



The SUNTIMES NEWS

*Serving Chelsea, Dexter, Saline, Milan,
and the surrounding communities
for over 100 years*

RATE GUIDE

advertising@thesuntimesnews.com | 734.268.6269

RATES EFFECTIVE JANUARY 25, 2026

The SUN TIMES NEWS

The Sun Times News has been a trusted local news source dedicated to delivering accurate, timely, and relevant information to our community since 1886. Our digital platform reaches thousands of engaged readers each month who rely on us for local news, sports coverage, community events, and more.

By advertising with The Sun Times News, you'll connect with our loyal audience of local residents, professionals, and community leaders who visit our site regularly to stay informed about what matters in their community.

What You Get When You Advertise With The Sun Times

Targeted Local Reach: Connect with engaged readers in your community

Brand Authority: Associate with a longstanding, trusted local news source

Flexible Options: Choose from various placement and pricing options

Multiple Ad Formats: Banner and square ads available in a range of sizes

Transparent Metrics: Clear reporting on ad performance

OUR REACH

Over 30,500 Homes + 300 Businesses
across Dexter, Chelsea, Saline, and Milan receive our printed newspaper.

550,000+
monthly unique visitors to website

1.9M+ views
monthly on Facebook

Our audience consists primarily of local residents who are actively engaged in the community. They trust The Sun Times for information about local news, events, sports, and community developments. Our readers are decision-makers, business owners, parents, and active community members.

PRINT ADVERTISING DEADLINES

2026

Issue	Date to Submit Ads	Issue	Date to Submit Ads
January 7	January 1	July 1	June 25
January 14	January 8	July 8	July 2
January 21	January 15	July 15	July 9
January 28	January 22	July 22	July 16
		July 29	July 23
February 4	January 29	August 5	July 30
February 11	February 5	August 12	August 6
February 18	February 12	August 19	August 13
February 25	February 19	August 26	August 20
March 4	February 26	September 2	August 27
March 11	March 5	September 9	September 3
March 18	March 12	September 16	September 10
March 25	March 19	September 23	September 17
		September 30	September 24
April 1	March 26	October 7	October 1
April 8	April 2	October 14	October 8
April 15	April 9	October 21	October 15
April 22	April 16	October 28	October 22
April 29	April 23		
May 6	April 30	November 4	October 29
May 13	May 7	November 11	November 5
May 20	May 14	November 18	November 12
May 27	May 21	November 24	November 18
June 3	May 28	December 2	November 25
June 10	June 4	December 9	December 3
June 17	June 11	December 16	December 10
June 24	June 18	December 23	December 17
		December 30	December 24

Need artwork for your ad? We can help!

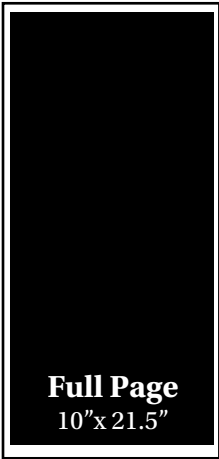
Ad Design Service:

- Includes professional ad creation.
- Requires submission **2 days prior** to standard deadline to accommodate for design and approval.

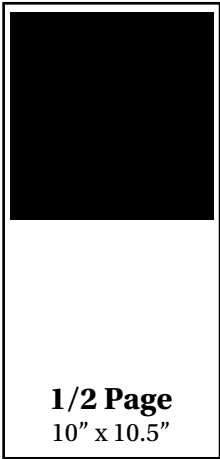
Contact our team for more info and pricing at
advertising@thesuntimesnews.com

PRINT ADVERTISING

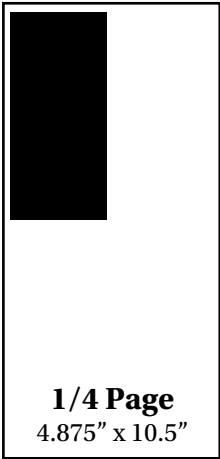
INTERNAL PAGES



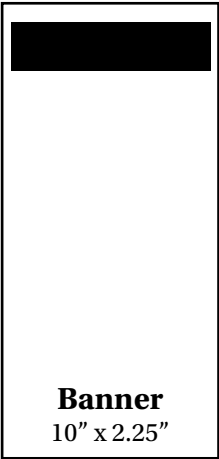
Full Page
10" x 21.5"



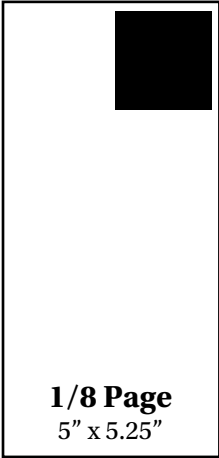
1/2 Page
10" x 10.5"



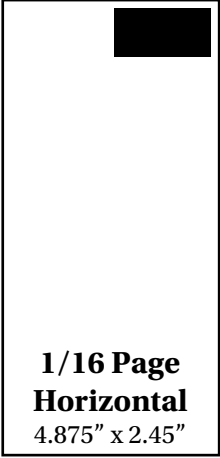
1/4 Page
4.875" x 10.5"



