

2026 RATES, MAP & DEMOGRAPHICS

MailMax

Your Good News Paper

**DELIVERING
TANGIBLE MARKETING
AND TANGIBLE RESULTS**



MailMax is a publication of **Far Ahead Advertising, Inc**

Mailing Address: PO BOX 860, Saint Joseph, MI 49085

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(269) 934-7522 | publisher@MailMaxOnline.com | MailMaxOnline.com



Your Good News Paper.

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

Advertising Display Rates

REPETITION RATES

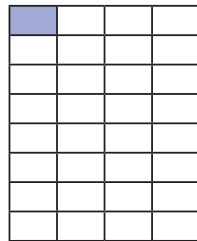
"Repetition Builds Reputation"

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	\$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	\$1,505	\$1,460	\$1,410	\$1,350	\$1,215
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)				\$125

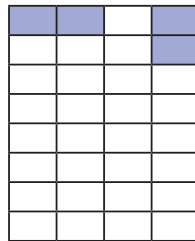
*Covers, Cover 2 & Sky Box positions are sold on a first come basis. Five covers maximum per calendar year.

SIZE OPTION SAMPLES



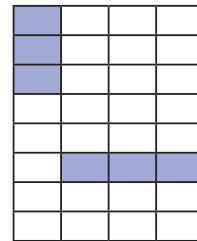
1 Spot

2.5"W x 1.5"H



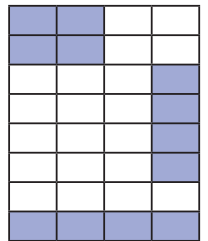
2 Spot

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



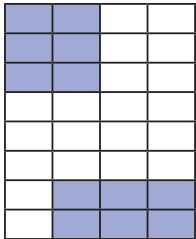
3 Spot

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



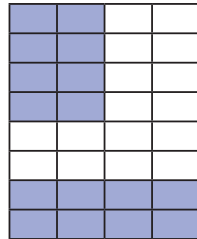
4 Spot

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



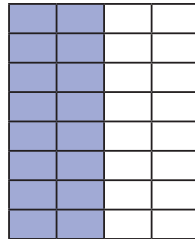
6 Spot

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



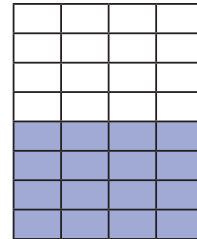
8 Spot

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



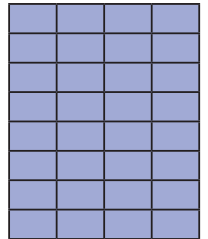
Half Vertical

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	Full Run CPM
up to .5 oz	\$39.00
.6 oz	\$41.60
.7 oz	\$45.25
.8 oz	\$48.15
.9 oz	\$50.70
1.0 oz	\$55.45
1.1 oz	\$57.80
1.2 oz	\$61.30
1.3 oz	\$64.90
1.4 oz	\$68.40
1.5 oz	\$73.00
1.6 oz	\$74.50
1.7 oz	\$79.00
1.8 oz	\$82.50
1.9 oz	\$86.10
2.0 oz	\$89.60
2.1 oz	\$93.00
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



**Over 30,00 Homes
Reached Weekly in
Southwest Michigan**

Town	Zip Code	Quantity
Baroda	49101	1,351
Benton Harbor	49022*	6,351
Berrien Springs	49103*	503
Bridgman	49106	2,222
Coloma	49038*	665
Eau Claire	49111*	559
Sodus	49126	523
St. Joseph	49085	11,344
Stevensville	49127	4,987
Subscribers/Vendors	Mixed Zips	1,711
Total Distribution		30,216

Actual quantities vary monthly as mailing records are updated.

* Zip codes with zoned carrier routes.

2% overage is allocated for inserting/spoilage

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

MailMax
Your Good News Paper.

Let's Get Digital

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 2024

2026 Special Sections & Publications

January

- 2.....Escape in Southwest Michigan Magazine
- 3.....Downtown St. Joseph Flurry of Savings
- 17.....Bridal Guide 2026
- 24.....Downtown St. Joseph Ice Festival
- 31.....Sudoku/Word Search Page

February

- 7.....Valentine's Day Gift & Dining Guide
- 7.....Health & Fitness
- 14.....Love Your Pet
- 28.....Salute To Women In Business
- 28.....Sudoku/Word Search Page

March

- 7.....CHOW! Restaurant Guide
- 14.....Spring Has Sprung In Stevensville
- 28.....Easter Services Guide
- 28.....Sudoku/Word Search Page

April

- 18.....Spring Home Improvement
- 25.....Sudoku/Word Search Page

May

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

June

- 20.....Baroda Fireworks Guide
- 20.....Berrien Springs Pickle Fest
- 27.....Sudoku/Word Search Page

July

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

August

- 1.....Berrien County Youth Fair Guide
- 15.....High School Football Schedules
- 22.....Salute to Family Owned Businesses
- 29.....Sudoku/Word Search Page

September

- 12.....Downtown St. Joseph Fall Fest
- 19.....Fall Home Improvement
- 26.....Sudoku/Word Search Page

October

- 3.....Breast Cancer Awareness Guide
- 17.....Fall Car Care
- 31.....Sudoku/Word Search Page

November

- 7.....Salute our Veterans
- 14.....Holiday Happenings (insert)
- 21.....Small Business Saturday
- 28.....Sudoku/Word Search Page
- 28.....Stevensville Christmas In The Village

December

- 5.....Bridgman Holiday Village
- 5.....St. Joseph Holly Jolly Savings
- 12.....Christmas Services Guide
- 19.....New Year's Eve Guide #1
- 26.....New Year's Eve Guide #2
- 26.....Sudoku/Word Search Page



Sending Art Files

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.

Other Products and Services

Business Cards • Brochures • Posters Signs • Banners • Table Tents • Fliers Digital Ads • Logo Creation Graphic Design Services Website Design & Hosting

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.

Payment by credit card will be charged a 3% 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.

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