

2020 Media Kit



Cadillac News

ABOUT US

STATEMENT OF PURPOSE

The Cadillac News provides information that enhances the lives of the people, businesses, and communities we serve.



1. ABOUT US

The Cadillac News has been providing the finest in local news and information to readers since 1872. We take pride in being the news source people have turned to for over 147 years, and look forward to serving the Cadillac area and surrounding communities for another 147.

2. WHAT WE OFFER

It's easy to reach every potential buyer by advertising in the Cadillac News, the weekly Northern Michigan News and our family of products. These cost effective options are delivered to over 35,000 non-duplicated households and more than 95,000 readers in Wexford, Missaukee, Osceola and eastern Lake counties.

With the addition of www.cadillacnews.com in 1997, we provide a comprehensive web site featuring daily news, weather, sports, classifieds and a number of additional features. With everything the Cadillac News has to offer, there's no doubt you will find the perfect option for your business.

delivered to over
35,000
NON-DUPLICATED
HOUSEHOLDS
and over 95,000 readers

3. COMMUNITY INVOLVEMENT

The Cadillac News and it's employees are dedicated to the communities we serve, which is why our staff takes pride in serving on many boards and agencies in the Cadillac area. Just to name a few organizations employees are involved in:

- Cadillac Area Community Foundation Board
- Cadillac DDA
- Cadillac Downtown Marketing Committee
- Cadillac Rotary Club
- Caberfae Ski Club Board
- Greatest Fourth in the North Sponsor
- LeRoy Razzasque Days Committee
- LeRoy Razzasque Days Sponsor
- Luther Logging Days Sponsor
- Manton Harvest Festival Sponsor
- Member Lake City Area Chamber of Commerce
- Member Manton Area Chamber of Commerce
- Member Mesick Chamber of Commerce
- Member Reed City Area Chamber of Commerce
- Michigan Press Association Board
- Reed City Crossroads Festival Sponsor
- Stehouwer Free Clinic Board of Directors
- United Way of Wexford County Board

ABOUT US

4. ADVERTISING AWARDS

2019 Michigan Press Association Advertising Contest

1st Place - Best Digital Ad
2nd Place - Community Business Promotions
2nd Place - New and Used Vehicles
3rd Place - Entertaining Services
Honorable Mention - Entertaining Services
Honorable Mention - General Retail

2018 Michigan Press Association Advertising Contest

1st Place – Small Ads Work
2nd Place – Special Sections

Our Community - "The original and very local content in this publication brings it to a higher level than many community roundup pieces. Great focus on the individual towns, both in the writing and the advertising. Good photography adds to the draw of this very well done piece." - Judge's Comment

3rd Place – Home Furnishing
Honorable Mention - Real Estate

2017 Michigan Press Association Advertising Contest

2nd Place – Entertaining Services
2nd Place – General Retail

2016 Michigan Press Association Advertising Contest

3rd Place – Best Page or Pages Design
Honorable Mention – Special Section

2015 Michigan Press Association Advertising Contest

1st Place – General Retail (88 entries)
3rd Place – Restaurants Advertising Ad
3rd Place – Special Section

Our Community - "Nice emphasis on people stories makes this Cadillac News section a readable review of life in the community." - Judge's Comment

Honorable Mention – Special Section

Brides in the know - "This classy, well-designed weddings section." - Judge's Comment

2014 Michigan Press Association Advertising Contest

1st Place – Best Online Promotion
1st Place – Best Special Section
2nd Place – Best Color Ad
3rd Place – Best Online Promotion
3rd Place – Best Promotion Ad

"Images support the "Any Time, Any Place, Any Device - Your News on Your Terms" idea. Certainly timely and relevant to our industry." - Judge's Comment

2013 Michigan Press Association Advertising Contest

1st Place – Best Classified or ROP Auto Ad
1st Place – Best Classified Advertising Promotion
1st Place – Best Online Promotion
2nd Place – Best Classified Advertising Promotion
2nd Place – Best Online Promotion
2nd Place – Best Color Idea
3rd Place – Best Online Promotion
Honorable Mention – Best Promotion Ad

