



# *The* SUN TIMES NEWS

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

# RATE GUIDE

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

**Need artwork for your ad?  
We can help!**

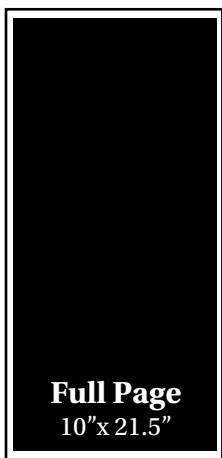
**Ad Design Service:**

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

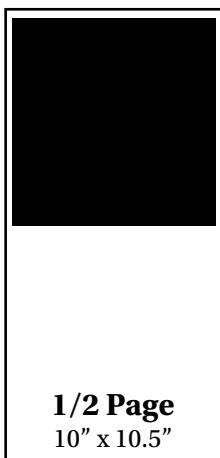
Contact our team for more info and pricing at  
**[advertising@thesuntimesnews.com](mailto:advertising@thesuntimesnews.com)**

# PRINT ADVERTISING

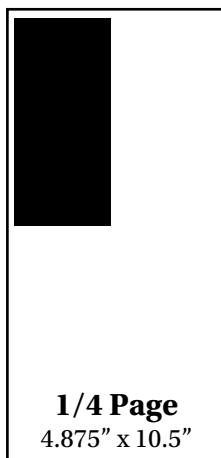
## INTERNAL PAGES



**Full Page**  
10" x 21.5"



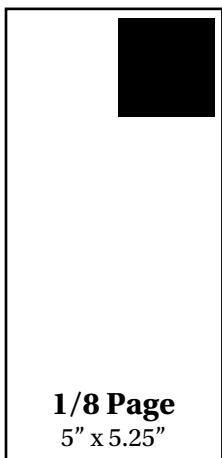
**1/2 Page**  
10" x 10.5"



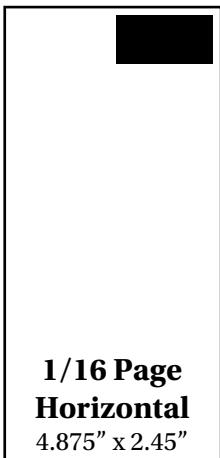
**1/4 Page**  
4.875" x 10.5"



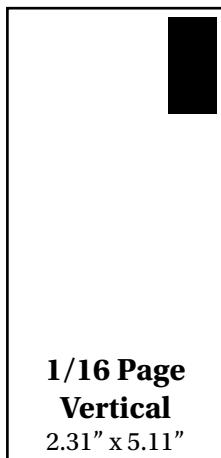
**Banner**  
10" x 2.25"



**1/8 Page**  
5" x 5.25"



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



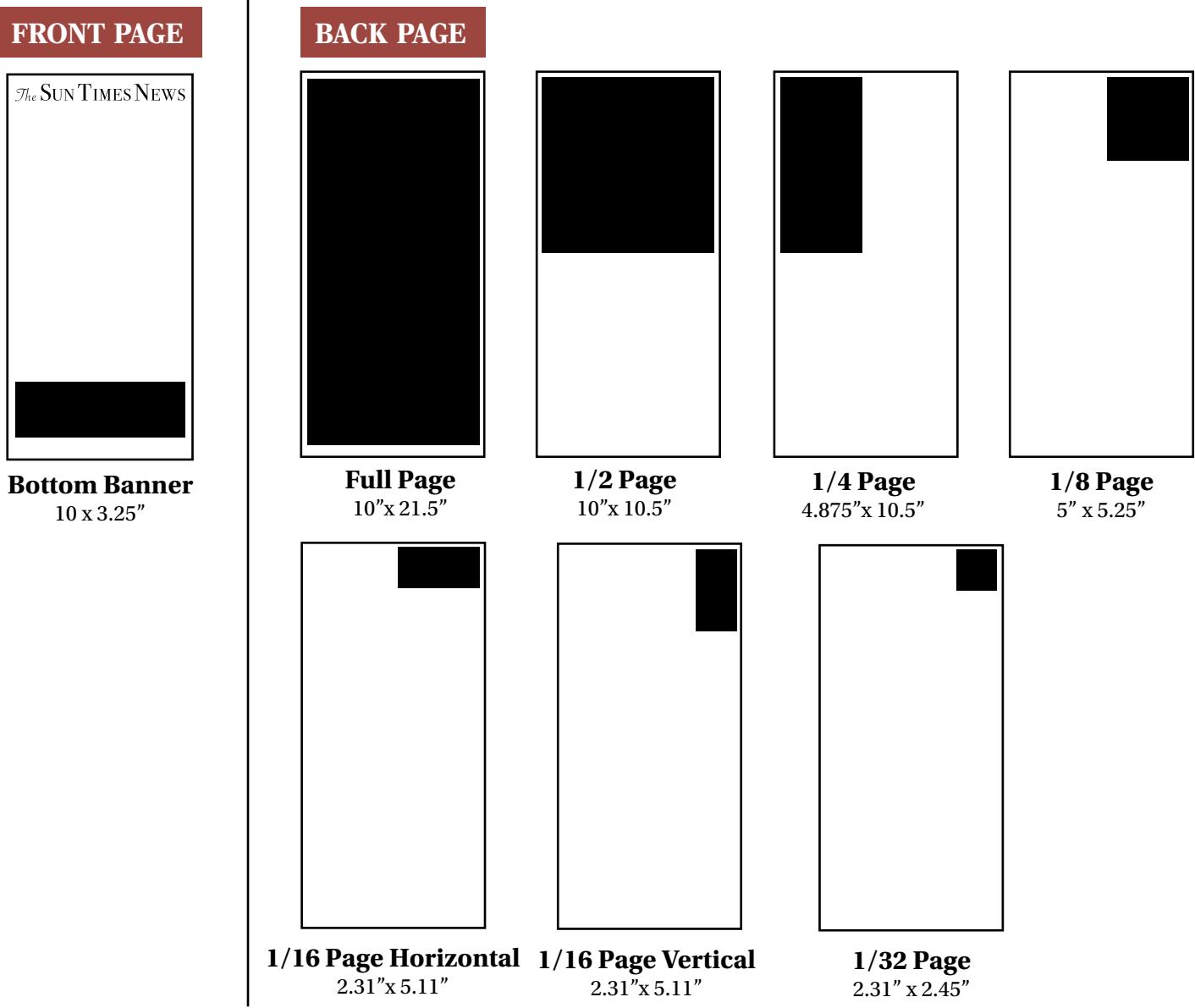
**1/16 Page  
Vertical**  
2.31" x 5.11"



