

# Mackinac Area Fun Guide 2024 Rates

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MAFGs are distributed to Michigan Welcome Centers, Chambers of Commerce and busy Northern Michigan locations May through December. We cover the counties of Emmet, Cheboygan, Presque Isle, Mackinac and Chippewa. *New for 2024*, we now have a website which will include

FREE links to the area businesses that advertise with us. **ALL ADS ARE FOR A YEAR, including website.**

## **REQUIREMENTS FOR PRINT ADVERTISING:**

All ads must be to the size indicated in inches, be at least 300dpi and CMYK, vertical OR horizontal.

All ads should be named as follows:

Name of Business\_2024 MAFG.jpg

We can accept photoshop, illustrator and PDF files at 300 dpi and CMYK, but prefer .jpg.

All completed files should be sent to:

**MackinacAreaFunGuide@gmail.com**

Questions in regards to graphics, please contact Vicki Logan at 906.748.1058.

Vicki can also design your ad for an extra \$50.00. Full pages are \$75.00.

**All ad sizes are based on a finished, printed size of 8 x 10.5 inches and a .5 inch margin on all sides.**

Back Cover ad placement - add 35%  
Inside Cover ad placement - add 25%

Website ONLY - Business Name w/link ..... \$75.00

Business Listing PRINT ONLY ..... \$100.00

BOTH Print and Website (best deal) .....\$150.00

1/8 Page Ad - 3.5" x 2.375" ... \$750.00

1/16 Page Ad  
1.75" x 2.375"  
\$550.00

1/4 Page Ad vertical - 3.5" x 4.75" ... \$1150.00

1/4 Page Ad horizontal - 7" x 2.375" ... \$1150.00

1/2 Page Ad - 7" x 4.75" ... \$1550.00

Full Page Ad with bleed - 8" x 10.5" .... \$2500.00