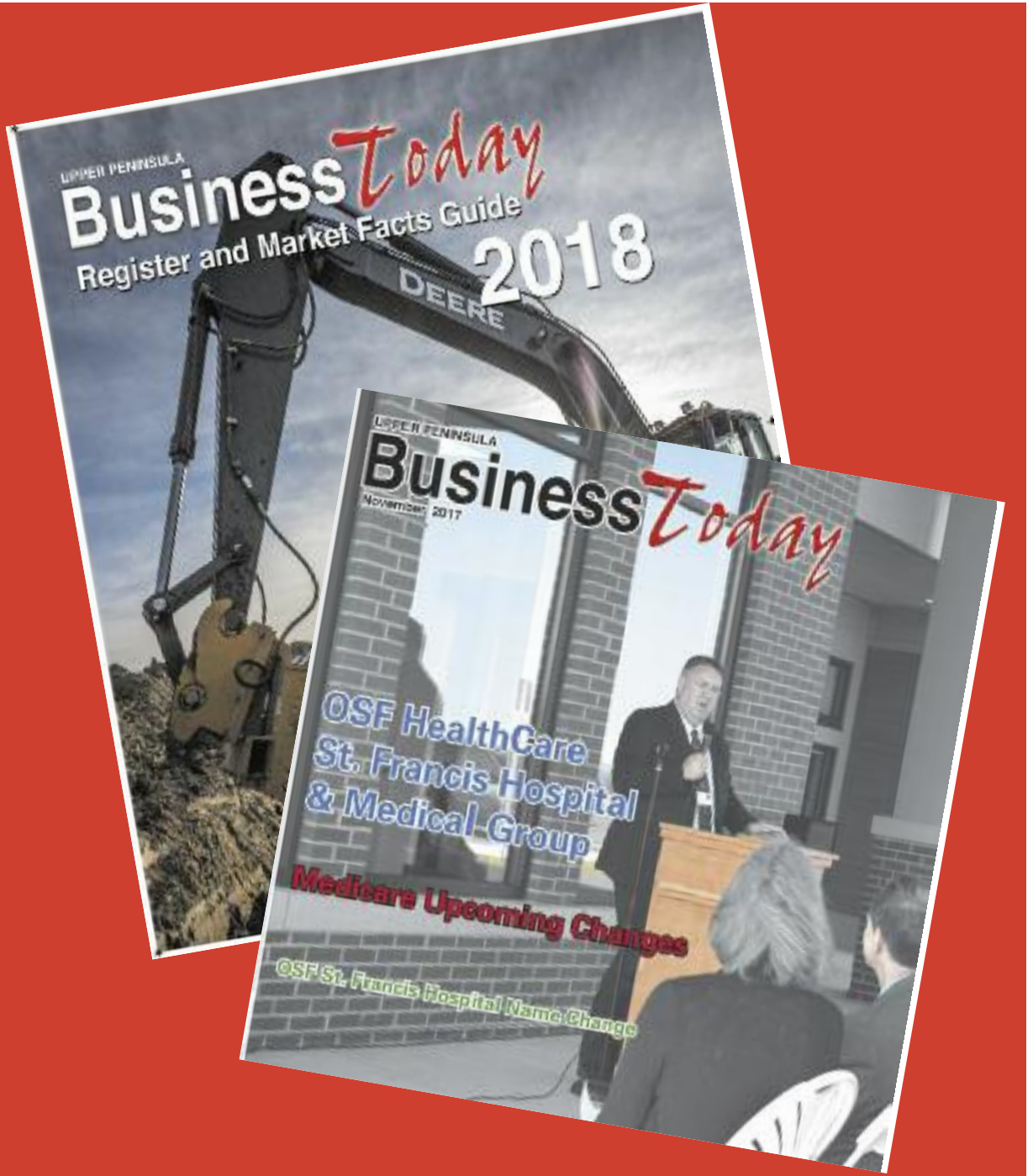


**Intriguing • Interesting • Informative**

# 2018 Media Guide



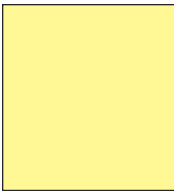
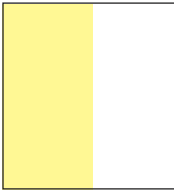
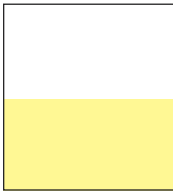
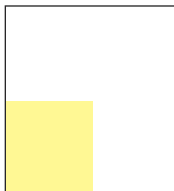