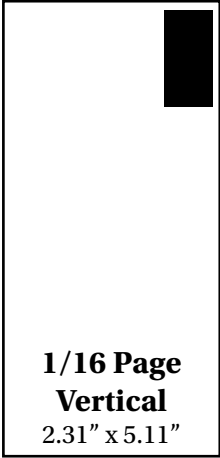
Banner
10" x 2.25"



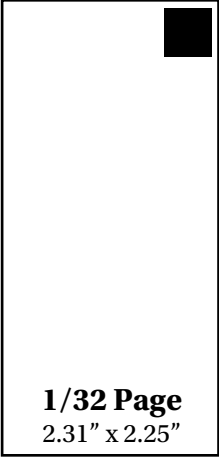
1/8 Page
5" x 5.25"



**1/16 Page
Horizontal**
4.875" x 2.45"



**1/16 Page
Vertical**
2.31" x 5.11"

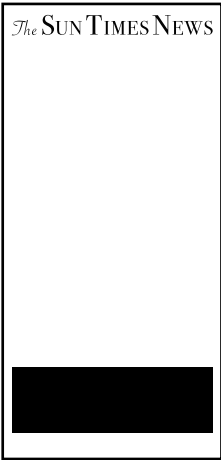


1/32 Page
2.31" x 2.25"

PLACEMENT	DIMENSIONS	PRICE PER ISSUE
Full Page	10" x 21.25"	\$2,000.00
1/2 Page	10" x 10.5"	\$1,250.00
1/4 Page	4.875" x 10.5"	\$650.00
Banner	10" x 2.25"	\$400.00
on Sport Page		\$600.00
on Puzzle/Games Page		\$600.00
1/8 Page	5" x 5.25"	\$375.00
1/16 (Horizontal)	4.875" x 2.45"	\$200.00
on Puzzle/Games Page		\$300.00
1/16 (Vertical)	2.31"x 5.11"	\$200.00
1/32	2.31" x 2.45"	\$125.00

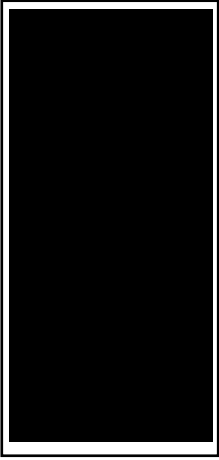
PRINT ADVERTISING

FRONT PAGE

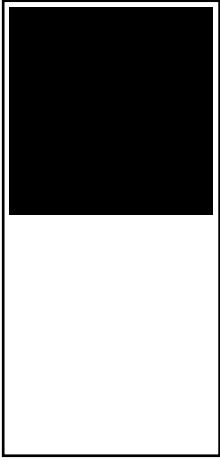


Bottom Banner
10 x 3.25"

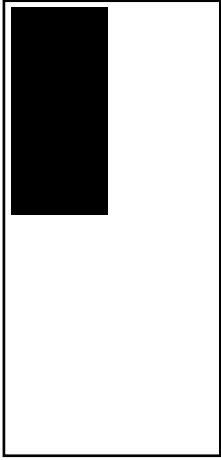
BACK PAGE



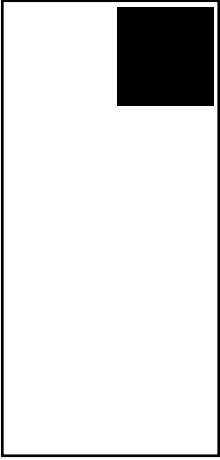
Full Page
10"x 21.5"



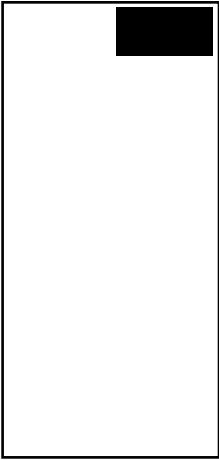
1/2 Page
10"x 10.5"



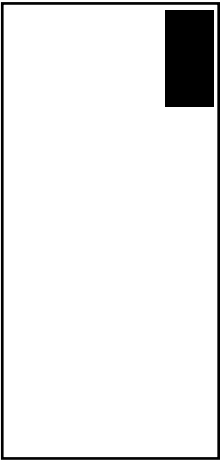
1/4 Page
4.875"x 10.5"



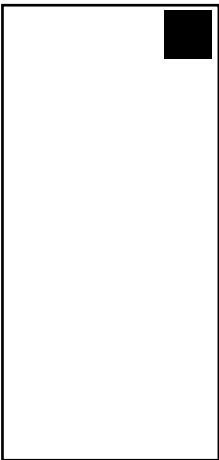
1/8 Page
5" x 5.25"



1/16 Page Horizontal
2.31"x 5.11"



1/16 Page Vertical
2.31"x 5.11"



1/32 Page
2.31" x 2.45"

