Minimum ad depth: 2" with increments of ¼" thereafter.  
Ads more than 18" deep will be floated and billed at 21".

### Media Requirements

The Traverse City Record-Eagle gladly accepts electronic ad materials using PDF files via email or electronic transfer service (AdSend, Adtransit). PDF files must have all fonts embedded, and color PDF ads must be in CMYK format. Credits will not be issued for ads submitted incorrectly. Please indicate name of advertiser and date of publication in the subject line when emailing ads.

Files received in non-CMYK color will be converted using our Preflight software. This process may result in different shades or colors than desired.

Display ads larger than 6 megabytes should be sent via File Transfer Protocol (ftp). Our ftp site is ftp.record-eagle.com User name: tcrguest@record-eagle.com Password: guest2

### Ads may be posted to AdTransit or Adsend

### Digital Specifications

We use 100-line screen for all half-tones. All line art should be scanned in at 1200 dpi, all black and white half-tones should be scanned at 200 dpi and all color art should be scanned at 200 dpi. Screened areas should be between 5% and 80%.

When printing on glossy or coated stock, all line art should be scanned in at 1200 dpi, all black and white half-tones should be scanned at 300 dpi and all color art should be scanned at 300 dpi. Screened areas should be between 5% and 80%.

If you have questions, please contact Creative Services: (231) 933-1464.

## Publication Deadlines

### RECORD-EAGLE DISPLAY DEADLINES

Publication	Materials Due
Wednesday	Friday @ 3 p.m.
Thursday	Monday @ 3 p.m.
Friday	Tuesday @ 3 p.m.
Saturday	Wednesday @ 3 p.m.
Sunday	Wednesday @ 3 p.m.

For special section deadlines, contact your media consultant.  
Multiple listing automotive, real estate and group page advertisements,  
1 day prior.

### RECORD-EAGLE IN-COLUMN CLASSIFIED DEADLINES

Publication	Materials Due
Monday	Friday @ 3 p.m.
Tuesday	Monday @ 3 p.m.
Wednesday	Tuesday @ 3 p.m.
Thursday	Wednesday @ 3 p.m.
Friday	Thursday @ 3 p.m.
Saturday	Friday @ 3 p.m.
Sunday	Friday @ 3 p.m.

For special section deadlines, contact your media consultant.

## Sales Contacts:

**Director of Advertising**  
Shawn Winter  
(231) 933-1413  
swinter@record-eagle.com

**Director of Digital Sales & Events**  
Megan Fuller  
(231) 933-1462  
mfuller@record-eagle.com

**Inside Sales & Customer Service Manager**  
Katie Wray  
(231) 933-1434  
kwray@record-eagle.com

**National Advertising Consultant**  
Dan Roach  
(231) 933-1439  
droach@record-eagle.com

**Advertising Administrator**  
Lisa Bacon  
(231) 933-1465  
lbacon@record-eagle.com

**Retail Sales Team**  
Alex Adams  
(231) 933-1516  
aadam@record-eagle.com

Linda Greening  
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Ginny Thomas  
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**Classified Sales Team**  
Jenn Drettmann  
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jdrettmann@record-eagle.com

Jamie Holmes  
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jholmes@record-eagle.com

Denise Lingerfelt  
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dlingerfelt@record-eagle.com

