

# The Northern Camper

northerncamper.com

14<sup>th</sup> Season + 2018

**Best Bang For Your Buck!**

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.*

## EACH ISSUE

- ✦ Camper's Choice (Favorite Campgrounds)
- ✦ Camper's Gadget
- ✦ Camper's Puzzles
- ✦ Campground Critters
- ✦ Campground Directory
- ✦ Campin' Kids
- ✦ Cookin' Campers
- ✦ Farm Markets
- ✦ Festivities
- ✦ Got Rocks?
- ✦ History Corner
- ✦ Michigan Back Roads
- ✦ Quilting Campers
- ✦ Small Town Stops

## 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



## Editorial Calendar

MAY/JUNE

*Where Snowbirds Land for the Summer*

- Feature on RV Parks
- Big Rig, Small Town Friendly
- Resources for RV repairs, supplies

JULY

*What's on Your Camping Bucket List?*

- Best Summer Festivals
- Kayak, Canoe Liveries
- Fishing Lakes, Beaches
- Golf & Putt Putt

AUGUST/SEPTEMBER

*Hit the Trail!*

- Best campgrounds for hiking, biking, horseback riding
- Farm Markets
- Color Tour Routes

OCTOBER/DECEMBER

*Camping Withdrawal? Forget About It!*

- Hunting Camp & Winter Camping
- Camp Christmas Gifts
- Save! Early Reservations
- 2019 Camping Shows

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# SIGN UP NOW FOR LAST YEAR'S RATES!

## THE BEST BANG FOR YOUR BUCK!

Advertise in 4 Issues: Includes Link on Website & 10% Off Video Interviews

### Print Ad Rates

Size (All Full Color)	1-2 Issues	3-4 Issues
<b>Eighth Page</b> (3 <sup>3</sup> / <sub>8</sub> x 2 <sup>1</sup> / <sub>8</sub> )	\$90 each	\$70 each
<b>Quarter Page</b> (3 <sup>3</sup> / <sub>8</sub> x 4 <sup>1</sup> / <sub>4</sub> )	\$175 each	\$135 each
<b>Half Page Horizontal</b> (7 x 4 <sup>1</sup> / <sub>4</sub> )		
<b>Half Page Vertical</b> (3 <sup>3</sup> / <sub>8</sub> x 9)	\$320 each	\$240 each
<b>Full Page</b> (7 x 9)	\$615 each	\$450 each
<b>Inside Covers</b> (7 x 9)	\$675 each	\$540 each
<b>Back Cover</b> (7 x 9)	\$745 each	\$615 each
Directory Listing ~ \$100 for 4 issues		
Video Interview & 1/8 Page Ad ~ \$350		

**Print Ad Specs:** Submit ads print-ready and send via e-mail unless other arrangements are made.  
Color: CMYK Resolution: 300 ppi Formats: .pdf, .eps, .tiff, .jpg

### Web Ad Rates

Size	Placement	Price Per Month
2 <sup>1</sup> / <sub>4</sub> x 2 (Approximately 230 x 300 pixels)	Section Page	\$20
2 <sup>1</sup> / <sub>4</sub> x 2 (Approximately 230 x 300 pixels)	Home Page	\$40

**Web Ad Specifications:** Submit ads web-ready and send via e-mail unless other arrangements are made.  
All ads link to client web sites. 15% Discount for contracts 6 months or more.

### Print Deadlines 2018

Issue	May-June	July	August	Sept. - Oct.
Ad Deadlines	May 18	June 22	July 27	Sept. 14
Distribution	May 23	June 27	Aug. 1	Sept. 19