PLACEMENT		DIMENSIONS	PRICE PER ISSUE
Front Page	Bottom Banner	10" x 3.25"	\$800.00
Back Page	Full Page	10" x 21.5"	\$2,300.00
	1/2 Page	10" x 10.5"	\$1,875.00
	1/4 Page	4.875" x 10.5"	\$990.00
	1/8 Page	4.9" x 5.25"	\$575.00
	1/16 (Horizontal)	4.875" x 2.45"	\$250.00
	1/16 (Vertical)	2.32"x 5.11"	\$250.00
	1/32	2.31" x 2.44"	\$200.00

PRINT ADVERTISING

COMMUNITY PAGE

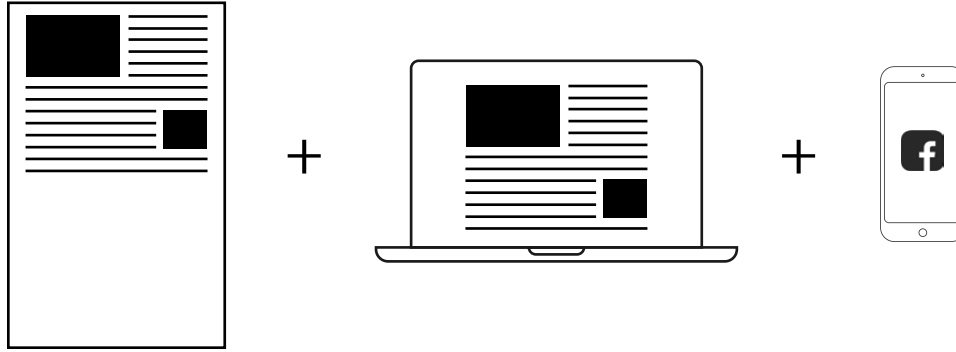
TYPE	SPECIFICATIONS	PRICE
Classified Ad Short, text-based ads organized by category. An affordable way to reach targeted readers searching for specific products, services, or opportunities.	<ul style="list-style-type: none">• Up to 30 words	\$20.00 30+ words: \$0.25/word
Celebration Ad Announcements for birthdays, weddings, anniversaries, graduations, and other special milestones. A personal way to share your joy and celebrate life's memorable moments with the community.	<ul style="list-style-type: none">• Up to 30 words• 1 image (cropped to 2.32" x 2.44")	\$50.00 30+ words: \$0.25/word

PRINT ADVERTISING

INSERTS & POST CARDS


TYPE	SPECIFICATIONS	PRICE
Inserts Insert your pre-printed advertisement	<ul style="list-style-type: none">• Up to 11" x 11"	Contact our sales team for pricing
Postal Cards Mailed outside of the newspaper	<ul style="list-style-type: none">• 5.5" tall x 7" wide	Starting at \$0.35

ADVERTORIAL (PRINT & WEB)



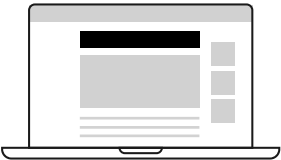
TYPE	SPECIFICATIONS	PRICE
Advertorial Includes an article written by the Sun Times staff that will be printed in the newspaper and posted on the Sun Times website. Also includes a post on the Sun Times Facebook page linking to the article.	<ul style="list-style-type: none"> • Up to 500 words • 2 images 	\$2,000
Press Release Written by Sun Times Written by business	<ul style="list-style-type: none"> • Up to 300 words 	\$1,000

SPONSORSHIPS (PRINT & FACEBOOK)

TYPE	SPECIFICATIONS	PRICE
	Athlete of the Week Each week of the academic year, the Sun Times News chooses an athlete from Chelsea, Dexter, Saline, and Milan and showcases their achievements in a 1/8 page ad on each of the Sports pages.	Corner of 1/8 ad (2" x 1") \$400

WEBSITE

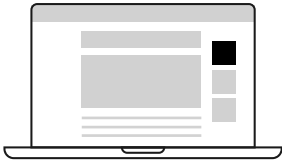
ARTICLE PAGE



Top Banner
1140 x 220 px



Bottom Banner
1140 x 220 px



Right Margin
300 x 300 px

HOMEPAGE



Top Banner
1140 x 220 px



Mid Banner
1140 x 220 px



Left Margin
300 x 300 px

PLACEMENT	DIMENSIONS	WEEKLY PRICE	PRICE PER MONTH	ESTIMATED MONTHLY IMPRESSIONS
ARTICLE PAGE				
Top Banner	1140 x 220 px	\$500	\$1500	90,000
Bottom Banner	1140 x 220 px	\$300	\$1200	90,000
Right Margin	300 x 300 px	\$200	\$600	45,000
HOMEPAGE				
Top Banner	1140 x 220 px		\$175	7,400
Mid-page Banner	1140 x 220 px		\$150	7,400
Left Margin	300 x 300 px		\$50	3,700

DAILY E-NEWSLETTER

PLACEMENT	DIMENSIONS	WEEKLY PRICE
Top Banner	1140 x 220 px	\$525
Mid Banner	1140 x 220 px	\$350