

# THE MINING Journal

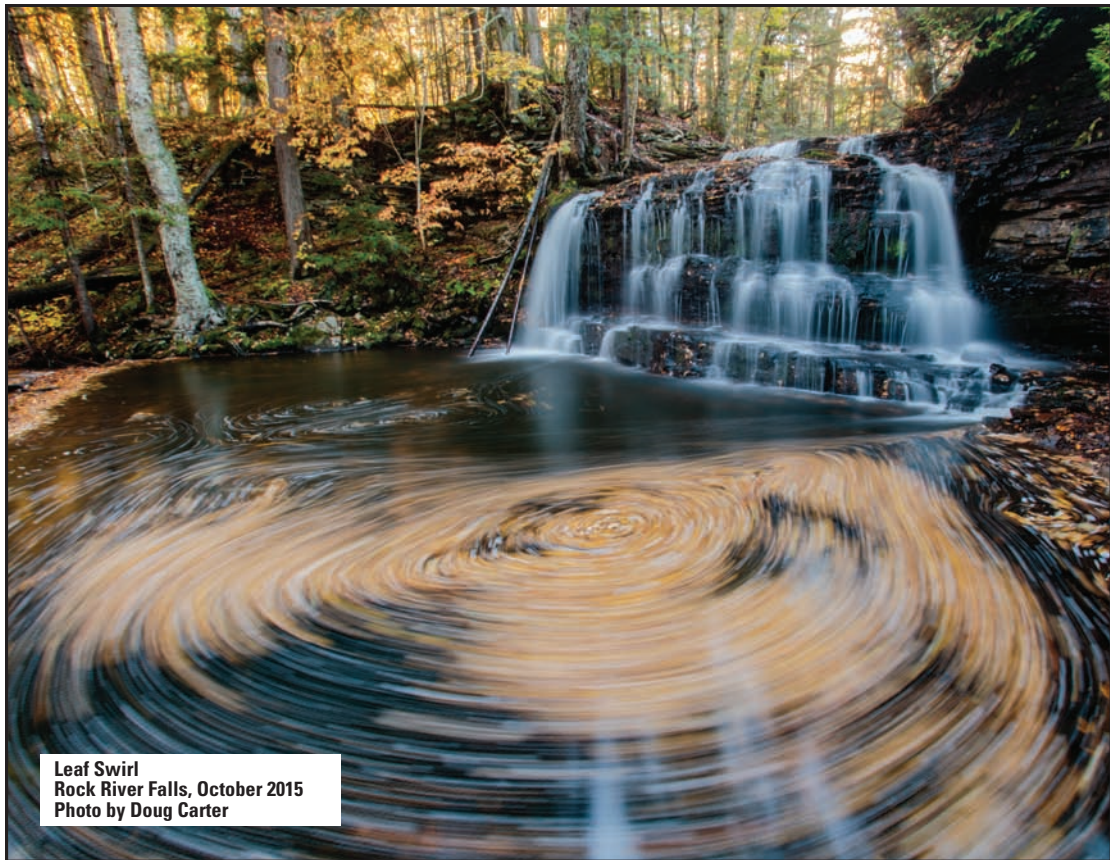
Upper Michigan's Largest Daily Newspaper!

## 2016 Advertising Rates

*Effective January 1, 2016*

*Located in Marquette, Michigan*

*Serving the Upper Peninsula since 1846*



Leaf Swirl  
Rock River Falls, October 2015  
Photo by Doug Carter



Audit Bureau  
of Circulations

Member Audit Bureau of Circulations

[www.miningjournal.net](http://www.miningjournal.net)

Published seven days a week  
Monday through Friday afternoons  
Saturday and Sunday mornings

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# ALL ACCESS... ANY TIME

In an increasingly fragmented media environment, newspapers continue to reach the highest quality demographic and with The Mining Journal's All Access we reach that enlightened demographic on the platform they prefer; print, digital and mobile. Now our audience can enjoy the entire newspaper from any location, on any device, at anytime they wish. When people in the Michigan's Central Upper Peninsula want local news, sports and information, they turn to The Mining Journal as they have for over 165 years. Serving Marquette, Alger and Baraga counties our readers rely on the most in-depth local coverage of events and issues.



