

# 2022 RATE CARD



## MailMax Rocks

Some think print is dead, but a recent independent circulation and readership audit shows that

**MailMax rocks!**

MailMax readership is **rolling**. In fact, 8 out of 10 homes that receive MailMax say they read it regularly!\*

**That's 50,314\* readers each week!**

Michigan's *Great* Southwest

**MailMax**  
Your Good News Paper

Call 269-934-7522 to let MailMax readers learn about your rockin' business.

Effective January 1, 2022

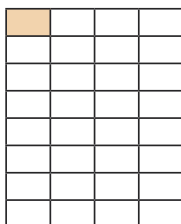
**Advertising Rates, Services and Market Profile for Southwest Michigan**  
[www.MailMaxOnline.com](http://www.MailMaxOnline.com)

## Advertising Display Rates

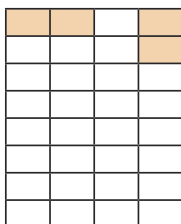
**Rates below are shown per placement.**  
*Rates include graphic design, full color and online.*

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	\$60	\$46
2 Spot	2.5 x 3.07 or 5.06 x 1.5	\$142	\$133	\$124	\$118	\$89
3 Spot	2.5 x 4.65 or 7.65 x 1.5	\$208	\$190	\$185	\$176	\$132
4 Spot	5.06 x 3.07 or 2.5 X 6.25	\$271	\$252	\$240	\$225	\$170
6 Spot	5.06 x 4.65 or 7.65 x 3.07	\$401	\$372	\$358	\$338	\$253
1/4 Page (8 spot)	5.06 x 6.25 or 2.5 x 12.62	\$525	\$499	\$465	\$440	\$330
Half Page	10.25 x 6.25 or 5.06 x 12.62	\$916	\$887	\$867	\$801	\$608
Full Page	10.25 x 12.62	\$1,645	\$1,550	\$1,528	\$1,472	\$1,155
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

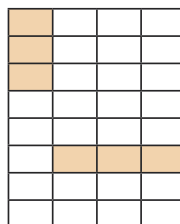
\*Covers, Cover 2 & Sky Box positions are sold on a first come basis. Five covers maximum per calendar year.



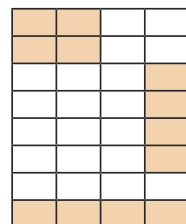
**1 Spot**  
 2.5"W x 1.5"H



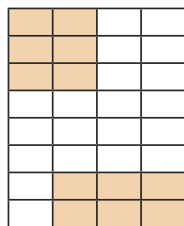
**2 Spot**  
 2.5"W x 3.07"H or  
 5.06"W x 1.5"H



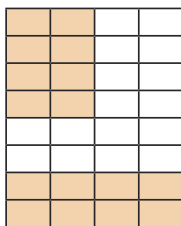
**3 Spot**  
 2.5"W x 4.65"H or  
 7.65"W x 1.5"H



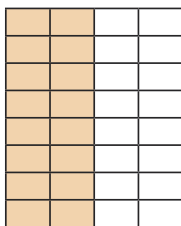
**4 Spot**  
 5.06"W x 3.07"H or  
 2.5"W x 6.26"H or  
 10.25"W x 1.5"H



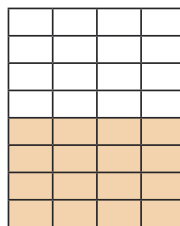
**6 Spot**  
 5.06"W x 4.65"H or  
 7.65"W x 3.07"H



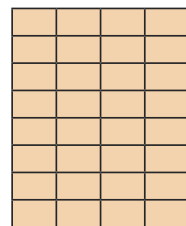
**8 Spot**  
 5.06"W x 6.25"H or  
 10.25"W x 3.07"H



**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	\$33.00
.6oz	\$35.00
.7oz	\$38.00
.8oz	\$41.00
.9oz	\$43.00
1.0oz	\$47.00
1.1oz	\$49.00
1.2oz	\$52.00
1.3oz	\$55.00
1.4oz	\$58.00
1.5oz	\$61.00
1.6oz	\$64.00
1.7oz	\$67.00
1.8oz	\$70.00
1.9oz	\$73.00
2.0oz	\$76.00
2.1oz	\$79.00
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 at least 200 dpi resolution and CMYK color mode.

