




# 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 minutes 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.

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

**DISPLAY AD REQUIREMENTS:** Camera-ready, high-res, square, 1000 x 1000 pixels.

### COST:

- \$3500 per year
- \$1750 for six months
- \$300 month to month

Paid upfront before ads begin.

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



## CONTACT US

**Will Boursaw**  
Marketing/  
Advertising Manager  
Phone/Text: (231) 590-0073

**Jane Boursaw**  
Publisher/Editor  
[jane@oldmission.net](mailto:jane@oldmission.net)  
(231) 590-4715