## WHO READS NEWSPAPERS?

**67%** of adults read a print newspaper or access newspaper digital content in an average week.

**71%** of adults with a household income greater than \$100,000 a year read a print newspaper or accessed newspaper digital content in the past week.

**78%** of adults with a college degree read a print newspaper or access newspaper digital content in an average week.

\*Newspaper Association of America - 2016

## YOUR SOURCE FOR LOCAL INFORMATION

**According to the Audit Bureau of Circulation:** In the City of Marquette, **60%** of the residents receive The Mining Journal, and in our entire circulation area, **53%** of all residents receive The Mining Journal 7 days a week. While most households own TVs and radios, and many have internet access, no other single media outlet even comes close to The Mining Journal. These readers represent your customers who buy merchandise in your store.

When you place an advertisement in The Mining Journal, you are reaching the buyers who are ready and able to purchase your products. You have the best opportunity to receive a very real return on your advertising investment.

### According to a recent Pulse Survey:

- ~ 66.5% of area residents rely on The Mining Journal for **grocery ad information**.
- ~ 46% of area residents rely on The Mining Journal for local **new and used car information**.
- ~ 42.5% of area residents rely on The Mining Journal for local **dining and restaurant ad information**.
- ~ 48.5% of area residents rely on The Mining Journal for local **real estate advertising information**.
- ~ 60% of area residents rely on The Mining Journal for local **employment advertising information**.

# Regular Features

## Monday: Scene Magazine

Entertainment tabloid delivered with your Monday Mining Journal and to over 4,000 non-subscribers. Features area and regional entertainment, a dining guide, along with stories on movies, books, videos and television.



## Thursday: House To Home\*

A special section with area Real Estate advertising, feature stories, Real Estate classified advertising and a special page devoted to the week's Open Houses. Also includes weekly mortgage interest rates.



## Saturday: TV Guide\*

Complete area cable and off-air TV listings along with feature stories. This is the only local TV Guide available in the area, with programming broken down by area cable system channels.



## Saturday: Church Page\*

A special page every week devoted to a complete schedule of area church services and special events. Space is also allocated for special news items related to area church events.



## Sunday: Automotive

With a weekly cover feature on a new car every Sunday, this section is one of our most popular among readers. Also includes regular stories on the auto industry and NASCAR.



# Annual Special Features

## March: Progress\*

The largest and most important single issue we produce each year. This section is a true snapshot of life in our community. Stories focus on area growth and development over the past year with a look ahead.



## May: Menu Guide\*

This popular annual booklet is a collection of menus from area restaurants. Presented in an easy-to-handle booklet and available on our website, this is a must section for any area restaurant. The Mining Journal Menu Guide has become the menu guide of choice.



## August: Welcome Back NMU

Our annual tabloid welcoming back students and welcoming their parents to the Marquette area. Stories feature the coming school year at the University.



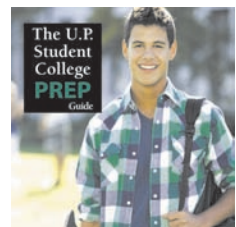
## September: Superiorland

A special feature glossy cover magazine. Topics will vary year to year.



## November: College Prep Guide

Newly created and now annual, the Upper Peninsula College Prep Guide is distributed to central Upper Peninsula high schools and full run distribution in The Mining Journal. This section provides high school juniors and seniors the information they need in selecting their college or university.



\*Also available on-line.

