

# Old Mission Gazette Media Kit





Old Mission Gazette is currently closed to new advertisers.  
Email [jane@oldmission.net](mailto:jane@oldmission.net) to get on a waiting list.

## About Us

Old Mission Gazette is the daily digital newspaper for the Old Mission Peninsula. News, photos, history, vintage OMP recipes - we publish it all. Owners Tim and Jane Boursaw are lifelong OMP residents and unabashed devotees of this beautiful land we call home.



## Daily Media Reach

-  Website: 45K
-  Facebook: 44K
-  Instagram: 23K
-  Twitter: 24K



**Newsletter Subscribers: 14K**

(Open Rate: 97% | Click-Thru: 93%)

## Why Us?

- Locally owned. Tim & Jane live and work here.
- New stories & photos posted daily.
- Readers spend an average 40 min. on the website.
- Digital news is thriving.
- OMPers' median home value: \$337,600.
- Median household income: \$76,392.
- 65% of OMP residents -> Bachelor's Degree/higher.
- We work closely with: Old Mission Women's Club, Historical Society, Legion Post, Fire Department, School, Library, Churches & other OMP groups.
- Jane's 40-year career as a photojournalist includes the NY Times, LA Times and more.
- We win awards (NMEAC Investigative Journalism, Red Hot Best of Northern Michigan).

## Ad Packages

All ads included in email newsletter & bottom of home page. 3-mo. min. prepaid required. Discounts: 3% for 6-mo. prepaid; 5% for 12-mo. prepaid. All ads must be approved by Jane.

#1. **THE BAY.** Bottom of website home page. \$75/mo.

#2. **THE DOUGHERTY.** Bottom of all articles on website. \$200/mo.

#3. **THE VINEYARD.** Top of all articles on website. \$250/mo.

#4. **THE FIRE TRAIL.** Website home page (above fold) & article sidebars. \$300/mo.

#5. **THE LIGHTHOUSE.** Top of every website page. \$500/mo.



## Contact the Team



### Jane Boursaw

Editor-in-Chief, Advertising Director

Email: [jane@oldmission.net](mailto:jane@oldmission.net)

Phone: (231) 590-4715

(Email/Text is best)



### Tim Boursaw

Managing Editor

Email: [tim@oldmission.net](mailto:tim@oldmission.net)

Phone: (231) 342-0209

(Phone is best)