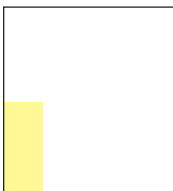
UPPER PENINSULA  
**Business Today**  
upbiztoday.com

# Monthly Advertising Options 2018

## Standard Space Options\*

Frequency	Full Page	1/2 Page	1/4 Page	1/8 Page
Open	\$655	\$450	\$266	\$176
3 Months	\$600	\$405	\$244	\$167
6 Months	\$541	\$357	\$215	\$156
12 Months	\$456	\$297	\$181	\$128

Process Color Additional: \$155    Spot Color Additional: \$80

	<b>Full Page</b> 4 col. x 10" 10"x10"		<b>Half Page Vertical</b> 2 col. x 10" 4.9"x10"		<b>Half Page Horizontal</b> 4 col. x 5" 10"x5"
	<b>Quarter Page</b> 2 col. x 5" 4.9"x5"		<b>Eighth Page Horizontal</b> 2 col. x 2.5" 4.9"x2.5"		<b>Eighth Page Vertical</b> 1 col. x 5" 2.4"x5"

## Small Space Options

### Business Card Ad

Actual Size: 3.5" x 2"

#### Frequency

3 Months: .....\$75

6 Months: .....\$65

12 Months: ...\$50

### Commerical Printing

Glossy, Newsprint and Novelty Printing. Prices available upon request.

### Preprint Insert Rates Per 1,000 (No Flat Rates)

Pages	Pages
Card/ 8.5 x 11 .....\$55	16-20 .....\$59
Tab / 4.....\$57	24+ .....\$60
8-12 .....\$58	

# 2018 Editorial Features

Month	Deadline	Featured Topics
January	12-15-17	Health & Wellness * Technology
February	1-24-18	Special Edition: Business Spotlight
March	2-15-18	Retention * Recruitment * Job Readiness
April	3-16-18	Construction * Energy * Green
May	4-16-18	Women in Business
June	5-18-18	U.P. Business Growth * Business Person of the Year
July	6-15-18	Agriculture * Mining
August	7-20-18	Forestry * Transportation
September	8-17-18	Housing & Real Estate
October	9-14-18	Human Resources * Employee Relations * Chamber of Commerce
November	10-19-18	Health & Wellness * Insurance * Retirement * Trust & Estate Planning
December	11-16-18	Manufacturing * U.P Made

## MONTHLY FEATURES

- The Loop** - Updates on the news and accomplishments of people and businesses in the area.
- Business Spotlight** - A feature on your business! Call for details, will also be featured monthly in Daily Press.

\*Open rate allows placement in one issue with no further commitment. Contract rates offer lower cost per advertisement based on total number of months within one year of first placement in Upper Peninsula Business Today. No size requirement, advertisement can vary in size and content each month.

In the event of error in any advertisement the publisher shall not be responsible for any amount in excess of the space occupied by the noted error. In case there is an error in price, the advertising department will furnish a letter to the advertiser stating the correct price but will assume no liability if goods are sold at incorrect price. For non-insertion of any advertisement, the publisher shall not be liable for any advertisement beyond the amount that may have been pre-paid for such advertisement. The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors is strictly limited to publications of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.

The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims for libel, unfair competition, unfair trade 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.

# Your Best Source of Information

- The monthly magazine that keeps the U.P. business community informed on regional business activity and trends.
- Upper Peninsula Business Today has been the U.P.'s trusted source of regional business news for over 20 years.
- This requested publication is read by thousands of business owners, decision makers and consumers each month.

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