# Weekly Feature Pages



- Monday – In Business
- Tuesday – Health
- Wednesday – Learning
- Thursday – Boomers & Beyond
- Friday – Outdoors
- Saturday – Great Food & Drinks
- Sunday – Our Youth

## ROP RATES

### RETAIL RATES (Non-Commissionable)

#### ANNUAL CONTRACT RATES

Inches	Per Inch
100.....	\$22.31
200.....	\$21.81
375.....	\$21.50
750.....	\$21.06
1,250.....	\$20.56
1,875.....	\$20.13
2,850.....	\$19.76
3,850.....	\$19.35
5,675.....	\$18.97
7,500.....	\$18.60
11,250.....	\$18.21
15,000.....	\$17.86

Larger levels available on request

**Open rate:  
\$25.84**

### MONTHLY EARNED RATE

Inches.....	Per Inch
15 to 30.....	\$22.77
31 to 64.....	\$22.29
65 to 150.....	\$21.84
151 & Over.....	\$21.31

NOTE: Special rates may be in effect for selected special sections.

### FREQUENCY DISCOUNTS

Retail: No copy changes. Minimum 6 column inches.  
 First insertion: Regular Rates  
 Additional insertions, within 6 days of first insertion –  
 25% discount from regular rates  
 Discounts available on contract and earned rates only  
 and do not apply to special rates or packages.

### SCENE MAGAZINE

Feature magazine published every Monday. Delivered to all regular subscribers plus distribution to non-subscribers.

OPEN RATE.....\$37.78 Per Inch  
 PICKUP AD from regular Mining Journal or  
 Special Section.....\$5.94 Per Inch  
 (Ad run within 6 days of Scene publication.)  
 Color at regular costs.

### BUSINESS BUILDER

30 times Mining Journal.....\$367.59 / inch  
 15 times Mining Journal.....\$228.36 / inch

Must run within 30 days,  
**LIMIT ONE COPY CHANGE.**

Daily	1 month	\$12.24 / inch
	2 months	\$11.58 / inch
	3 months	\$11.07 / inch
	6 months	\$10.45 / inch
	12 months	\$9.92 / inch
Every other day	1 month	\$15.21 / inch
	2 months	\$14.51 / inch
	3 months	\$13.74 / inch
	6 months	\$13.13 / inch
	12 months	\$12.34 / inch
One time per week	(same day / same ad)	
	13 week commitment	\$19.15 / inch
	26 week commitment	\$18.15 / inch
	52 week commitment	\$17.07 / inch

**All Business Builders  
 Limit 1 copy change per 30 days**

## SPECIAL R.O.P. UNITS

### CONTINUITY RATE PACKAGE

#### DISPLAY

Minimum – 2-inch ad every day (1 year agreement)  
 Rate \$16.87 / inch  
 Provides: \$16.87 / inch rate on all  
 retail display advertising.  
 Display package qualifies advertiser  
 for \$15.14 classified rate.

#### CLASSIFIED

Minimum – 2-inch classified display ad  
 every day (1-year agreement)  
 Rate \$12.34 / inch  
 Provides: \$12.34 / inch rate on all  
 classified advertising.  
 Classified package qualifies advertiser  
 for \$20.13 / inch display rate.  
 No additional discounts may be applied.

## CLASSIFIED RATES

a ANNUAL CONTRACT RATES (non commissionable)

#### Total Annual Inches Rate Per Inch

125 inches.....	\$16.77
250 inches.....	\$16.45
500 inches.....	\$16.08
1,000 inches.....	\$15.79
1,750 inches.....	\$15.45
2,500 inches.....	\$15.14
3,750 inches.....	\$14.83
5,000 inches.....	\$14.55
7,500 inches.....	\$14.29
10,000 inches.....	\$13.96
15,000 inches.....	\$13.68

**Open rate:  
\$19.30**

b. Monthly Earned Rate:

#### Inches Per Month Rate Per Inch

20 to 40.....	\$17.07
41 to 85.....	\$16.73
86 to 200.....	\$16.17
201 and over.....	\$16.07

c. Business Builders:

30 times .....\$302.56 / inch  
 15 times .....\$164.61 / inch

d. Prepaid word ads – inquire for current rate.

e. Blind Box charge: \$17.89

f. Service Directory .....\$110.00 / mo.

Ad copy will be approximately 11 lines of text. Customer is  
 buying space by the column inch, different copy fits  
 differently (minimum one column inch).

