

INDIANA-MICHIGAN EDITION



*Serving Amish Communities in  
Northern Indiana & Southern Michigan  
Current Circulation: 17,500 • Printed Every Two Weeks*

**ALL DEADLINES AT NOON**

Additional fees for late ads. See back for details.  
Cover ad deadline: a day before regular deadline, by noon.

**PROOF DEADLINE    DEADLINE    ISSUE DATE**

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

## 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>

**Inside Front & Back Cover Wrap (once per quarter) ..... \$715.00**

**Back Cover Wrap (once per quarter) ..... \$825.00**

Live Copy Area: 7.25" x 9.75"

Full with Bleed: 8.25" x 10.75" (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 Thursday 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.