

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 and Glossy Section ads due on Proof Deadline.

PROOF DEADLINE	DEADLINE	ISSUE DATE
Jan. 2, 2024.....	Jan. 4	Jan. 11
Jan. 16	Jan. 18	Jan. 25
Jan. 30	Feb. 1	Feb. 8
Feb. 13	Feb. 15	Feb. 22
Feb. 27	Feb. 29	Mar. 7
Mar. 12	Mar. 14.....	Mar. 21
Mar. 25 ^(Early)	Mar. 27	Apr. 4
Apr. 9	Apr. 11	Apr. 18
Apr. 23	Apr. 25	May 2
May 7	May 9	May 16
May 21	May 23	May 30
June 4	June 6.....	June 13
June 18	June 20	June 27
July 1 ^(Early)	July 3	July 11
July 16	July 18	July 25
July 30	Aug. 1.....	Aug. 8
Aug. 13.....	Aug. 15.....	Aug. 22
Aug. 27.....	Aug. 29.....	Sept. 5
Sept. 10.....	Sept. 12	Sept. 19
Sept. 24.....	Sept. 26	Oct. 3
Oct. 8	Oct. 10	Oct. 17
Oct. 22	Oct. 24	Oct. 31
Nov. 5.....	Nov. 7.....	Nov. 14
Nov. 19.....	Nov. 21.....	Nov. 28
Dec. 3	Dec. 5	Dec. 12
Dec. 17	Dec. 19	Dec. 26

DISPLAY ADS:

SIZE	RATE PER ISSUE	COLOR RATE	GLOSSY RATE
Full Page 7.2" w x 10.1" h	\$294.00	\$411.60	\$558.60
2-5 Times*	\$235.20	\$352.80	\$499.80
6 or more*	\$205.80	\$323.40	\$470.40
Half Page 7.2" w x 5" h	\$154.00	\$215.60	\$292.60
2-5 Times*	\$123.20	\$184.80	\$261.80
6 or more*	\$107.80	\$169.40	\$246.40
Qtr Page 3.5" w x 5" h	\$84.00	\$117.60	\$159.60
2-5 Times*	\$67.20	\$100.80	\$142.80
6 or more*	\$58.80	\$92.40	\$134.40
Bus. Card 3.5" w x 2" h	\$42.00	\$58.80	
2-5 Times*	\$33.60	\$50.40	
6 or more*	\$29.40	\$46.20	

Glossy Section Ads may do full bleed (Prices above)

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.

New Rates Effective 1/1/2024

LATE AD FEES

Ads wanting a proof but submitted after the proof deadline (normally Tuesday at noon) will have a \$10 late proof fee. Ads received after the regular deadline (normally Thursday at noon) will have a \$25 late fee.

PROOF INFORMATION

Cover ads, Glossy Section ads and other ads needing a proof: deadline is at noon two days before the regular deadline. 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.