**1/32 Page**  
2.31" x 2.25"

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

# PRINT ADVERTISING



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

## PRINT ADVERTISING

### COMMUNITY PAGE

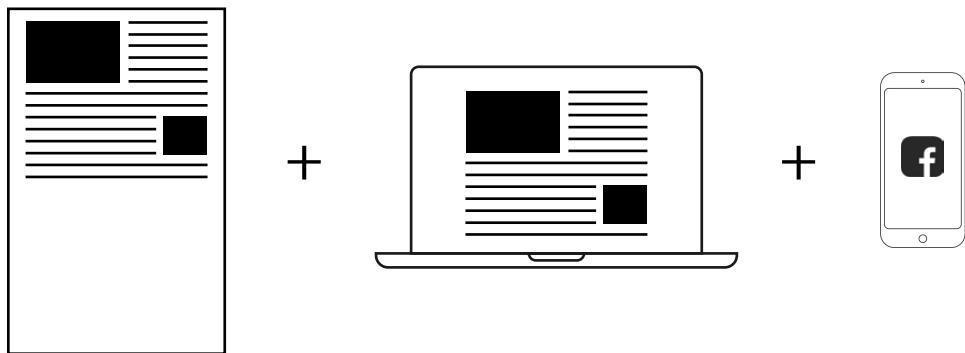
TYPE	SPECIFICATIONS	PRICE
<b>Classified Ad</b> Short, text-based ads organized by category. An affordable way to reach targeted readers searching for specific products, services, or opportunities.	<ul style="list-style-type: none"><li>• Up to 30 words</li></ul>	\$20.00
		<b>30+ words:</b> \$0.25/word
<b>Celebration Ad</b> 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"><li>• Up to 30 words</li><li>• 1 image (cropped to 2.32" x 2.44")</li></ul>	\$50.00
		<b>30+ words:</b> \$0.25/word

## PRINT ADVERTISING

### INSERTS & POST CARDS

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

# ADVERTORIAL (PRINT & WEB)



TYPE	SPECIFICATIONS	PRICE
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## 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.

- Up to 500 words
- 2 images

\$2,000

## Press Release

Written by Sun Times

- Up to 300 words

\$1,000

Written by business

# SPONSORSHIPS (PRINT & FACEBOOK)

TYPE	SPECIFICATIONS	PRICE
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## 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
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### ARTICLE PAGE

<b>Top Banner</b>	1140 x 220 px	\$500	\$1500	90,000
<b>Bottom Banner</b>	1140 x 220 px	\$300	\$1200	90,000
<b>Right Margin</b>	300 x 300 px	\$200	\$600	45,000

### HOMEPAGE

<b>Top Banner</b>	1140 x 220 px	\$175	7,400
<b>Mid-page Banner</b>	1140 x 220 px	\$150	7,400
<b>Left Margin</b>	300 x 300 px	\$50	3,700

# DAILY E-NEWSLETTER

PLACEMENT	DIMENSIONS	WEEKLY PRICE
<b>Top Banner</b>	1140 x 220 px	\$525
<b>Mid Banner</b>	1140 x 220 px	\$350