

# MailMax

Your Good News Paper



**A QUARTER OF A CENTURY  
DELIVERING TANGIBLE MARKETING  
AND TANGIBLE RESULTS**

**TO 34,415 SOUTHWEST MICHIGAN  
HOMES EACH AND EVERY WEEK.**

MailMax is a publication of Far Ahead Advertising, Inc  
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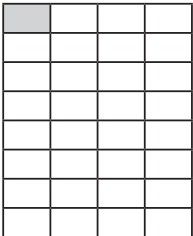




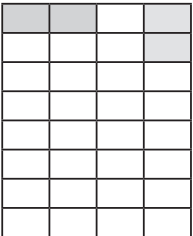
Rates include graphic design, full color and online. Rates shown are per run.

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	\$52
2 Spot	2.5 x 3.07 or 5.06 x 1.5	\$156	\$146	\$137	\$128	\$100
3 Spot	2.5 x 4.65 or 7.65 x 1.5	\$229	\$209	\$204	\$190	\$149
4 Spot	5.06 x 3.07 or 2.5 X 6.25	\$299	\$277	\$265	\$244	\$193
6 Spot	5.06 x 4.65 or 7.65 x 3.07	\$442	\$410	\$395	\$364	\$287
1/4 Page (8 spot)	5.06 x 6.25 or 10.25 x 3.07	\$579	\$550	\$512	\$474	\$375
Half Page	10.25 x 6.25 or 5.06 x 12.62	\$1,009	\$978	\$955	\$864	\$690
Full Page	10.25 x 12.62	\$1,813	\$1,708	\$1,684	\$1,591	\$1,309
Cover*	7.65 x 8.812	\$1,405	\$1,357	\$1,309	\$1,250	\$1,113
Cover 2*	7.65 x 9.44	(Inside, next to the lead story)				\$998
Cover Sky Box*	2.5 x 1.62	(Front cover, upper left-hand corner)				\$122

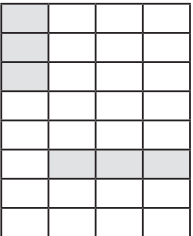
\*Covers, Cover 2 & Sky Box positions are sold on a first come basis. Five covers maximum per calendar year.



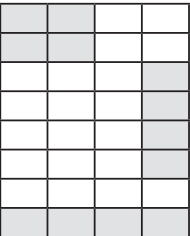
1 Spot  
2.5"W x 1.5"H



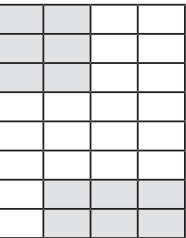
2 Spot  
2.5"W x 3.07"H or  
5.06"W x 1.5"H



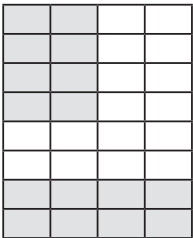
3 Spot  
2.5"W x 4.65"H or  
7.65"W x 1.5"H



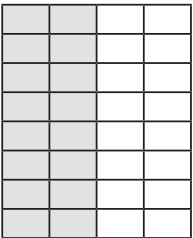
4 Spot  
5.06"W x 3.07"H or  
2.5"W x 6.26"H or  
10.25"W x 1.5"H



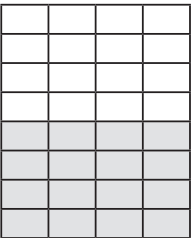
6 Spot  
5.06"W x 4.65"H or  
7.65"W x 3.07"H



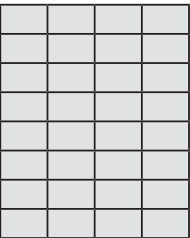
8 Spot  
5.06"W x 6.25"H or  
10.25"W x 3.07"H



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 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)

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.

Preprinted Insert Rates

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

Piece Weight	Full Run CPM
up to .5 oz	\$36.38
.6 oz	\$38.60
.7 oz	\$41.90
.8 oz	\$45.20
.9 oz	\$47.40
1.0 oz	\$51.82
1.1 oz	\$54.02
1.2 oz	\$57.33
1.3 oz	\$60.64
1.4 oz	\$63.95
1.5 oz	\$67.25
1.6 oz	\$60.56
1.7 oz	\$73.87
1.8 oz	\$77.17
1.9 oz	\$80.48
2.0 oz	\$83.79
2.1 oz	\$87.09
Request quote for heavier piece.	

- Add \$3 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



34,415 Homes Weekly  
in Southwest Michigan

Town	Zip Code	Quantity
Baroda	49101	1,476
Benton Harbor	49022*	7,753
Berrien Center	49102	509
Berrien Springs	49103*	1,139
Bridgman	49106	2,389
Coloma	49038*	1,347
Eau Claire	49111	1,308
Sodus	49126	514
St. Joseph	49085	11,298
Stevensville	49127	4,971
Subscribers/Vendors	Mixed Zips	1,711
Total Distribution		34,415

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.

## 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 2022

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

### January

- 3.....Escape in Southwest Michigan Magazine
- 4.....Downtown St. Joseph Flurry of Savings
- 18.....Bridal Guide
- 25.....Downtown St. Joseph Ice Festival
- 25.....Sudoku/Word Search Page

### February

- 1.....Valentine's Day
- 8.....Health & Fitness
- 15.....National Pet Lover's Day
- 22.....Salute To Women In Business
- 22.....Sudoku/Word Search Page

### March

- 1.....Chow! Restaurant Guide
- 15.....Spring Has Sprung In Stevensville
- 22.....Easter Services Guide
- 29.....Sudoku/Word Search Page

### April

- 19.....Spring Home Improvement
- 26.....Sudoku/Word Search Page

### May

- 3.....In & Around St. Joseph Summer (insert)
- 16.....Inland Lake Life (magazine to homes on area lakes)
- 31.....Sudoku/Word Search Page
- 31.....Bridgman Summer Events

### June

- 21.....Baroda Fireworks Guide
- 21.....Berrien Springs Pickle Fest
- 28.....Sudoku/Word Search Page

### July

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

### August

- 2.....Berrien County Youth Fair Guide
- 9.....High School Football Schedules
- 23.....Salute to Family Owned Businesses
- 30.....Sudoku/Word Search Page

### September

- 13.....Downtown St. Joseph Fall Fest
- 20.....Fall Home Improvement
- 27.....Sudoku/Word Search Page

### October

- 4.....Breast Cancer Awareness Guide
- 18.....Fall Car Care
- 25.....Sudoku/Word Search Page

### November

- 15.....Holiday Happenings (insert)
- 22.....Small Business Saturday
- 29.....Sudoku/Word Search Page
- 29.....Stevensville Christmas In The Village

### December

- 6.....Bridgman Holiday Village
- 6.....St. Joseph Holly Jolly Savings
- 13.....New Year's Eve Happenings
- 13.....Christmas Services Guide
- 20.....New Year's Eve Happenings
- 27.....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.