

Rates effective January 1, 2024

MailMax

Your Good News Paper



DELIVERING TANGIBLE MARKETING

**TO 36,020 SOUTHWEST MICHIGAN
HOMES EACH AND EVERY WEEK.**

23 YEARS OF TANGIBLE RESULTS

MailMax is a publication of Far Ahead Advertising, Inc
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Your Good News Paper.

Advertising Display Rates

Rates below are shown per placement.

Rates include graphic design, full color and online.

REPETITION RATES

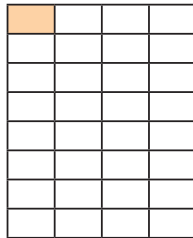
"Repetition Builds Reputation"

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

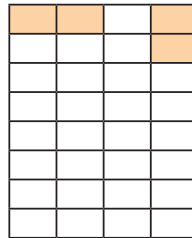
AD SIZE	"W x "H	Open Rate	4X per yr	12X per yr	26X per yr	52X per yr
1 Spot	2.5 x 1.5	\$79	\$73	\$71	\$65	\$49
2 Spot	2.5 x 3.07 or 5.06 x 1.5	\$156	\$146	\$137	\$128	\$96
3 Spot	2.5 x 4.65 or 7.65 x 1.5	\$229	\$209	\$204	\$190	\$142
4 Spot	5.06 x 3.07 or 2.5 X 6.25	\$299	\$277	\$265	\$244	\$184
6 Spot	5.06 x 4.65 or 7.65 x 3.07	\$442	\$410	\$395	\$364	\$273
1/4 Page (8 spot)	5.06 x 6.25 or 10.25 x 3.07	\$579	\$550	\$512	\$474	\$357
Half Page	10.25 x 6.25 or 5.06 x 12.62	\$1,009	\$978	\$955	\$864	\$657
Full Page	10.25 x 12.62	\$1,813	\$1,708	\$1,684	\$1,591	\$1,247
Cover*	7.65 x 8.812	\$1,325	\$1,280	\$1,235	\$1,180	\$1,050
Cover 2*	7.65 x 9.44	(Inside, next to the lead story)				\$965
Cover Sky Box*	2.5 x 1.62	(Front cover, upper left-hand corner)				\$116

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

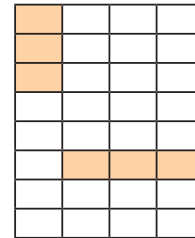
SIZE OPTION SAMPLES



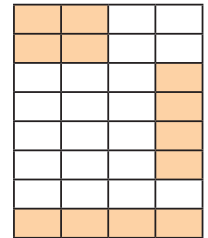
1 Spot
2.5"W x 1.5"H



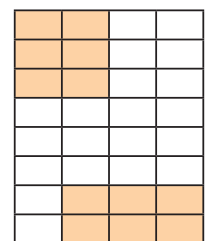
2 Spot
2.5"W x 3.07"H or
5.06"W x 1.5"H



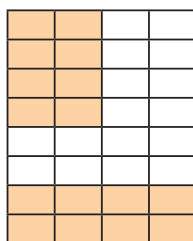
3 Spot
2.5"W x 4.65"H or
7.65"W x 1.5"H



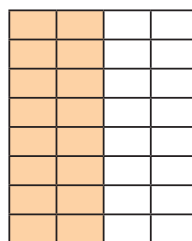
4 Spot
5.06"W x 3.07"H or
2.5"W x 6.26"H or
10.25"W x 1.5"H



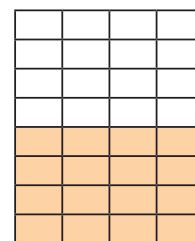
6 Spot
5.06"W x 4.65"H or
7.65"W x 3.07"H



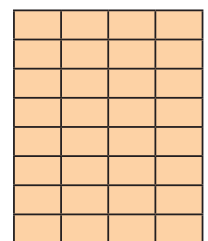
8 Spot
5.06"W x 6.25"H or
10.25"W x 3.07"H



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 Insert Reservation
Friday at Noon
(8 days prior)

Preprint Insert Delivery
Wednesday at Noon
(3 days prior)

Preprinted Insert Rates

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

Piece Weight	CPM
up to .5 oz	\$34.65
.6 oz	\$36.76
.7 oz	\$39.90
.8 oz	\$43.05
.9 oz	\$45.15
1.0 oz	\$49.35
1.1 oz	\$51.45
1.2 oz	\$54.60
1.3 oz	\$57.75
1.4 oz	\$60.90
1.5 oz	\$64.05
1.6 oz	\$67.20
1.7 oz	\$70.35
1.8 oz	\$73.50
1.9 oz	\$76.65
2.0 oz	\$79.80
2.1 oz	\$82.95
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



