




Old Mission Gazette Media Kit

About Us

Started in 2015, Old Mission Gazette is the daily digital newspaper for the Old Mission Peninsula. News, photos, history, opinions, 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.



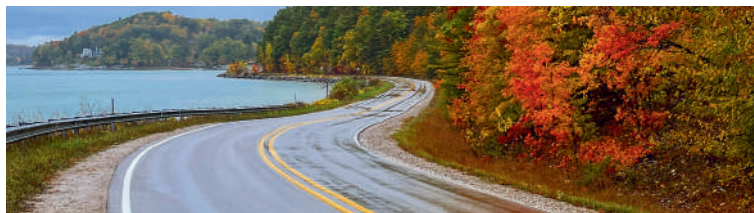
Daily Media Reach

-  Website: 85,000 pageviews
-  Facebook: 54,000 views
-  Instagram: 34,000 views



Newsletter Subscribers: 24,000

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



Why Us?

- Locally owned. Jane grew on up a cherry farm; raised her family here; still lives on the OMP.
- New stories and photos posted daily.
- Readers spend an average of 40 min. on the website.
- Digital news is thriving.
- We work closely with the 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/Northern Michigan.

Advertise With Us

All ads included on the website home page (oldmission.net); article sidebars; and in our weekly newsletter emailed to 24,000 subscribers.

Newsletters include a roundup of stories posted to the website that week.

Advertisers must commit to a minimum of six months.

Display ad requirements: Camera-ready, high-res, square, 1000 x 1000 pixels.

The cost is \$3500 per year or \$1750 for six months; paid upfront before ads begin.

NEW - OMP Business Section: Display advertisers automatically included. Business listing only - \$500/year.



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Old Mission
Gazette

CONTACT US

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