

JUDGE US BY THE COMPANY WE KEEP.

Michigan's *Great* Southwest

MailMax

Your Good News Paper



Effective January 1, 2021

**Advertising Rates, Services and
Market Profile for Southwest Michigan**

(269) 934-7522

www.MailMaxOnline.com

Advertising Display Rates

Rates below are shown per placement.
Rates include graphic design, full color and online.

REPETITION RATES

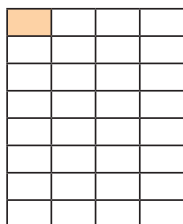
"Repetition Builds Reputation"

Repetition Rates are a commitment to the frequency of runs. The ad sizes may vary with your needs.

AD SIZE	"W x "H	Open	4X per yr	12X per yr	26X per yr	52X per yr
1 Spot	2.5 x 1.5	\$72	\$67	\$65	\$59	\$45
2 Spot	2.5 x 3.07 or 5.06 x 1.5	\$142	\$133	\$124	\$116	\$87
3 Spot	2.5 x 4.65 or 7.65 x 1.5	\$208	\$190	\$185	\$173	\$129
4 Spot	5.06 x 3.07 or 2.5 X 6.25	\$271	\$252	\$240	\$221	\$167
6 Spot	5.06 x 4.65 or 7.65 x 3.07	\$401	\$372	\$358	\$331	\$248
1/4 Page (8 spot)	5.06 x 6.25 or 2.5 x 12.62	\$525	\$499	\$465	\$431	\$324
Half Page	10.25 x 6.25 or 5.06 x 12.62	\$916	\$887	\$867	\$785	\$596
Full Page	10.25 x 12.62	\$1,645	\$1,550	\$1,528	\$1,443	\$1,132
Cover*	7.65 x 8.812	\$1,200	\$1,160	\$1,110	\$1,070	\$950
Cover 2*	7.65 x 9.44	(Inside, next to the lead story)				\$875
Cover Sky Box*	2.5 x 1.62	(Front cover, upper left-hand corner)				\$105

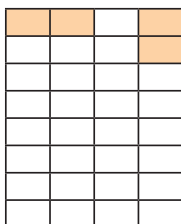
*Covers, Cover 2 & Sky Box positions are sold on a first come basis. Five covers maximum per calendar year.

SIZE OPTION SAMPLES



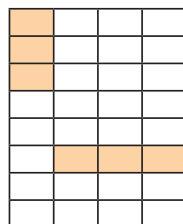
1 Spot

2.5"W x 1.5"H



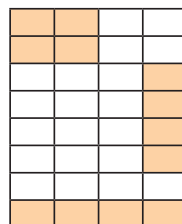
2 Spot

2.5"W x 3.07"H or
5.06"W x 1.5"H



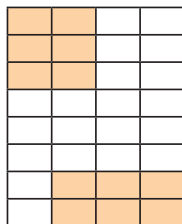
3 Spot

2.5"W x 4.65"H or
7.65"W x 1.5"H



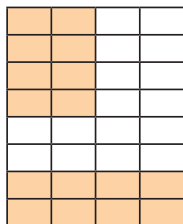
4 Spot

5.06"W x 3.07"H or
2.5"W x 6.26"H or
10.25"W x 1.5"H



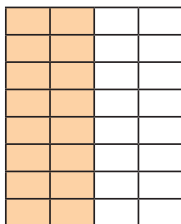
6 Spot

5.06"W x 4.65"H or
7.65"W x 3.07"H



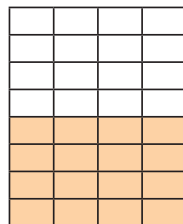
8 Spot

5.06"W x 6.25"H or
10.25"W x 3.07"H



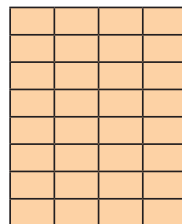
Half Vertical

5.06"W x 12.62"H



Half Horizontal

10.25"W x 6.25"H



Full Page

10.25"W x 12.62"H

Classified Rates

Line Rates

\$12 for the first 10 words,
.20 for each additional word

Color - \$2
 Bold - \$2
 Border - \$2
All 3 - \$5

Picture/Logo - \$7.00

**Classified Display
 Packages Available**

ADVERTISING DEADLINES: (for the following Saturday's distribution)