36,020 Homes Weekly in Southwest Michigan

Town	Zip Code	Quantity
Baroda	49101	1,487
Benton Harbor	49022*	8,794
Berrien Center	49102	503
Berrien Springs	49103*	1,113
Bridgman	49106	2,461
Coloma	49038*	2,059
Eau Claire	49111	1,352
Sodus	49126	545
St. Joseph	49085	11,198
Stevensville	49127	4,899
Subscribers/Vendors	Mixed Zips	1,609
Total Distribution		36,020

Actual quantities vary monthly as mailing records are updated.
Mixed distribution methodology in certain areas and complete saturation cannot
be guaranteed. *Zip codes with zoned carrier routes.

1% overage is allocated for inserting.

Distribution is audited via postal receipts and are available upon request.

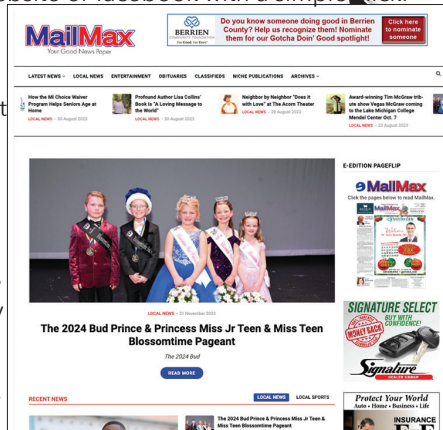
www.MailMaxOnline.com

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 branded ad 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](#).



\$25/Week

Includes digital ad design and end of month reporting.

Demographics

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

* SOURCE: Readership and Demographic Study, June 2020

**Business Cards • Brochures • Posters
Signs • Banners • Table Tents • Fliers
Digital Ads • Graphic Design Services**

January

- 5.....Escape in Southwest Michigan magazine
- 6.....Downtown St. Joseph Flurry of Savings
- 20.....Bridal Guide
- 27.....Downtown St. Joseph Ice Festival
- 27.....Sudoku/Word Search Page

February

- 3.....Valentine's Day
- 10.....Health & Fitness
- 17.....National Pet Lover's Day
- 24.....Salute To Women In Business
- 24.....Sudoku/Word Search Page

March

- 2.....Chow! Restaurant Guide
- 16.....Spring Has Sprung In Stevensville
- 23.....Easter Services Guide
- 30.....Sudoku/Word Search Page

April

- 20.....Spring Home Improvement
- 27.....Sudoku/Word Search Page

May

- 4.....Downtown St. Joseph Summer (insert)
- 17.....Inland Lake Life (magazine to homes on area lakes)
- 18.....KitchenAid Senior PGA Championship Guide
- 25.....Sudoku/Word Search Page
- 25.....Bridgman Summer Events

June

- 22.....Baroda Fireworks Guide
- 22.....Berrien Springs Pickle Fest
- 29.....Sudoku/Word Search Page

July

- 6.....Krasl Art Fair Guide
- 27.....St. Joseph Chalk The Block/Sidewalk Sales
- 27.....Sudoku/Word Search Page

August

- 3.....Berrien County Fair Guide
- 10.....High School Football Schedules
- 24.....Salute to Family Owned Businesses
- 31.....Sudoku/Word Search Page

September

- 14.....Downtown St. Joseph Fall Festival
- 21.....Fall Home Improvement
- 28.....Sudoku/Word Search Page

October

- 5.....Breast Cancer Awareness Guide
- 19.....Fall Car Care
- 26.....Sudoku/Word Search Page

November

- 16.....Downtown St. Joseph Holiday Happenings (insert)
- 23.....Small Business Saturday
- 30.....Sudoku/Word Search Page
- 30.....Stevensville Christmas In The Village

December

- 7.....Bridgman Holiday Village
- 7.....St. Joseph Holly Jolly Savings
- 14.....New Year's Eve Happenings
- 14.....Christmas Services Guide
- 21.....New Year's Eve Happenings
- 28.....Sudoku/Word Search Page



Submitting Creative

Email all ads & art files to:

far.ahead@yahoo.com

AND

graphics@MailMaxOnline.com

Accepted art file formats:

PDF, EPS, TIFF, High Res JPEG or High Res PNG.

All photos should be at least 200 dpi resolution and CMYK color mode.