Logos are permitted and billed by the inch.  
 \$39.00 / inch

Service Directory changes must be made by  
 3:30 p.m. Tuesday. Page is updated every Wednesday.

g. Church Directory advertising for Saturday publication, plus  
 internet, \$1.00 per line.

National Classified Rate \$30.00

### CLASSIFIED ADVERTISING ON THE INTERNET

Call for current rates and details.

## COLOR RATES

Color Available Daily.

Local Advertisers

One color & black.....	\$80
Two color & black.....	\$160
Three color & black.....	\$240

National R.O.P. Color Rates

One color & black.....	\$166.70
Two color & black.....	\$333.35
Three color & black.....	\$500.00

## PERSONNEL

Publisher .....James A. Reeves, jreevs@miningjournal.net  
 Retail Sales Director.....Larry Doyle, ldoyle@miningjournal.net  
 Classified Manager.....Sharon Johnson, sjohnson@miningjournal.net  
 Accountant.....Emily Xu, exu@miningjournal.net

## COMMISSION/TERMS OF PAYMENT

- National agency commission of 15 percent on all national advertising. Net 30 days.
- Open and contract rates for retail and classified are non-commissionable and available only to retail and service establishments dealing directly with customers.
- These terms applicable to rate card effective January 1, 2015.
- All invoices are net and payable when rendered.
- A LATE PAYMENT CHARGE OF 11/2% per month will be added to all delinquent balances 30 days or older.

## POLICIES & CONDITIONS

- All advertising is subject to approval by the Publisher. The Mining Journal reserves the right to reject any advertisement set to resemble newsmatter, or omit part or all of any advertising copy or artwork at any time, even though the same shall have been previously published or funded.
- The Publisher reserves the right to revise advertising rates upon 30 days written notice to the advertiser.
- Signed agreements for contract rates and monthly billings are available only to persons and firms with established credit at The Mining Journal. Advertisers with delinquent balances shall forfeit the right to earned rates at the end of agreement period.
- Signed agreements for contract rates are subject to credit rebate or extra assessment at termination of agreement according to space actually used. It is understood that rebates are limited to the next lowest rate and will be given in the form of credit to future advertising. It is also understood that the Publisher will recalculate the actual earned rate according to the current annual agreement rate schedule and will rebill for any additional amounts due at the end of the agreement periods.
- All advertising credit balances must be taken in kind (i.e., through additional advertising) and must be taken in one year.
- The Mining Journal retains ownership and all rights to any advertisement it produces.

## MECHANICAL REQUIREMENTS

Disp. Cols. ....Inches	Class. Cols..... Inches
1.....1.583	1.....1.022
2.....3.267	2.....2.144
3.....4.95	3.....3.267
4.....6.633	4.....4.389
5.....8.317	5.....5.511
6.....10	6.....6.633
	7.....7.756
	8.....8.878
	9.....10

- Printing Method: Offset, using photo composition. Black and white art, black and white photographs and Adobe Acrobat PDFs accepted. Color separations as CMYK only.
- Standard ROP sizes (6 columns, 22" web): size of printed area: 10 inches wide x 21 inches deep.
- Tabloid sizes (6 column): size of printed area: 10 inches wide x 10 inches deep.
- Classified (9 column): Column width: 1.022 inches. 1/8-inch gutter.
- Double Trucks accepted in 9, 11 and 13 columns only. Must be at least 16" deep. A charge of 1 column is made for the gutter.

## SPECIAL CLASSIFICATION RATES

- Political and transient advertising is based on rate card as earned and must be paid in advance of copy deadlines. Political advertising must conform to applicable laws and publisher's requirements.
- All going out of business and temporary or seasonal business advertising must be prepaid.

