

The Bay Window

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221 South Quarterline Road

Muskegon, Michigan 49442

Advertising Rates for 2011-12

Billing size: 1 COL x 1"	Actual size: 2.3 x 1"	Price: \$10	Notes: Basic Ad
2 COL x 2"	Actual size: 4.6 x 2"	Price: \$25	Notes: Business Card
2 COL x 5"	Actual size: 4.6 x 5"	Price: \$70	Notes: Quarter-page Ad
2 COL x 10"	Actual size: 4.6 x 10"	Price: \$125	Notes: Half-page (V)
2 COL x 5"	Actual size: 9.2 x 5"	Price: \$125	Notes: Half-page (H)
4 COL x 10"	Actual size: 9.2 x 10"	Price: \$225	Notes: Full-page ad

The Bay Window is a tabloid-style publication, with four columns per page. Special per-issue rates for common ad sizes are listed above. For other sizes please contact us for a quote.

Color ads are an additional \$65 per issue.

Semester contracts will save 20 percent off each issue, when you agree to place an ad in each issue. There are 5 issues during the Fall semester and 6 issues during the Winter. Call for a quote!

Submission Deadlines

Fall Semester 2011

Deadline	Publication Date
21 September	26 September
05 October	10 October
19 October	24 October
02 November	07 November
16 November	21 November

Winter Semester 2012

Deadline	Publication Date
04 January	09 January
18 January	23 January
01 February	06 February
15 February	20 February
Mid-Semester Vacation: February 27 – March 3 (Monday-Saturday) No Classes	
21 March	26 March
04 April	09 April