





# 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 here, and still lives on the OMP.
- New stories and 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 and 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 on the website home page and sidebars of every article page; also included in our weekly newsletter emailed to 22,000 subscribers.

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 or \$1750 for six months, and must be paid upfront before ads begin.

Display ad requirement: High-resolution, square, 1000 x 1000 pixels.

**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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