## CONTRACT & COPY REGULATIONS

- The Mining Journal's liability shall at no time in any way exceed the cost of the space involved. Any error in any advertisement should be reported immediately as The Mining Journal's liability is limited to first insertion, and ceases completely if not reported within five days of the publication date. The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement. The Mining Journal will provide a letter of correction specifying any error in an insertion. For non-insertion of any advertisement, the publisher shall not be liable for any advertisement beyond the amount that may have been pre-paid for such advertisement.
- INDEMNIFICATION: The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.
- Every effort will be made to meet reasonable position requests. Failure to meet these requests will not constitute cause for adjustment, refund or rerun. (See Section 10e)
- The Mining Journal will provide a correction letter if we fail to correct errors clearly marked by the advertiser on return proofs.
- Advertisements ordered and composed, but not run, will be charged at 35% of the rate charged for publication.
- Alcohol and tobacco advertising accepted.
- The Mining Journal does not accept brokered advertising.
- The Mining Journal will not extend credit for advertising orders or space reservations that claim sequential liability.

## DEADLINES

Publication	Deadline
Monday	Thursday, 2:30 PM
Tuesday	Friday, 2:30 PM
Wednesday	Monday, 2:30 PM
Thursday	Tuesday, 2:30 PM
Friday	Wednesday, 2:30 PM
Saturday	Wednesday, 5:00 PM
Sunday	Thursday, 10:30 AM
Scene Magazine	Thursday, 11:00 AM
The Guide	Friday, 5:00 PM
	(Week preceding publication)

Dates and times for cancellation are the same as the deadlines for placing advertisements.

## R.O.P. REQUIREMENTS

- Minimum display advertisement acceptable, 1 column x 1" deep. Advertisements over 18" deep will be billed full column depth.

## SPECIAL SERVICES

- Advertising layout service is available to advertisers. Sales staff will assist advertisers with layouts and production art.
- Art services, including contemporary cuts and illustrations, are available for ads at no charge to advertisers.
- Proofs will be made available, when requested, for correction of typographical errors for all ads 33 inches or larger, providing all copy and artwork was submitted by deadlines.
- Tear sheets will be provided, when requested and if available, to all advertisers. The number will be determined by the nature and need of the business. Charges may apply for extraordinary requests.
- Guaranteed position 50% additional charge on a first come, first served basis. Page 1A Section & Editorial Page, NO advertising allowed.

# CLASSIFIED MARKETPLACE

THE MINING Journal | monster®  
jobs.miningjournal.net

7 Days 14 Days 30 Days

Line Ads: \$60.00 \$90.00 \$110.00

Display Ads: \$75.00 \$130.00 \$195.00

\*In combination with a print ad in the newspaper.

**BOLD** – Job will appear in bold within the search results, increasing visibility.

**REFRESH** – Automatically brings a 30 day job listing to the top of the results page after 14 days.

**DIVERSITY** – Reach nearly 27 million diverse professionals immediately by extending the posting to career sites of a number of membership associations.

### CAN -7, -14, -30 (CAREER AD NETWORK)

Dynamically transforms the job posting into an online hiring ad and strategically places the ad where qualified job seekers spend their time online; seekers will be brought to our site when they click on the ad; this is available for 7 days, 14 days or 30 days.

**TOP JOB** – Job will appear in a Top Jobs box on the jobs homepage as well as the homepage of all locations in that group.

<b>ADDITIONAL</b>	<b>PRICE</b>
BOLD.....	\$55.00
AUTO REFRESH.....	\$55.00
DIVERSITY.....	\$65.00
CAN -7.....	\$55.00
CAN -14.....	\$85.00
CAN -30.....	\$155.00
TOP JOB.....	\$75.00
MONSTER MATCH.....	\$50.00
VETERAN.....	\$45.00

### RECRUITER PACKAGE INCLUDES:

30 Days Online  
30 Day Career Ad Network  
Top Job  
Auto Refresh

LINE AD.....\$285.00 (A \$395.00 VALUE!)

DISPLAY AD.....\$485.00 (A \$570.00 VALUE!)

### GOLD PACKAGE INCLUDES:

30 Days Online Auto Refresh  
Bold 30 Day Career Ad Network  
Veteran  
Diversity

LINE GOLD PACKAGE.....\$415.00 (A \$485.00 VALUE!)

DISPLAY AD GOLD PACKAGE.....\$485.00 (A \$570.00 VALUE!)

