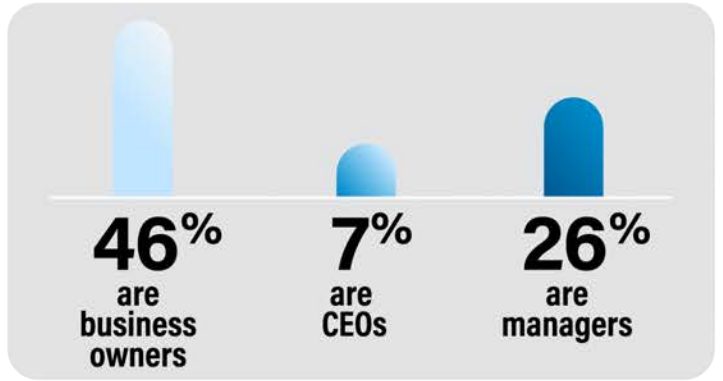
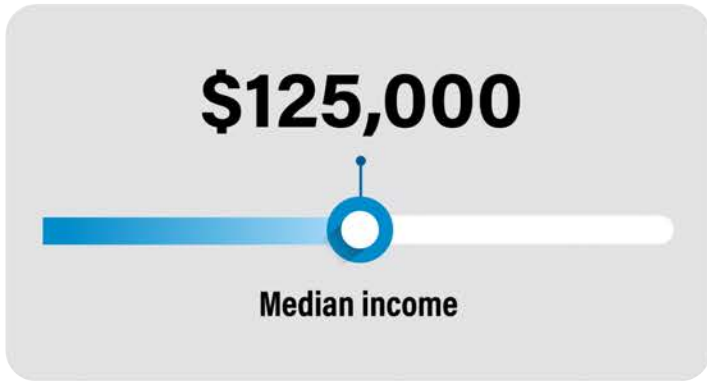
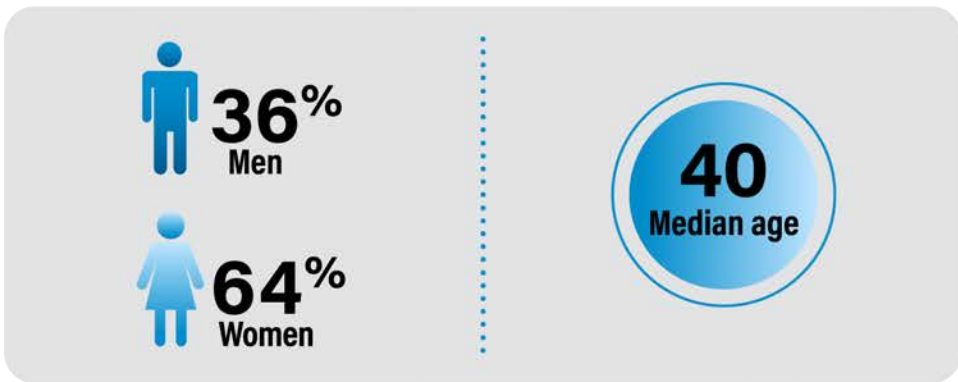
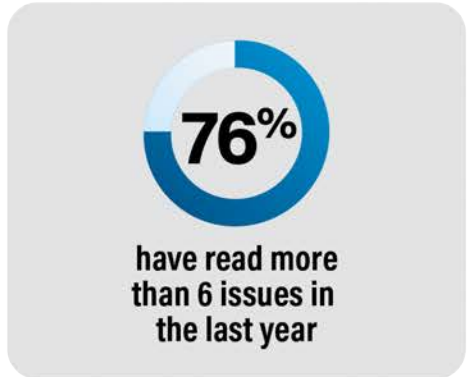


Serving Grand Traverse, Benzie, Kalkaska and Leelanau Counties

THE MEDIA OUTLET TO REACH THE INFLUENTIALS

OUR READERS: LOCAL DECISION MAKERS/ACTIVE BUYERS



The Traverse City Business News is a subscription-based publication. Subscriptions are \$35 per year for 12 issues. To subscribe, visit www.tcbusinessnews.com.

