





# Old Mission Gazette Media Kit

## 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. Publisher and Editor Jane Boursaw is a lifelong OMP resident, daughter of cherry farmers, and unabashed devotee of this beautiful land we call home.

## Daily Media Reach

-  Website: 85,000
-  Facebook: 54,000
-  Instagram: 34,000
-  Twitter: 24,000



**Newsletter Subscribers: 22,000**

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

## Why Us?

- **Locally owned.** Jane grew on up a cherry farm, raised her family and still lives on the OMP.
- **New stories & photos posted daily.**
- **Readers spend an average of 40 minutes on the website.**
- **Digital news is thriving.**
- **We work closely with:** Old Mission Women's Club, Historical Society, Legion Post, Dougherty House, Fire Department, School, Library, Churches & other OMP groups.
- **Jane's 45-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).**



## Advertise With Us

All ads are included in our weekly email newsletter, emailed to 22,000 subscribers, as well as on the website home page and sidebars of each article page.

The newsletters include a roundup of stories posted to the Gazette website that week.

Advertisers must commit to a minimum of six months.

The cost is \$3500 per year and must be paid upfront before ads begin.

You are welcome to pay every six months (\$1750); however, those paying a year in advance will receive a 5% discount (\$175; total cost, \$3325).

**NEW:** We also have an OMP Business section now! Advertisers with display ads are automatically included. The cost for a business listing only is \$500/year.



## Contact Us

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Publisher/Editor

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