# 2021 Preprinted Insert Rates and Requirements

## Insert Rates

STD	TAB	Single Insertion	12x	28x	36x	52x	72x	92x	104x
Single	8½" x 11"	\$36.00	\$33.25	\$32.50	\$31.75	\$31.00	\$29.50	\$28.00	\$27.25
2	4	\$41.65	\$40.71	\$39.77	\$38.83	\$37.89	\$36.00	\$34.12	\$32.18
4	8	\$47.00	\$45.93	\$44.85	\$43.78	\$42.70	\$40.55	\$38.40	\$37.33
6	12	\$52.40	\$51.19	\$49.98	\$48.77	\$47.56	\$45.14	\$42.72	\$41.51
8	16	\$57.75	\$56.41	\$55.06	\$53.72	\$52.38	\$49.69	\$47.00	\$45.66
10	20	\$63.15	\$61.67	\$60.19	\$58.71	\$57.24	\$54.28	\$51.32	\$49.84
12	24	\$68.50	\$66.89	\$65.28	\$63.66	\$62.05	\$58.83	\$55.60	\$53.99
14	28	\$73.90	\$72.15	\$70.41	\$68.66	\$66.91	\$63.42	\$59.92	\$58.17
16	32	\$79.25	\$77.37	\$75.49	\$73.61	\$71.73	\$67.96	\$64.20	\$62.32
18	36	\$84.65	\$82.63	\$80.62	\$78.60	\$76.59	\$72.55	\$68.52	\$66.50
20	40	\$90.00	\$87.85	\$85.70	\$83.55	\$81.40	\$77.10	\$72.80	\$70.65
22	44	\$95.40	\$93.12	\$90.83	\$88.55	\$86.26	\$81.69	\$77.12	\$74.84
24	48	\$100.75	\$98.33	\$95.91	\$93.49	\$91.08	\$86.24	\$81.40	\$78.98
26	52	\$103.00	\$103.00	\$101.04	\$98.49	\$95.94	\$90.83	\$85.72	\$83.17
28	56	\$103.00	\$103.00	\$103.00	\$103.00	\$100.75	\$95.38	\$90.00	\$87.31
30	60	\$103.00	\$103.00	\$103.00	\$103.00	\$103.00	\$99.97	\$94.32	\$91.50
32	64	\$103.00	\$103.00	\$103.00	\$103.00	\$103.00	\$103.00	\$98.60	\$95.64
34	68	\$103.00	\$103.00	\$103.00	\$103.00	\$103.00	\$103.00	\$102.92	\$99.83
36	72	\$103.00	\$103.00	\$103.00	\$103.00	\$103.00	\$103.00	\$103.00	\$103.00

- Prices are per thousand. Please ask your media consultant for current seasonal circulation
- Add 25% to cost per thousand for zoned inserts, \$400 minimum charge. For zoning information, contact your media consultant.
- **Insert days available: Sunday, Wednesday, Thursday and Friday**

## Requirements - Pre Printed Inserts

### Package and Delivery

- Maximum pallet height: 5'x6', no more than 2,500 lbs. each
- All pallets should be marked with name and date of insert, skid number, quantity of inserts on skid, and total insert quantity
- Inserts that slip and slide during shipment (such as glossy stocks) should be enclosed with stretch wrap
- Skids should have a minimum of three straps and a protective cardboard or wood top
- Insert bundles should be well jogged and in turns of 8"-10". This minimum is imperative for efficiency and accurate distribution.

### Receiving

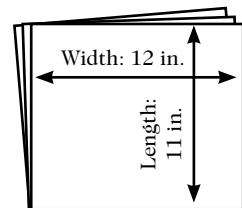
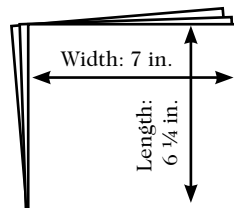
- Inserts are received Monday-Friday, 9 a.m. to 3 p.m.
- Deadline for delivering preprints is 3 p.m., seven days prior to insertion
- All preprints must be shipped pre-paid
- Deliver preprints to

**Record-Eagle Production Facility**  
 1621 Keane Drive  
 Traverse City, MI 49696  
 Phone: (231) 941-1574

### Insert specifications

Minimum size:  
7 in. x 6 ¼ in.

Maximum size:  
12 in. x 11 in.



