

# JUDGE US BY THE COMPANY WE KEEP.



## Delivering Results. Don't take our word for it.

"BOSS Services has been advertising weekly with MailMax for the past several years, and month after month, it continues to be one of our top call generators and one of our top returns on ad spend."

- Jen Wagner, BOSS Services

"Consistency in MailMax has helped firmly establish The Buck brand and now State Street Meats as well. It is a powerful asset for our marketing strategy."

- Ken Kozminski, The Buck and State Street Meats

"Carpet Mart leverages MailMax and their team for local brand awareness in the community and our customers often make reference to seeing our ads in the weekly MailMax."

- Thomas Kolaskey, Carpet Mart

Rates effective January 1, 2023

# MailMax

Your Good News Paper.

MailMax is a publication of Far Ahead Advertising, Inc  
2202 Plaza Drive, Benton Harbor, MI 49022 | (269) 934-7522  
publisher@MailMaxOnline.com | www.MailMaxOnline.com

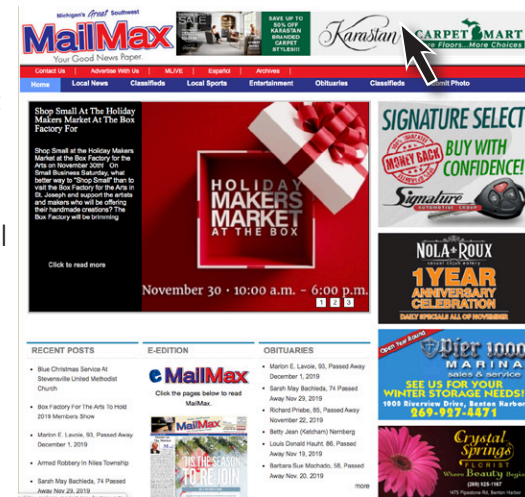
## [www.MailMaxOnline.com](http://www.MailMaxOnline.com)

Over 50,000\* local, engaged monthly viewers see your brand and can access your website or facebook with a simple click.

Research shows that branding and sales are increased through print and digital working in tandem.

Your ad, your brand, will be viewed on a trusted local news site which lends credibility to your brand.

Compare the exposure of online ads to that of billboards, but with the added option of getting more information with just a [click](#)



**\$100/Week**

Includes digital ad design and end of month reporting.

**35,659** homes receive MailMax weekly

**80.8%** regularly read MailMax

**75.3%** buy from ads seen in MailMax

### Higher Income Earners

69% of MailMax readers have HH incomes \$50k+, compared to only 48% for the area

### 60% Women

Readership is 60/40 female to male, the market is 51/49 female to male

### Working/Buying Age

80% of MailMax readers are 25-54 years of age, compared to 67% for the market

## TERMS AND 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 5% cash/check prepay discount is available when paid in full **BEFORE** going to press. Prepayment by credit card will be charged a 2% surcharge fee.

Any accounts past 45 days shall be required to pay the full amount of new advertising, plus an 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.

## SENDING CREATIVE FILES

### 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



# 2023 SPECIAL SECTIONS

**January** 7.....Downtown St. Joseph Flurry of Savings  
21.....Bridal Guide  
28.....Downtown St. Joseph Ice Festival  
28.....Sudoku/Word Search Page

**February** 4.....Valentine's Day  
11.....Health & Fitness  
25.....Salute To Women In Business  
25.....Sudoku/Word Search Page

**March** 4.....Chow! Restaurant Guide  
11.....Chow! Restaurant Guide  
18.....Spring Has Sprung In Stevensville  
18.....Chow! Restaurant Guide  
25.....Sudoku/Word Search Page  
25.....Chow! Restaurant Guide

**April** 1.....Escape - Spring/Summer (glossy hotel magazine)  
1.....Easter Services  
22.....Spring Home Improvement  
29.....Sudoku/Word Search Page

**May** 6.....Downtown St. Joseph Summer(insert)  
15.....Inland Lake Life (glossy magazine to homes on area lakes)  
27.....Sudoku/Word Search Page  
27.....Bridgman Summer Events

**June** 24.....Baroda Fireworks  
24.....Sudoku/Word Search Page

**July** 1.....Krasl Art Fair  
21.....Escape - Summer/Fall/Winter (glossy hotel magazine)  
29.....St. Joseph Chalk The Block/Sidewalk Sales  
29.....Sudoku/Word Search Page

**August** 5.....Berrien County Fair  
12.....High School Football Schedules  
26.....Sudoku/Word Search Page

**September** 9.....Downtown St. Joseph Fall Festival  
23.....Fall Home Improvement  
23.....Sudoku/Word Search Page  
30.....Breast Cancer Awareness

**October** 21.....Fall Car Care  
28.....Sudoku/Word Search Page

**November** 11.....Downtown St. Joseph Holiday Happenings(insert)  
18.....Small Business Saturday  
25.....Sudoku/Word Search Page  
25.....Stevensville Christmas In The Village

**December** 2.....Bridgman Holiday Village  
2.....St. Joseph Holly Jolly Savings  
16.....New Year's Eve Happenings  
16.....Christmas Services  
23.....New Year's Eve Happenings  
30.....Sudoku/Word Search Page





Your Good News Paper.

