

# **OLD MISSION GAZETTE**

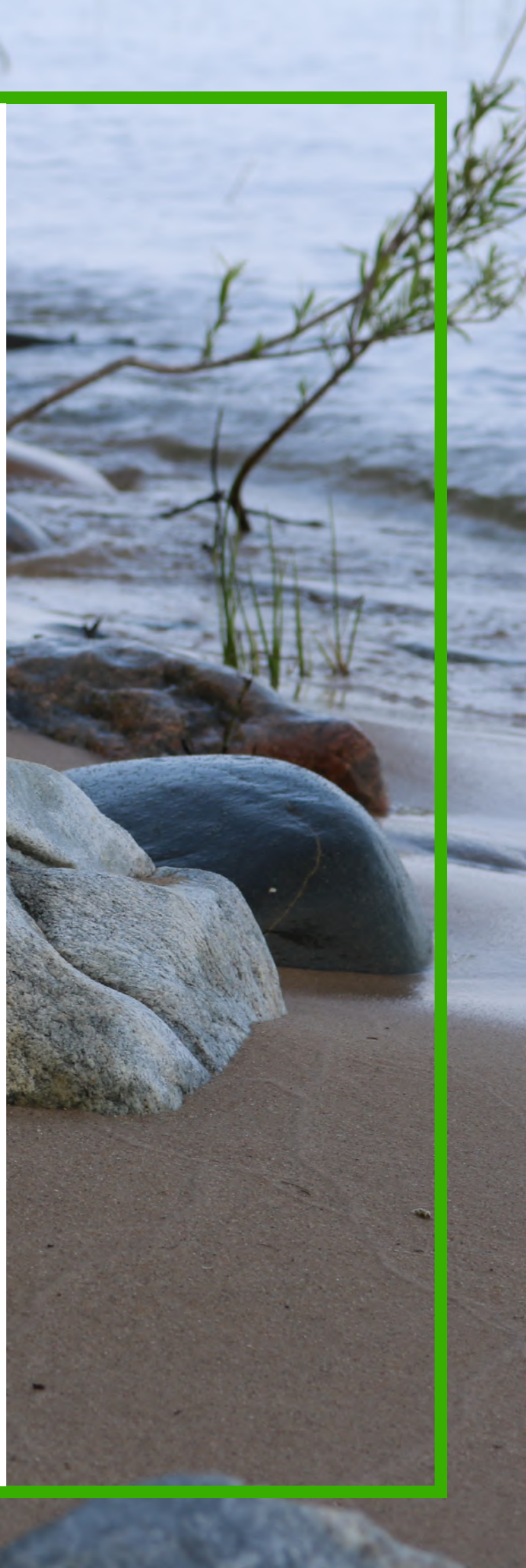
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**ADVERTISING  
& MEDIA KIT**

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**The Old  
Mission  
Peninsula's  
Only Daily  
Newspaper**



# About Old Mission Gazette

Old Mission Gazette is the daily digital newspaper for the Old Mission Peninsula (OMP), an 18-mile piece of land stretching into Lake Michigan north of Traverse City, Michigan. News, photos, history, vintage OMP recipes - we publish it all.

Owned and published by lifelong OMP residents **Tim and Jane Boursaw**, the Gazette is the recipient of Red Hot Best (**Best Newspaper Reporter**) and Northern Michigan Environmental Action Council (**Investigative Journalism**) awards.



## Website & Social Media Stats

Monthly  
Website  
Pageviews

2.5 Million



Email  
Newsletter  
Subscribers

12,000



Daily  
Facebook  
Views

24,000



Daily  
Instagram  
Views

18,000



Daily  
Twitter  
Views

22,000



Email Open Rate: 87% | Email Click-Through Rate: 83%



## Links


Website: <https://www.oldmission.net>

Facebook: [/oldmissiongazette](#)


Instagram: [@oldmissiongazette](#)

Twitter: [@oldmission](#)

## Contact the Team



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**Tim Boursaw**  
Managing Editor, Advertising Director  
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(Phone is best)

# 7 Reasons to Advertise With Us

- 1. We'll Amplify Your Business.** 2.5 million people read the Gazette monthly, spending an average of 40 minutes on the website per visit. New stories and photos are posted daily. What's that mean for you? **Consistent brand awareness.**
- 2. Our Devoted Readers Will See You.** 12,000+ email subscribers receive our weekly newsletter. The open rate is a whopping 87%, and the click-through rate is 83% - far exceeding the national average (16% and 4%). **And no one ever unsubscribes.**
- 3. We'll Direct You to Your Target Customers.** 65% of Old Mission Peninsula residents hold a Bachelor's degree or higher. The median home value is \$337,600, and the median household income is \$76,392.
- 4. Digital News is Thriving.** According to the Pew Research Center, 72% of U.S. adults get their news via online newspapers or social media. That's why it's no secret that **print newspapers are dying in droves** and digital news is expanding by leaps and bounds.
- 5. You'll Be an OMP Insider.** Editor Jane Johnson Boursaw is a member of the Old Mission Women's Club and OMP Historical Society. We also work closely with other OMP groups, including Old Mission Peninsula School, Peninsula Community Library, American Legion Post 399, Mission Point Lighthouse, Peter Dougherty Society, Peninsula Fire Department and local churches. **We live here, work here, and play here.**
- 6. You'll Be Helping to Support a Small, Local Business.** Both Tim and Jane were raised in farm families that go back six generations on the OMP. Paired with Jane's 40-year career as a photojournalist with the New York Times, Los Angeles Times and others, **there's no better way to promote your business** to the Old Mission Peninsula and Grand Traverse Region.
- 7. We Win Awards.** Specifically, the **Investigative Journalism Award** from the Northern Michigan Environmental Action Council (NMEAC) and **Best Newspaper Reporter** from Red Hot Best of Northern Michigan.

**Contact Tim Boursaw, Advertising Director**  
**tim@oldmission.net, (231) 342-0209**

# Advertise in Old Mission Gazette

Amplify your business to thousands of Old Mission Peninsula residents, visitors and the Grand Traverse Region! Advertise in Old Mission Gazette's website, email newsletter and social media channels.

All ads include placement in the website, email newsletter and business directory, along with mentions on our social media channels.

## AD PACKAGES:

- 1. THE LIGHTHOUSE. 728 x 90 banner ad at TOP OF EVERY WEBSITE PAGE.** \$500/mo.; \$2910/6 mos. (3% discount); \$5700/12 mos. (5% discount).
- 2. THE FIRE TRAIL. 300 x 300 ad on HOME PAGE and ARTICLE SIDEBARS.** \$400/mo.; \$2328/6 mos. (3% discount); \$4560/12 mos. (5% discount).
- 3. THE VINEYARD. 640 x 200 ad at TOP OF ALL ARTICLES.** \$350/mo.; \$2037/6 mos. (3% discount); \$3990/12 mos. (5% discount).
- 4. THE DOUGHERTY. 640 x 200 ad at BOTTOM OF ALL ARTICLES.** \$300/mo.; \$1746/6 mos. (3% discount); \$3420/12 mos. (5% discount).

\*Ad sizes based on pixels. Three-month minimum. Ad graphics/photos/layout, \$50/hr.

One-time business profiles are also available for \$500/ea and include placement in email newsletter and social media mentions.

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