2024 EDITORIAL CALENDAR

January

- > What to Watch—Development, Leaders & Innovations
- > Traverse City Business Hall of Fame
- > Technology: Local Leaders Look at 2024
- * **Bonus Distribution: All Grand Traverse County business owners with 2+ employees**

February

- > Travel, Meetings & Events
- > Recruiting & Hiring
- > Marketing, Promotion & Design
- * **Bonus Distribution: Detroit and Kent County business owners with 10+ employees + meeting & event planners in the Midwest**

March

- > The Wealth Report
- > Banking & Finance
- > Boating & the Blue Economy
- > Healthcare
- * **Bonus Distribution: 3,000 ultra-affluent residents in Grand Traverse, Leelanau, Benzie, Antrim, Otsego, Manistee, Emmet, Charlevoix & Kalkaska Counties (net worth of \$5+ million)**

April

- > The Construction Report
- > Agriculture & Landscapes
- > Accounting, Insurance & Law
- * **Bonus Distribution: 4,500 owners of homes valued \$1+ million in the Grand Traverse region**

May

- > Real Estate: Cool Properties, Top Realtors
- > Education & Training
- > Healthcare
- * **Bonus Distribution: 3,000 ultra-affluent residents in Oakland & Kent Counties (net worth of \$5+ million)**

June

- > Summer 2024 Preview: Tourism, Retail & Hospitality
- > Banking & Finance
- > Get Connected: Leads & Networking
- * **Bonus Distribution: 3,000 Chicago and Detroit business owners with 20+ employees**

July

- > Entrepreneurs & Start Ups
- > Healthcare: Wellness & Vanity
- > Regional Business Scene: The Mitten's Top Half
- * **Bonus Distribution: 6,000 business owners in 13 northern Michigan counties**

August

- > Real Estate, Construction & Development
- > Investing & Financial Planning
- > The Eat & Drink Economy
- * **Bonus Distribution: 10,000 Grand Traverse County homes**

September

- > 40Under40
- > Manufacturing: Exporting Grand Traverse to the World
- > Accounting, Insurance & Law

October

- > The Retirement Issue
- > Banking & Finance
- > Automotive, Transportation & Moving People
- * **Bonus Distribution: 5,500 55+ residents in Grand Traverse region**

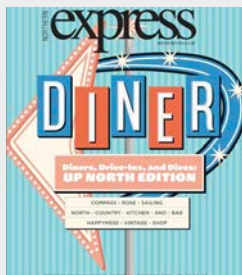
November

- > Healthcare: Open Enrollment
- > Energy, Utilities & Engineering
- > Holiday Celebrations & Gift Giving
- * **Bonus Distribution: 3,400 Grand Traverse & Leelanau business owners with fewer than 5 employees**

December

- > The Philanthropy Issue
- > Accounting, Insurance & Law
- > Banking & Finance
- > Real Estate, Construction & Interiors
- * **Bonus Distribution: 1,500 proven charitable donors in Grand Traverse region**

ASK ABOUT OUR SISTER PUBLICATIONS!



Northern Express
Print & Digital



The Ticker
Daily Email & Website



Leelanau Ticker
Email & Website



P.O. Box 4020 | Traverse City, MI 49685 | Ph 231-929-7919 | Fax 231-929-7914

ADVERTISING RATES & SPECIFICATIONS

BLACK & WHITE RATES (COLOR ADD \$60)

Size	1 issue	4 issues <small>(12-25% discount)</small>	6 issues <small>(19-40% discount)</small>	12 issues <small>(23-50% discount)</small>
Front Cover Banner	\$920	\$920	\$920	-----
2-Page Center Spread	2,850	2,450	2,215	2,120
Back Cover	1,930	1,685	1,595	1,520
Inside Cover	1,685	1,490	1,350	1,230
Full Page	1,580	1,355	1,230	1,175
3/4 Page	1,170	1,030	930	875
1/2 Page	1,000	875	790	755
1/3 Page	870	730	645	575
1/4 Page	670	560	475	415
1/6 Page	560	455	370	340
1/8 Page	395	315	290	270



ROP Display Advertising Rates are NET and represent price per insertion)
Two or more ads in same issue – 10% off additional ads