Display Advertising
Friday at Noon
 (8 days prior)

Classified Line Ads
Tuesday at 4pm
 (4 days prior)

Preprint Reservation
Friday at Noon
 (8 days prior)

Preprint Inserts Delivery
Wednesday at Noon
 (3 days prior)

Insert Rates/Shipping

Based on per piece weight
Priced as CPM (Cost Per Thousand)

Piece Weight	CPM
up to .5oz	\$32.00
.6oz	\$34.50
.7oz	\$37.25
.8oz	\$40.35
.9oz	\$42.05
1.0oz	\$46.00
1.1oz	\$48.30
1.2oz	\$51.43
1.3oz	\$54.53
1.4oz	\$57.65
1.5oz	\$60.76
1.6oz	\$63.87
1.7oz	\$66.99
1.8oz	\$70.11
1.9oz	\$73.22
2.0oz	\$76.34
2.1oz	\$79.45
Request quote for heavier piece.	

- Add \$2 per thousand to zone by zip code.
- Inserts must be folded to at least 11.25" X 13.5"
- Inserts must be received 4 days prior to publication date, unless prior permission is granted.
- Shipment charges are the responsibility of the advertiser.

• **Shipments of inserts should be clearly identified with the following:**

1. **Advertiser Name**
2. **Quantity Shipped**
3. **Publication Name**
4. **Date for Insertion**

• **Ship inserts to:**

MailMax
C/O: STAFFORD MEDIA
1005 E FAIRPLAINS ST
GREENVILLE, MI 48838

Terms & Conditions

1. Repetition rates require a signed commitment to run the minimum number of times within a year.
2. Far Ahead Advertising, Inc. reserves the right to revise its advertising rates on 30 days written notice.
3. All transient and political advertising is payable in advance.
4. Advertiser agrees to indemnify and hold MailMax or Far Ahead Advertising, Inc. harmless from any and all liability of loss, damages, practices, infringement of trademarks, copyrights, trade names, patents, or proprietary rights or violations of rights of privacy, resulting from the publication of the advertiser's advertisement. The advertiser and/or advertising agency agree that the publisher shall not be liable for damages arising out of errors in advertisement beyond the amount paid for space actually occupied by that portion of the advertisement in which the error occurred, whether such error is due to the negligence of the publisher's employees or otherwise, and there shall be no liability for non-insertion of any advertisement beyond the amount paid for such advertisement. Far Ahead Advertising, Inc. is not responsible for errors in multiple insertion advertising schedule after the first run.
5. Small type is often unimportant and strenuous on the eyes.

Proof Policy: Proofs are available upon request, so long as copy was provided by the deadline. The advertiser assumes full responsibility for the accuracy of proofs submitted.

Terms: Prepayment is expected at the time of proof unless a credit application is completed and on file at Far Ahead Advertising, Inc.

A 10% cash/check prepay discount is available when paid in full BEFORE going to press. Prepayment by credit card qualifies for a 5% discount.

Any accounts past 45 days shall be required to pay the full amount of new advertising, plus a like amount towards the existing balance when copy is placed, before any production time is spent on ad creation. This is known as "Cash Plus."

A service fee of 1.5% per month will be added to all accounts past 30 days.

Accepted art file formats:

Unlocked PDF, EPS, TIFF, or High Res JPEG.
All photos should be 200 dpi resolution
and CMYK color mode.

Email all ads & art files to:

far.ahead@yahoo.com
AND
graphics@MailMaxOnline.com






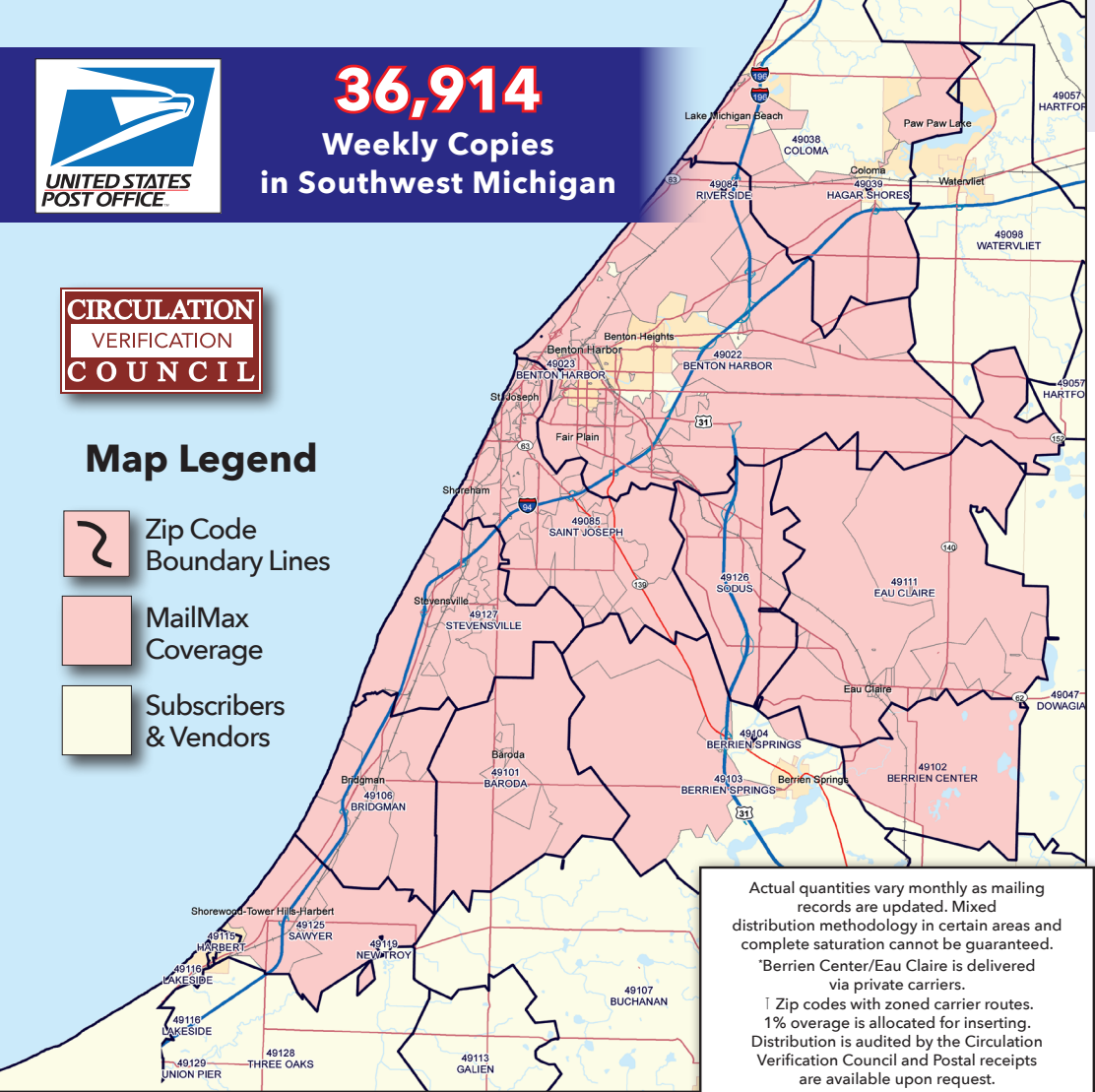
36,914

Weekly Copies in Southwest Michigan

**CIRCULATION
VERIFICATION
COUNCIL**

Map Legend

-  Zip Code Boundary Lines
-  MailMax Coverage
-  Subscribers & Vendors



Town	Zip Code	Quantity
Baroda	49101	1,450
Benton Harbor	49022 [†]	8,900
Berrien Center*	49102	309
Berrien Springs	49103 [†]	1,091
Bridgman	49106	2,461
Coloma	49038 [†]	2,085
Eau Claire*	49111	1,087
Sawyer	49125	1,413
Sodus	49126	563
St. Joseph	49085	11,023
Stevensville	49127	4,767
Subscribers/Vendors	Mixed Zips	1,765
Total Distribution		36,914

DIGITAL • MOBILE • POST CARDS

DOMINATE ATTENTION FOR YOUR BRAND.

Research shows that branding and sales are increased through the trust of print **and** interaction of digital working in tandem.

OUR PARTNERSHIP



> MailMax + MLIVE.com

Add MLIVE.com digital campaign to any MailMax ad for an additional **\$150**.