### Email all ads & art files to:

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






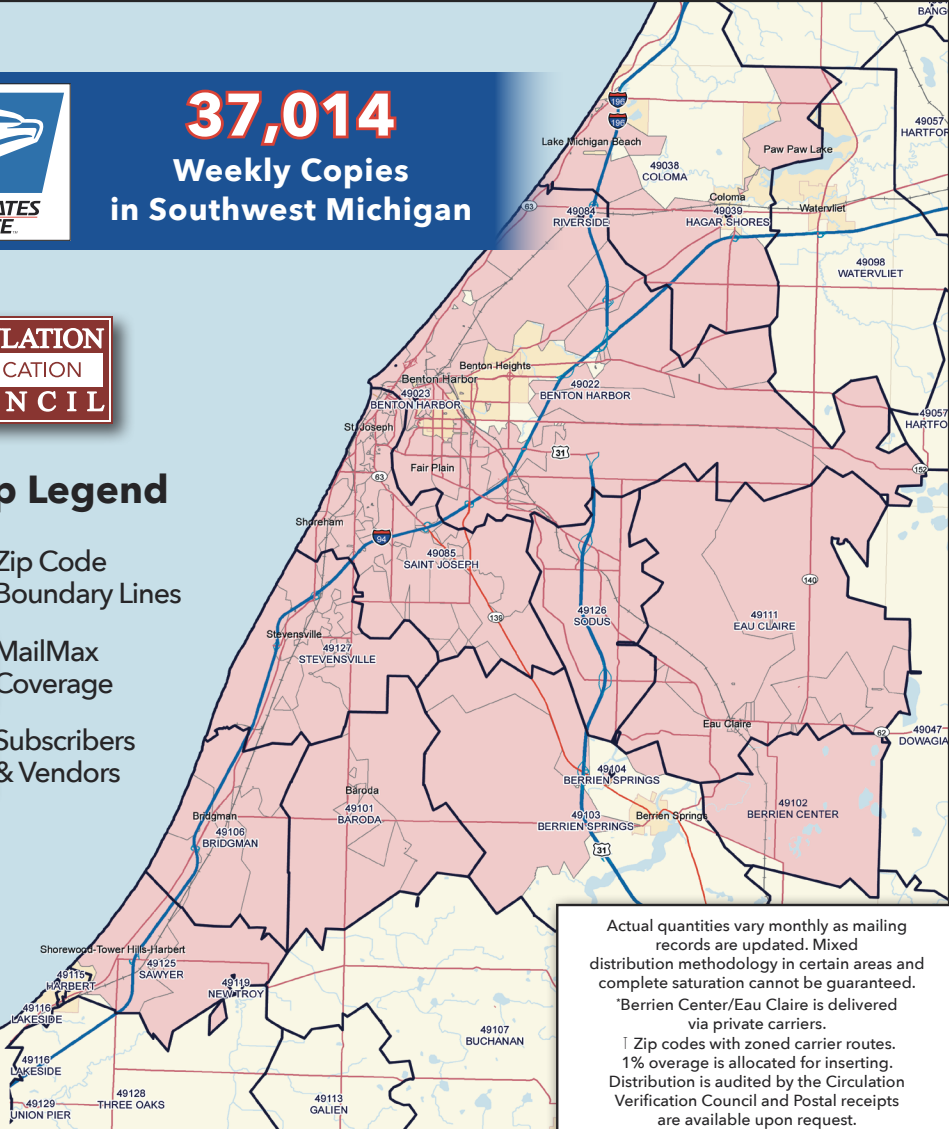
# 37,014

## Weekly Copies in Southwest Michigan

**CIRCULATION  
VERIFICATION  
COUNCIL**

### Map Legend

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



Actual quantities vary monthly as mailing records are updated. Mixed distribution methodology in certain areas and complete saturation cannot be guaranteed.