\$50 – Simple ad layout/creation

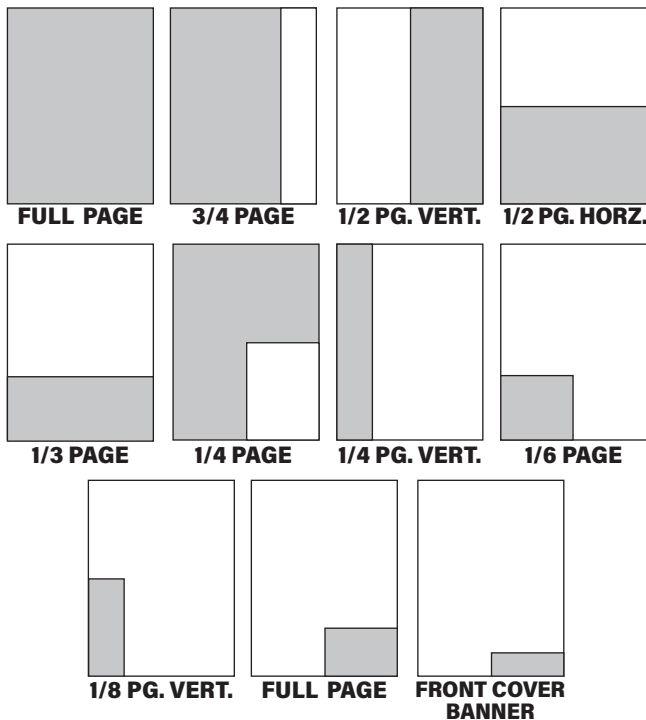
ADVERTISING DIMENSIONS

Size	Inches (width x height)
Front Cover Banner	5.031 x 2.0
2-Page Center Spread	21.5 x 12.875
Full Page	10.25 x 12.875
3/4 Page	7.625 x 12.875
1/2 Page Horz.	10.25 x 6.375
1/2 Page Vert.	5.031 x 12.875
1/3 Page	10.25 x 4.291
1/4 Page	5.031 x 6.375
1/4 Page Vert.	2.437 x 12.875
1/6 Page	5.031 x 4.185
1/8 Page Vert.	2.437 x 6.375
1/8 Page Horz.	5.031 x 3.125

Bleed Ads not accepted: The TCBN is trimmed without artwork reaching edges of publication. Please adhere to above dimensions.

Paper Stock: The TCBN is printed on uncoated newspaper stock.

ADVERTISING SIZE CHART



ADVERTORIALS

Rates are \$1,800 each. Full page advertorials include 700-word story written by a TCBN writer and one photo from our photographer. Advertorial will be labeled as advertisement at top of page.

INSERTS

Rates for preprinted inserts supplied by advertiser are \$225 per thousand. Minimum size: 6" x 9"

Ship to:
Stafford Media, Attn: TCBN, 1005 E. Fairplains, Greenville, MI 48838

COVER STICKER

Rates are \$335 per thousand. 3" x 3" peel-off stickers affixed to the cover of TCBN. Production included.

ADVERTISING SUBMISSIONS

Please email ads directly to your media consultant.
PDF files are encouraged – all colors must be converted to CMYK and all fonts embedded.

ADVERTISING DEADLINES

Space Deadline.....15th of each month
Materials Deadline.....21st of each month

*Ads appearing in cover positions due to your sales rep by the 15th of the month.
Inserts are due to the printer by the 23rd of the month before they appear.*



P.O. Box 4020
Traverse City, MI 49685
Ph 231-929-7919
Fax 231-929-7914

Lisa Gillespie, Advertising Sales
231-838-6948 • lisa@northernexpress.com

Abby Walton Porter, Advertising Sales
231-499-7554 • aporter@northernexpress.com

Kaitlyn Nance, Advertising Sales
231-534-4745 • knance@northernexpress.com

Todd Norris, Advertising Sales
231-944-6916 • tnorris@tcbusinessnews.com

Michele Young, Advertising Sales
231-645-4179 • myoung@tcbusinessnews.com

Caroline Bloemer, Advertising Sales
504-388-9209 • cbloemer@tcbusinessnews.com