ADVERTISING RATES
Effective January 1, 2019
This decision puts Michigan SSR designation for the 20-megawatt White Pine Energy Regulatory Commission to terminate the covers most of Michigan, filed with the Federal

By TOm STANKARD

GLOBE PUBLISHING
118 E. McLeod Ave.
Ironwood, MI 49938
Phone: (906) 932-2211 or
1-800-236-2887
Fax: (906) 932-5358
www.yourdailyglobe.com

PERSONNEL

SUE MIZELL
Publisher

JENNA KALLAS
Executive Assistant

HEIDI OFSTAD
Advertising Director

LYNN CALDERON
Advertising Sales

JAKE VALLEJO
Advertising Sales
ADVERTISING RATES

Daily Globe –
rates are per column inch

Local Open Rate .............................................$12.50
11-23 inches per month ..........................$11.50
24-35 inches per month ..........................$10.50
36-48 inches per month ..........................$10.10
49-59 inches per month ..........................$ 9.85
60-72 inches per month ..........................$ 9.50
73-95 inches per month ..........................$ 9.25
96-128 inches per month .........................$ 9.00
129 inches per month .............................$ 8.10

Repeat Discounts
Repeat ad without any changes within six calendar days of initial publication
First repeat ........................................20 percent discount
Second repeat ........................................33 percent discount
Third – sixth repeat ...............................50 percent discount

Color Rates
Full process color ......................................$150
Ads under 30 inches ............$3.50 column inch
One spot color ........................................$ 50

Front Page Rates – Globe
Front page Box – Full color .........................$ 50
Front page strip .............................................$120

Business Builder Program
rates are per column inch
Small space, frequency program designed to offer maximum exposure. 2 column x 2 inch ads run three times per week in the Daily Globe and one time per week in Range Source. Total market coverage for under $20 per ad.
26 week program ...........................................$5.30
52 week program .........................................$4.70

Community Rates
rates are per column inch
Civic, Educational, Political, Non-Profit,
Charitable, Church .......................................$9.50
Repeat rates not available  Political ads paid in advance

Range Source Rates
rates are per column inch
Total Market Coverage with Globe, non-duplicated Saturday mail delivery and some bulk delivery Circulation 11,400
Open rate ......................................................$12.50
Pick-up rate from Globe .............................$ 3.50
Frequency contracts available

rates are per ad
Front Page Box ..........................................$ 50
Repeat from Globe .....................................$ 25
Front page Strip ...........................................$120
Repeat from Globe .....................................$ 60

Pre Print Rates –
Globe and/or Range Source
<table>
<thead>
<tr>
<th>Cost/m</th>
<th>over 24 pgs</th>
<th>over 48 pgs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-6 per year</td>
<td>$60</td>
<td>$65</td>
</tr>
<tr>
<td>7-12 per year</td>
<td>$55</td>
<td>$60</td>
</tr>
<tr>
<td>13-26 per year</td>
<td>$50</td>
<td>$55</td>
</tr>
<tr>
<td>Over 26 per year</td>
<td>$45</td>
<td>$50</td>
</tr>
</tbody>
</table>

Insert - Maximum Size 11”x11” Minimum Size 4”x9”

Internet
visit us at www.yourdailyglobe.com
Please inquire about advertising on our newspaper website

DAILY GLOBE
ADDITIONAL INFORMATION

Advertising Deadlines
(Legal and Retail Display)

<table>
<thead>
<tr>
<th>PUBLICATION DAY</th>
<th>DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Globe</td>
<td>Monday .........Thursday 4 p.m.</td>
</tr>
<tr>
<td>Tuesday</td>
<td>............................................Friday 4 p.m.</td>
</tr>
<tr>
<td>Wednesday</td>
<td>......................................Monday 4 p.m.</td>
</tr>
<tr>
<td>Thursday</td>
<td>........................................Tuesday 4 p.m.</td>
</tr>
<tr>
<td>Friday</td>
<td>........................................Wednesdsay 4 p.m.</td>
</tr>
<tr>
<td>Saturday</td>
<td>........................................Thursday 4 p.m.</td>
</tr>
<tr>
<td>Range Source</td>
<td>..........Monday Noon (week prior)</td>
</tr>
</tbody>
</table>

Mechanical Information and Requirements

SPECIFICATIONS: Offset Production
PAGE SIZE:  6 columns x 21-1/2 inches
FULL PAGE: 129 column inches
1 column inch = 1 column x 1 inch

<table>
<thead>
<tr>
<th>COLUMN</th>
<th>WIDTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 column</td>
<td>1.528 inches</td>
</tr>
<tr>
<td>2 columns</td>
<td>3.222 inches</td>
</tr>
<tr>
<td>3 columns</td>
<td>4.917 inches</td>
</tr>
<tr>
<td>4 columns</td>
<td>6.611 inches</td>
</tr>
<tr>
<td>5 columns</td>
<td>8.306 inches</td>
</tr>
<tr>
<td>6 columns</td>
<td>10 inches</td>
</tr>
</tbody>
</table>

Terms of Payment

COMMISSION AND TERMS OF PAYMENT
All advertising rates are non-commissionable.
All advertising payments are due on receipt of invoice.
A charge of 1-1/2% per month will be added to the bill
when unpaid after 60 days.

ADVERTISING RATE POLICY
In the event an advertiser uses less contract space than
provided for in the agreement, it is understood that the
publisher will recalculate the actual earned rate according
to the current annual agreement rate schedule, and will
re-bill for any additional amounts due at the end of the
agreement period.

Circulation

The Daily Globe, established in 1919, is a daily newspaper, publishing 6 days a week - Monday through Saturday mornings; reaching 65% of the households in our retail trade zone. The Range Source is a non-duplicated Saturday publication. Circulation is 11,400.

Policy and Copy Regulations

a.) All advertising simulating news must be headed “advertisement”.

b.) Liability for errors.
The advertiser agrees that the Publisher shall not be liable
for damages arising out of errors in advertisement beyond
the amount paid for space actually occupied by that portion
of the advertisement in which the error occurred, whether such error is due to the negligence of the Publisher’s employees or otherwise, and there shall be no liability for non-insertion of any advertisement beyond the amount paid for such advertisement. It is the advertiser’s responsibility to proof advertising copy prior to publication. It is the advertiser’s responsibility to verify accuracy of the first insertion and notify the Daily Globe immediately of errors. “Make good” liability is limited to the first insertion; error correction is limited to the reproduction of same-sized ad in the same publication (Daily Globe or Range Source). In the event an error occurs in a special publication, advertiser will be given the option of reproducing (one insertion) the corrected ad in the Daily Globe, Range Source or another special publication. Advertiser will be charged for the incorrect insertion, and not charged for the corrected insertion.

c.) All advertising accepted is subject to the approval of the Publisher. We reserve the right to revise or reject in whole or part any advertisement at any time.

d.) Dates and times for cancellations of ads are same as
deadlines for placement of ads.

e.) Reproduction agreement: Rates charged for advertising in the Daily Globe are for space used only, and do not include compensation for the right, title and interest to layouts of advertisements placed with the Daily Globe which represent the creative efforts of the Daily Globe and/or the utilization of their own illustrations, labor composition or material. All such advertising layouts are, and remain the sole property of the Daily Globe. Advertisers may not authorize the photographic or other reproduction to any other publication without the express prior written consent of the Daily Globe.

DAILY GLOBE