# Pre-Print Advertising

PREPRINTED INSERTS (Non-Commissionable)

18,000\* Full Run Cost Per Thousand

Tab Pgs.	Full Run					
	1-6 Per Year	7-11 Per Year	12-23 Per Year	24-36 Per Year	37-51 Per Year	52+ Per Year
8	\$57	\$54	\$51	\$48	\$45	\$42
12	\$59	\$56	\$53	\$50	\$47	\$44
16	\$61	\$58	\$55	\$52	\$49	\$46

### 10,000 to Full Run

Tab Pgs.	10,000 to Full Run					
	1-6 Per Year	7-11 Per Year	12-23 Per Year	24-36 Per Year	37-51 Per Year	52+ Per Year
8	\$59	\$56	\$53	\$50	\$47	\$44
12	\$61	\$58	\$55	\$52	\$49	\$46
16	\$63	\$60	\$57	\$54	\$51	\$48

### 5,000 to 9,999

Tab Pgs.	5,000 to 9,999					
	1-6 Per Year	7-11 Per Year	12-23 Per Year	24-36 Per Year	37-51 Per Year	52+ Per Year
8	\$61	\$58	\$55	\$52	\$49	\$46
12	\$63	\$60	\$57	\$54	\$51	\$48
16	\$65	\$62	\$59	\$56	\$53	\$50

### Less Than 5,000

Tab Pgs.	Less Than 5,000					
	1-6 Per Year	7-11 Per Year	12-23 Per Year	24-36 Per Year	37-51 Per Year	52+ Per Year
8	\$63	\$60	\$57	\$54	\$51	\$48
12	\$65	\$62	\$59	\$56	\$53	\$50
16	\$67	\$64	\$61	\$58	\$55	\$52

\* Quantity required: 16,500 to 19,000. Contact newspaper for exact quantity required for date of publication. Broadsheet inserts equal double tab pages.

For tabs 20 pages or more, add \$2 per thousand for every 4 pgs. Minimum charge \$200

Less than full run inserts are not accepted Sundays, the Wednesday preceding Thanksgiving, or Wednesday, March 30, 2016.

Zoning based on truck delivery routes. Contact representative for details.

Preprinted advertising sections must be scheduled 10 days in advance and should be shipped prepaid to The Mining Journal and delivered 7 days in advance of date of publication. Preprints scheduled which do not arrive in time for insertion and are not canceled 3 days prior to insertion will be charged \$100.00. Quoted rates apply to preprints containing advertisements from only one local advertiser and do not apply to preprints intended for national distribution.

Deliveries can be made Monday through Thursday 8:30 a.m. to 10:30 a.m. and 1:00 p.m. to 4:00 p.m. & Friday 8:30 a.m. to 10:30 p.m. and 1:00 p.m. to 2:00 p.m.

### SCENE MAGAZINE

(Preprint insert rates for non-subscriber distribution. Less than full run insert not available. Rate based on tabs up to 20 pages. For tabs larger, add \$2 for every four pages.)

Cost Per Thousand					
1 to 6 Per Year	7 to 11 Per Year	12 to 23 Per Year	24 to 36 Per Year	37 to 51 Per Year	52 or more Per Year
\$43	\$39	\$36	\$33	\$30	\$27



### Newspaper

Marquette  
Escanaba  
Houghton  
Iron Mountain  
Alpena, MI

### Rates per Column Inch

\$17.15  
\$13.78  
\$13.78  
\$13.78  
\$13.78

### Classified

\$16.12  
\$13.78  
\$13.78  
\$13.78  
\$13.78

Reach 55,000 homes in the region. Extend your reach throughout the U.P. with the UP Advantage.

\$80 spot color charge per newspaper based on color of the day. Rates effective January 1, 2016

Advertising deadline 4 days prior to publication

### National (commissionable) advertising rates:

ROP \$36.20 / inch

Preprints: \$70 / CPM (Zoning costs apply.)

