The Northern Camper©

northerncamper.com

13th Season ✦ 2017

New ~ Live Interviews on Your Business!

See back for low rates!

The Northern Camper is a free, family-based publication distributed to campgrounds and tourist destinations throughout Michigan. Our purpose is:

- ***To provide residents and visitors an opportunity to read good news in a printed format.***
- ***To enlighten readers about their outdoor surroundings while camping and traveling through northern Michigan.***
- ***To focus on the unique lifestyles of our small towns and the people who make them special, promoting their products, services and events.***

2017 EDITORIAL

- Camper's Choice (Favorite Campgrounds)
- Camper's Gadget
- Camper's Puzzles
- Campground Critters
- Campground Directory
- Campin' Kids
- Cookin' Campers
- Farm Markets
- Festivities
- Geocaching
- History Corner
- Michigan Back Roads
- Quilting Campers
- Vegetation Station

DISTRIBUTION

- **Copies** ~ 7500+ per month
- **Counties** ~ Hand delivered!
  - ~ Antrim
  - ~ Benzie
  - ~ Manistee
  - ~ Grand Traverse
  - ~ Leelanau
  - ~ Missaukee
  - ~ Osceola
  - ~ West Roscommon
  - ~ Wexford
- **Locations**
  - ~ Campgrounds
  - ~ Restaurants
  - ~ Retail
  - ~ Welcome Centers

    Clare, Coldwater, Dundee, Monroe, New Buffalo, St. Ignace, Sault Ste. Marie

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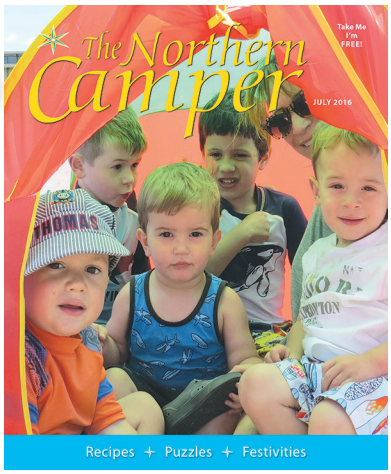

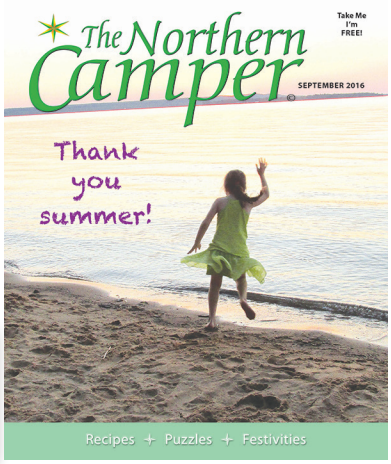

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Eighth Page (3 3/8 x 2 1/8)	$90 each	$80 each	$70 each
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Half Page Horizontal (7 x 4 1/4) **Half Page Vertical** (3 3/8 x 9)	$320 each	$285 each	$240 each
Full Page (7 x 9)	$615 each	$535 each	$450 each
Inside Covers (7 x 9)	$675 each	$610 each	$540 each
Back Cover (7 x 9)	$745 each	$680 each	$615 each

Directory Listing ~ Ask to see our new layout with Michigan map! **$100** for 5 issues *or*:
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All ads link to client web sites. 15% Discount for contracts 6 months or more.

Print Deadlines 2017

Issue	May-June	July	August	Sept.	Oct.-Dec.
Ad Deadlines	May 8	June 19	July 17	Aug. 21	Sept. 25
Distribution	May 17	June 28	July 26	Aug. 30	Oct. 4