\*Berrien Center/Eau Claire is delivered via private carriers.

† Zip codes with zoned carrier routes. 1% overage is allocated for inserting. Distribution is audited by the Circulation Verification Council and Postal receipts are available upon request.

Town	Zip Code	Quantity
Baroda	49101	1,462
Benton Harbor	49022 <sup>†</sup>	8,914
Berrien Center*	49102	309
Berrien Springs	49103 <sup>†</sup>	1,104
Bridgman	49106	2,471
Coloma	49038 <sup>†</sup>	2,045
Eau Claire*	49111	1,087
Sawyer	49125	1,433
Sodus	49126	543
St. Joseph	49085	11,098
Stevensville	49127	4,813
Subscribers/Vendors	Mixed Zips	1,717
<b>Total Distribution</b>		<b>37,014</b>



# 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](http://www.FarAheadApps.com)



### POST CARDS

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

4.875" x 8.5" full color, 2 sides, mailed to all homes on same day as MailMax



# 2022 Special Sections Calendar

## January

8.....Downtown St. Joseph Flurry of Savings  
22.....Bridal Guide  
29.....Downtown St. Joseph Ice Festival  
29.....Sudoku/Word Search Page

## February

5.....Valentine's Day  
12.....Health & Fitness  
26.....Salute To Women In Business  
26.....Sudoku/Word Search Page

## March

5.....Chow! Restaurant Guide  
12.....St. Patrick's Day  
12.....Chow! Restaurant Guide  
19.....Spring Has Sprung In Stevensville  
19.....Chow! Restaurant Guide  
26.....Sudoku/Word Search Page  
26.....Chow! Restaurant Guide

## April

2.....Escape - Spring/Summer (glossy hotel magazine)  
2.....Easter Services  
23.....Spring Home Improvement  
30.....Sudoku/Word Search Page

## May

7.....Downtown St. Joseph Summer (insert) (includes Golf Directory)  
16.....Inland Lake Life (glossy magazine to homes on 22 area lakes)  
21.....Senior PGA  
28.....Sudoku/Word Search Page  
28.....Bridgman Summer Events

## June

25.....Baroda Fireworks  
25.....Sudoku/Word Search Page

## July

2.....Krasl Art Fair  
22.....Escape - Summer/Fall/Winter (glossy hotel magazine)  
23.....St. Joseph Chalk The Block/Sidewalk Sales  
30.....Sudoku/Word Search Page

# SCHEDULE YOUR AD TODAY!

# 2022 Special Sections Calendar

## August

6.....Berrien County Fair  
13.....High School Football Schedules  
27.....Sudoku/Word Search Page

## September

10.....Downtown St. Joseph Fall Festival  
24.....Fall Home Improvement  
24.....Sudoku/Word Search Page

## October

1.....Breast Cancer Awareness  
22.....Fall Car Care  
29.....Sudoku/Word Search Page

## November

12.....Downtown St. Joseph Holiday Happenings (insert)  
19.....Small Business Saturday  
26.....Sudoku/Word Search Page  
26.....Stevensville Christmas In The Village

## December

3.....Bridgman Holiday Village  
3.....St. Joseph Holly Jolly Savings  
17.....New Year's Eve Happenings  
17.....Christmas Services  
24.....New Year's Eve Happenings  
31.....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)

**PLUS 12,428  
DIGITAL CONTACTS**

## 75.3%

Frequently purchase from ads seen in MailMax

## 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  
2202 Plaza Drive, Benton Harbor, MI 49022  
(269) 934-7522 | fax (269) 934-3297  
publisher@MailMaxOnline.com  
www.MailMaxOnline.com

**1.65 READERS  
PER EDITION**