**Ad Locations**

	leaderboard	Lg rect.	banner	half banner	skyscraper	Weather	Video	Print
Home page	YES	YES	YES	YES	no	YES	YES	YES
Category	YES	YES	no	YES	YES	YES	no	no
Sub-category	YES	YES	no	YES	YES	YES	no	no
Story level	YES	YES	no	YES	YES	YES	no	no

**Special positions**

**Brand Builders:** Small rectangle on the home page is reserved for Brand Builder ads.  
**Calendars:** Each calendar will have the option of having a strip ad across the top.  
**Online Advertiser Profile:** Profile page built with CMS template.  
**Video:** Located on the left side of the home page. Plays commercial when page opens.  
**Obit:** Special option that displays an ad at the bottom of individual obituaries.

**Print-to-web prices**

Print ad size	fee
11-20	\$20
21-30	25
31-40	30
41-50	35
51-60	40
61-70	45
71-80	50
81-90	60
91-100	70
101-110	80
111-120+	90
	100

Rates are for seven days



**Ad Rates**

Costs, unless noted, are in CPM

		OPEN		GOLD 12 months or 120,000 impressions p/month		SILVER 6 months or 60,000 impressions		BRONZE 3 months or 30,000 impressions	
		ros	targeted	ros	targeted	ros	targeted	ros	targeted
<b>Top</b>	leaderboard	\$16	20	9	13	10	14	13	17
	leaderboard expanding	\$18	22	11	15	12	16	15	19
	leaderboard auto-exp	\$20	24	13	17	14	18	17	21
<b>Right</b>	Rectangle	\$16	20	9	13	10	14	13	17
	Half banners	\$8	12	4	8	5	9	6	10
	Weather	\$4		1		2		3	
<b>Center</b>	Banner	\$11	15	6	10	8	12	10	14
<b>Left</b>	Skyscraper	\$16	20	9	13	10	14	13	17

**Others**

- Video ads on Home Page:** \$500 for 4 weeks (Advertiser supplies video)
- Funeral home ad below obit:** \$10 per obit
- Calendar sponsors:** (b) \$150 per month per calendar, 2/\$250
- Print ad upsell:** (b) Stays up for seven days, rotates through ads, rate based on size of ad.
- Square in right column:** Brand Builder component – \$50 per month. - ads rotate - ads appear every day
- Online advertiser profile:** \$50 per month
  - \$30 per month with 3 month advertising commitment
  - \$15 per month with 6 month advertising commitment
  - \$10 per month with one year advertising commitment

<b>Gold Level</b>	120,000 impressions per month (ie: leaderboard would be 120 x \$9 = \$1,080) A one year commitment would give the advertiser gold status without a minimum monthly impression commitment.
<b>Silver Level</b>	60,000 impressions per month (ie: leaderboard would be 60 x \$10 = \$600) A 6-month commitment would give the advertiser silver status without a minimum monthly impression commitment.
<b>Bronze Level</b>	30,000 impressions per month (ie: leaderboard would be 30 x \$13 = \$390) A 3-month commitment would give the advertiser bronze status without a minimum monthly impression commitment.