**Rates below are shown per placement.**

*Rates include graphic design, full color and online.*

## Advertising Display Rates

### REPETITION RATES

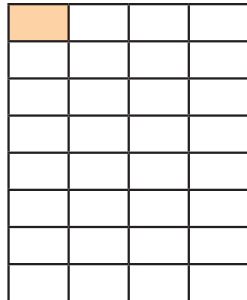
*"Repetition Builds Reputation"*

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

AD SIZE	"W x "H	Open Rate	4X per yr	12X per yr	26X per yr	52X per yr
1 Spot	2.5 x 1.5	\$75	\$70	\$68	\$62	\$47
2 Spot	2.5 x 3.07 or 5.06 x 1.5	\$149	\$139	\$130	\$122	\$91
3 Spot	2.5 x 4.65 or 7.65 x 1.5	\$218	\$199	\$194	\$181	\$135
4 Spot	5.06 x 3.07 or 2.5 X 6.25	\$284	\$264	\$252	\$232	\$175
6 Spot	5.06 x 4.65 or 7.65 x 3.07	\$421	\$390	\$376	\$347	\$260
1/4 Page (8 spot)	5.06 x 6.25 or 10.25 x 3.07	\$551	\$524	\$488	\$452	\$340
Half Page	10.25 x 6.25 or 5.06 x 12.62	\$961	\$931	\$910	\$824	\$626
Full Page	10.25 x 12.62	\$1,727	\$1,627	\$1,604	\$1,515	\$1,188
Cover*	7.65 x 8.812	\$1,260	\$1,218	\$1,165	\$1,123	\$998
Cover 2*	7.65 x 9.44	(Inside, next to the lead story)				\$915
Cover Sky Box*	2.5 x 1.62	(Front cover, upper left-hand corner)				\$110

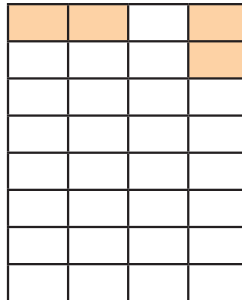
\*Covers, Cover 2 & Sky Box positions are sold on a first come basis. Five covers maximum per calendar year.

### SIZE OPTION SAMPLES



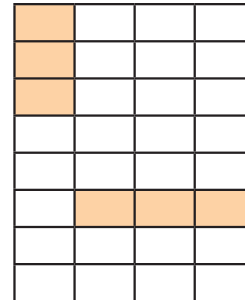
**1 Spot**

2.5"W x 1.5"H



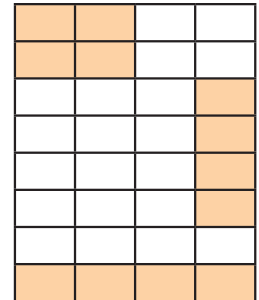
**2 Spot**

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



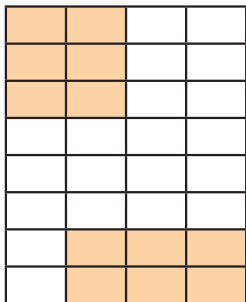
**3 Spot**

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



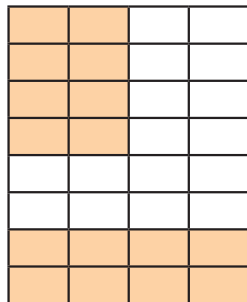
**4 Spot**

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



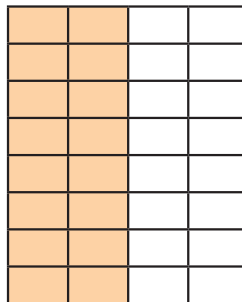
**6 Spot**

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



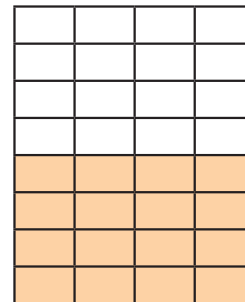
**8 Spot**

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



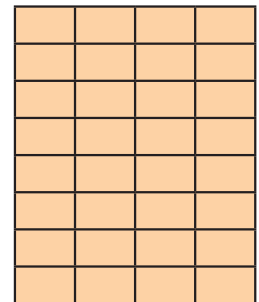
**Half Vertical**

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 Ad  
Packages Available**

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

Display Advertising  
**Friday at Noon**  
(8 days prior)

Classified Line Ads  
**Tuesday at 3pm**  
(4 days prior)

Preprint Reservation  
**Friday at Noon**  
(8 days prior)

Preprint Inserts Delivery  
**Wednesday at Noon**  
(3 days prior)

# Insert Rates/Shipping

Piece Weight	CPM
up to .5 oz	\$33.00
.6 oz	\$35.00
.7 oz	\$38.00
.8 oz	\$41.00
.9 oz	\$43.00
1.0 oz	\$47.00
1.1 oz	\$49.00
1.2 oz	\$52.00
1.3 oz	\$55.00
1.4 oz	\$58.00
1.5 oz	\$61.00
1.6 oz	\$64.00
1.7 oz	\$67.00
1.8 oz	\$70.00
1.9 oz	\$73.00
2.0 oz	\$76.00
2.1 oz	\$79.00
Request quote for heavier piece.	

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

- 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**



Town	Zip Code	Quantity
Baroda	49101	1,487
Benton Harbor	49022 <sup>†</sup>	8,907
Berrien Center*	49102	305
Berrien Springs	49103 <sup>†</sup>	1,113
Bridgman	49106	2,461
Coloma	49038 <sup>†</sup>	2,059
Eau Claire*	49111	1,066
Sodus	49126	545
St. Joseph	49085	11,198
Stevensville	49127	4,899
Subscribers/Vendors	Mixed Zips	1,619
<b>Total Distribution</b>		<b>35,659</b>

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.

<sup>†</sup> Zip codes with zoned carrier routes. 1% overage is allocated for inserting. Distribution is audited via postal receipts and are available upon request.



## 35,659 Homes Weekly in Southwest Michigan