- Campaigns run 1 week to correspond with your print ad.
- MLIVE.com guarantees 10,000 impressions. (\$15/CPM)
- Design services are included (multiple sizes for all platforms)

> MailMax + MLIVE.com + MailMaxOnline.com

Add MLIVE.com **AND** MailMaxOnline digital campaigns to any MailMax ad for an additional **\$170**, just \$20 more!

- Reach MailMax readers, MLIVE.com, plus 50,000 MailMaxOnline.com monthly users.

SOLO BUY

MLIVE.com only = \$250/wk

MailMaxOnline.com only = \$100/wk

MLIVE.com + MailMaxOnline.com = \$290/wk

UPGRADES

Additional Impressions = add \$15 / M

Precision Targeting on MLIVE.com = add \$3 / M

Your customers are on their phones.

Let us help you harness this reality to unleash your business brand.

Call Joe Jason at (269) 487-4055 for a free mobile evaluation of your business.

www.FarAheadApps.com



POST CARDS

Design, print, & mail for only **6¢ per home**.

5" x 9" full color, 2 sides, mailed to all homes on same day as MailMax



2021 Special Sections Calendar

January	9.....Downtown St. Joseph Flurry of Savings 16.....Bridal Guide 30.....Downtown St. Joseph Ice Festival 30.....Sudoku/Word Search Page
February	6.....Valentine's Day 13.....Health & Fitness 20.....Salute To Women In Business 27.....Sudoku/Word Search Page
March	13.....St. Patrick's Day 20.....Spring Has Sprung In Stevensville 27.....Sudoku/Word Search Page
April	3.....Escape - Spring/Summer (glossy hotel magazine) 3.....Easter Services 17.....Spring Home Improvement 24.....Sudoku/Word Search Page 30.....Faces of SWMI Regional Chamber (glossy magazine)
May	1.....Downtown St. Joseph Summer (insert) (includes Golf Directory) 8.....Inland Lake Life (glossy magazine to homes on 22 area lakes) 29.....Sudoku/Word Search Page 29.....Bridgman Summer Events
June	19.....Krasl Art Fair 26.....Baroda Fireworks 26.....Sudoku/Word Search Page
July	17.....Baroda Party on the Pavers 23.....Escape - Summer/Fall/Winter (glossy hotel magazine) 24.....St. Joseph Chalk The Block/Sidewalk Sales 31.....Sudoku/Word Search Page



2021 Special Sections Calendar

August

7.....Berrien County Fair
14.....High School Football Schedules
28.....Sudoku/Word Search Page

September

11.....Downtown St. Joseph Fall Festival
18.....Fall Home Improvement
25.....Sudoku/Word Search Page
25.....SWMI Regional Chamber Fall Trade Fair

October

23.....Fall Car Care
30.....Sudoku/Word Search Page

November

13.....Downtown St. Joseph Holiday Happenings (insert)
20.....Small Business Saturday
27.....Sudoku/Word Search Page
27.....Stevensville Christmas In The Village

December

4.....Bridgman Holiday Village
4.....St. Joseph Holly Jolly Savings
11.....New Year's Eve Happenings
18.....New Year's Eve Happenings
18.....Christmas Services
24.....Sudoku/Word Search Page

Michigan's *Great* Southwest

MailMax

Your Good News Paper

MailMax is the Market Leader in Audience and Readership



www.cvcaudit.com

Circulation and readership survey information from Circulation Verification Council (CVC) has confirmed that MailMax is the market leader in audience size.

8 out of 10 homes read MailMax every week.

CVC's data found 75.3% of MailMax readers use our content to make purchase decisions.

Our audience is waiting for you.

37,739*

Verified households receive MailMax

80.8%

Regularly read MailMax

50,314

Weekly readers (potential buyers)

75.3%

Frequently purchase from ads seen in MailMax

**PLUS 11,608
DIGITAL CONTACTS**

* Households from last circulation audit in June 2020.



Who's Reading MailMax?

HIGHER INCOME EARNERS

71% of MailMax readers have HH incomes \$50,000+, compared to only 49% for the Southwest Michigan market

WORKING/BUYING AGE

79% of MailMax readers are 25-54 years of age, compared to 66% for the Southwest Michigan market

SMART PEOPLE

42% of MailMax readers are college educated, compared to only 27% for the Southwest Michigan market

MailMax is a publication of Far Ahead Advertising, Inc
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www.MailMaxOnline.com

**1.65 READERS
PER EDITION**