**Building Your Brand Through Frequency Advertising**

**3 Ads Per Week ~ \$401.70/mo.**

**4 Ads Per Week ~ \$499.88/mo.**

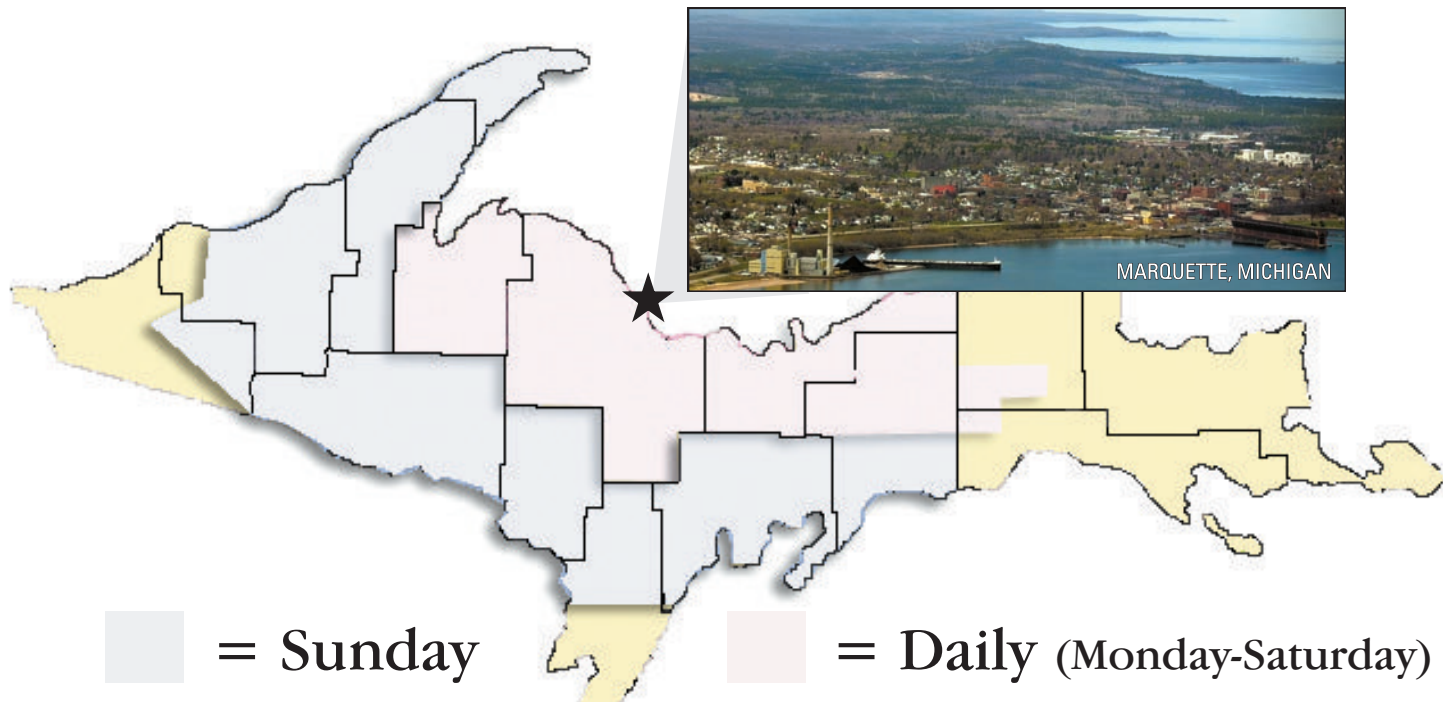
**5 Ads Per Week ~ \$580.22/mo.**

**6 Ads Per Week ~ \$653.43/mo.**

**7 Ads Per Week ~ \$712.34/mo.**

Average monthly charge based on 4 column inch ad. Minimum 1-year agreement.

# Distribution Area



## Area Population Profile

**Total households: 27,711**

**Household coverage:**

City Zone:

Mon.-Sat.	55%
Sun.	60%

**Population:**

Female: 50.1% Male: 49.9%

Age	Under 30:	42%
	30-60	40%
	Over 60	18%

**Total Circulation Area**

(Combined RTZ and City Zones)

Mon.-Sat.	44%
Sun.	53%

**Education:**

High School	88.5%
At Least Some College	52%
College Graduates	30%

**Annual Retail Sales:**

\$620,890,000

**Household Income:**

\$24,000-\$50,000	32.2%
\$50,000-\$100,000	28.1%
Over \$100,000	4.1%

### CIRCULATION

Circulation Manager.....Jerry Newhouse  
 The Mining Journal was established in 1846. It is published Monday through Friday afternoons and Saturday and Sunday mornings and covers Marquette, Alger and Baraga Counties and portions of Schoolcraft, Luce and Mackinac Counties. Expanded Sunday distribution reaches most of the Upper Peninsula.

### Audited Paid circulation

Circulation — Net Paid A.A.M. year ended 3/31/15  
 Mon.-Sat. 10,377  
 Sunday Total: 12,464  
 Subject to audit by Audit Bureau of Circulations  
 Subscription Price: Daily single copy, 75¢; Sunday single copy, \$1.50; per week by carrier, \$4.50; per week by motor route, \$4.80; per year by mail, \$353.60.