

INDIANA-MICHIGAN EDITION



*Serving Amish Communities in  
Northern Indiana & Southern Michigan  
Current Circulation: 17,000 • Printed Every Two Weeks*

**ALL DEADLINES AT NOON**

Additional fees for late ads. See back for details.

**PROOF DEADLINE    DEADLINE    ISSUE DATE**

Mar. 1.....	Mar. 3.....	Mar. 10
Mar. 15 .....	Mar. 17 .....	Mar. 24
Mar. 29 .....	Mar. 31.....	Apr. 7
<b>Apr. 11</b> <sup>(Early)</sup> .....	<b>Apr. 13</b> .....	Apr. 21
Apr. 26 .....	Apr. 28 .....	May 5
May 10 .....	May 12 .....	May 19
<b>May 23</b> <sup>(Early)</sup> .....	<b>May 24</b> .....	Jun. 2
Jun. 7.....	Jun. 9.....	Jun. 16
Jun. 21.....	Jun. 23.....	Jun. 30
Jul. 5 .....	Jul. 7.....	Jul. 14
Jul. 19.....	Jul. 21 .....	Jul. 28
Aug. 2.....	Aug. 4.....	Aug. 11
Aug. 16.....	Aug. 18.....	Aug. 25
<b>Aug. 29</b> <sup>(Early)</sup> .....	<b>Aug. 30</b> .....	Sept. 8
Sept. 13.....	Sept. 15 .....	Sept. 22
Sept. 27.....	Sept. 29 .....	Oct. 6
Oct. 11 .....	Oct. 13 .....	Oct. 20
Oct. 25 .....	Oct. 27 .....	Nov. 3
Nov. 8.....	Nov. 10.....	Nov. 17
<b>Nov. 21</b> <sup>(Early)</sup> .....	<b>Nov. 22</b> .....	Dec. 1
Dec. 6 .....	Dec. 8 .....	Dec. 15
<b>Dec. 19</b> <sup>(Early)</sup> .....	<b>Dec. 20</b> .....	Dec. 29

## DISPLAY ADS:

SIZE	RATE PER ISSUE	COLOR FEE	COLOR TOTAL
<b>Full Page</b> 7.2" w x 10.1" h	<b>\$275.00</b>	<b>\$110.00</b>	<b>\$385.00</b>
2-5 Times*	<b>\$220.00</b>	<b>\$110.00</b>	<b>\$330.00</b>
6 or more*	<b>\$192.50</b>	<b>\$110.00</b>	<b>\$302.50</b>
<b>Half Page</b> 7.2" w x 5" h	<b>\$150.00</b>	<b>\$60.00</b>	<b>\$210.00</b>
2-5 Times*	<b>\$120.00</b>	<b>\$60.00</b>	<b>\$180.00</b>
6 or more*	<b>\$105.00</b>	<b>\$60.00</b>	<b>\$165.00</b>
<b>Qtr Page</b> 3.5" w x 5" h	<b>\$80.00</b>	<b>\$32.00</b>	<b>\$112.00</b>
2-5 Times*	<b>\$64.00</b>	<b>\$32.00</b>	<b>\$96.00</b>
6 or more*	<b>\$56.00</b>	<b>\$32.00</b>	<b>\$88.00</b>
<b>Bus. Card</b> 3.5" w x 2" h	<b>\$40.00</b>	<b>\$16.00</b>	<b>\$56.00</b>
2-5 Times*	<b>\$32.00</b>	<b>\$16.00</b>	<b>\$48.00</b>
6 or more*	<b>\$28.00</b>	<b>\$16.00</b>	<b>\$44.00</b>
<b>Inside Front &amp; Back Cover Wrap</b> (once per quarter) .....			<b>\$715.00</b>
<b>Back Cover Wrap</b> (once per quarter) .....			<b>\$825.00</b>

Live Copy Area: 7.2" x 10.1"

Full with Bleed: 9" x 11.5" (live copy area centered)

\*Discounts contingent on running the same ad with no changes.

**Rates Effective 3/1/2022**

## LATE AD FEES

Any ad wanting a proof but submitted after the Tuesday at noon proof deadline will be charged a \$10 late proof fee. Any ad received after the Friday at noon deadline will be charged a \$25 late fee.

## PROOF INFORMATION

The proof deadline is 2 days before the final deadline at noon. Proofs are for corrections **only**. Please supply all ad information when you first submit your ad.

## DIGITAL FILES

Digital files must be high resolution (300 dpi or more). Ads or photos saved in Microsoft Word, Publisher or Power Point are not high resolution. We accept PDF, EPS, JPG, and TIF formats.

## CLASSIFIED ADS:

### BASE RATE OVER 20 WORDS

**20 words or less ..... \$9 minimum ..... \$0.45/word**

One name, address, and phone number included at no cost.

*The People's Exchange* reserves the right to not print any submitted advertisement.

Refunds for errors on ads shall be limited to the cost of one insertion. Please notify *The People's Exchange* immediately if there are any errors.