Minimum stock thickness .005 inches



# General Information:

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## Contract & Copy Regulations:

- A. **CONTRACT** — Publisher reserves the right to revise at any time. Contract advertisers will receive 30 days written notification of rate changes and may, without penalty, cancel their contract prior to the new rates becoming effective by providing written cancellation notification to the publisher. Advertiser's rights may not be transferred to or used for the benefit of another. Advertising space contracted cannot be subletted to others.
- B. **FLOOD, FIRE** — In the event of flood, fire, strike or other emergencies beyond the control of either party, contract shall be suspended by agreement and neither Record-Eagle or the advertiser held liable for damages.
- C. **REPRODUCTION RIGHTS** — All property rights, including any copyright interest in any advertisements produced for advertisers by the Record-Eagle, using art work and/or typography furnished or arranged by us, shall be the property of the Record-Eagle. No such ad or any part thereof may be reproduced without the prior written consent of the Record-Eagle.
- D. **ACCEPTABILITY** — Publisher reserves the right to refuse any ad. Publisher will insert the word "advertisement" in any ad that simulates news.
- E. **ADVERTISING CONTENT** — The advertiser and/or advertising agency or agent assumes liability for the content of all advertisements that he authorizes for publication, and all claims that arise therefrom against the Record-Eagle.
- F. **ERRORS** — In the event of a typographical error on the part of Record-Eagle, the newspaper's liability is limited to furnishing a letter to the advertiser acknowledging the error, and either re-running only that portion of the ad which was incorrect or giving credit for such portion. The newspaper is responsible for the first insertion error only. Make-goods, credits or refunds will not be made to advertisers when position requests are not fulfilled. Proofs are submitted to advertisers for correction of typographical errors only. Errors must be brought to the attention of the Account Executive or Ad Director within 24 hours of the first publication for allowances to be made. No allowance is made for errors that do not materially affect the value of the advertisement. Publisher shall for no reason be liable for more than the value of the actual space occupied by the item in which an error occurred. Likewise, the Publisher assumes no liabilities for any omission or failure to publish an ad.
- G. **FAILURE to fulfill contract commitment may result in short rate.**
- H. **TERMS OF PAYMENT** — Billing will be considered correct unless the Controller is notified in writing of any errors within 10 days of billing. Cash or check must accompany order unless credit has been approved by the Controller. To open an account, a completed credit application must be submitted to and approved by the Controller. Advertiser shall make payment on accounts within the credit terms indicated on advertiser's statements. Payment is considered past due after the 20th of the month. A 1½% per month, 18% APR service charge will be assessed on all past due balances. Advertisers who fail to pay within a 30-day period will be considered delinquent and will be on a cash-with-copy basis until the delinquent balance has been paid in full.
- I. **INDEMNIFICATION** — Advertiser agrees to indemnify, defend and hold harmless the Newspaper from all claims (whether valid or invalid, suits, judgments, proceedings, losses, damages, costs, and expense of any nature whatsoever, including reasonable attorneys' fees) for which the Newspaper or any of its affiliates may become liable by reason of Newspaper's publication of Advertiser's advertising.
- J. **TAXES** — In the event that any federal, state, or local taxes are imposed on the printing of advertising material or on the sale of advertising space, such taxes shall be assumed and paid by Advertiser.
- K. **JOINT AND SEVERAL LIABILITY** — If Advertiser utilizes an agency ("Agency"), Advertiser and Agency shall be jointly and severally liable for complying with all the terms of the Advertiser's agreement, including payment for all advertising.
- L. **AGENCY COMMISSIONS** — Agency Commissions, if any, shall apply to all space charges and adjustments under the Advertiser's agreement.
- M. **NO SEQUENTIAL LIABILITY** — The Advertiser's agreement renders void any statements concerning liability which appear on correspondence from Advertiser to its agency, and is irrevocable without the written consent of the Newspaper's Credit Department. It is further agreed the Newspaper does not accept advertising orders or space reservations claiming sequential liability.
- N. **INCORRECT RATES IN ORDER FORMS** — When orders are forwarded by Advertiser or its Agency which contain incorrect rates or conditions, the advertising called for will be inserted and charged at the correct rate in force governing such advertising as provided for in the Newspaper's rate schedule, and in accordance with the conditions contained in Advertiser's agreement.

## Personnel Contact:

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**Publisher**  
Paul Heidbreder  
(231) 933-1403  
pheidbreder@record-eagle.com

**Director of Advertising**  
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**Editor**  
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**Operations Director**  
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**Director of Digital Sales & Events**  
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**Inside Sales & Customer Service Manager**  
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**National Advertising Consultant**  
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**Advertising Administrator**  
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CNA  
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Des Moines, IA 50309  
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