2012 Michigan Press Association Advertising Contest

1st place - Best Special Section - On the Go
On the Go - "Creative graphic elements throughout the section and its clean, user friendly layout." - Judge's Comment
1st & 3rd Place - Best Ad Series
1st place - Best Online Promotion
2nd Place - Best Special Section
Honorable Mention - Best Special Section
Honorable Mention - Best Promotion Ad

2012 National Newspapers of America Advertising Contest

2nd Place, Best Series Ad Idea, Color

5. READERSHIP STATISTICS

*2019 Pulse Research

GENDER

Male40%
Female60%

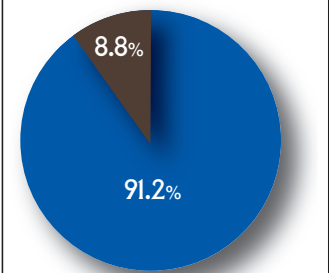
AGE

18-240.4%
25-291.1%
30-396.2%
40-4912.7%
50-5918.9%
60-6417.8%
65-6922.4%
75 & Over ...20.6%

AVERAGE CADILLAC NEWS READER

61 years old
Earns \$70,243 per year

Cadillac News Readership
in the Past Month



■ Readers
■ Non-Readers

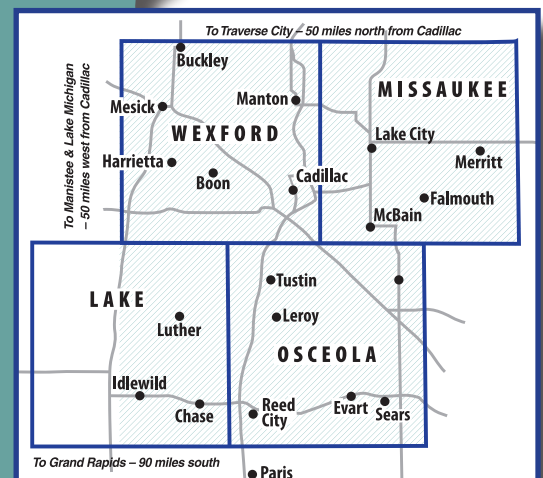
6. TOTAL HOUSEHOLD INCOME STATISTICS

*2019 Pulse Research

Less than \$20,0000.9%
\$20,000 to \$24,9992.8%
\$25,000 to \$29,9996.1%
\$30,000 to \$34,9993.8%
\$35,000 to \$49,99916.8%
\$50,000 to \$74,99924.5%
\$75,000 to \$99,99916.5%
\$100,000 to \$149,000 ...12.3%
\$150,000 or more8.3%

7. READERSHIP AREA

Reach more readers with unduplicated coverage to every household in our area with the Cadillac News and Northern Michigan News.



BENEFITS OF ADVERTISING

Why advertise with the Cadillac News?

Credibility

You are advertising in an established and proven product. The Cadillac News has been serving the community since 1872.

The Place People Look*

A recent independent survey revealed that 97.2% of people in the greater Cadillac area have read the Cadillac News in the past week.

Dependable

Readers receive a dry Cadillac News or Northern Michigan News in a timely manner with their daily mail.

Greater Coverage

Reach up to 9 times more residents in the greater Cadillac area than other print choices.

Targeted

Advertising with the Cadillac News is more personal and relevant because it is local. News of your sale can break when you want, allowing you to respond quickly to market changes.

Total Market Coverage

Effective weekly mail delivered publication allows advertisers unduplicated total market coverage (TMC). You get the best of both worlds – paid subscribers as well as non-subscribers.

Special Rerun Rate

Repeat and reinforce your advertising message at substantial savings.

Deadlines Only 2 Days Prior

Allows you to place your ad in a timely manner and respond to changes in weather, shipments, economic situations and events.

Daily Accent Pages

Target market your businesses to readers with specific interests (i.e. Monday Food, Tuesday Senior Citizens, etc.)

Frequency

Customers know they can always find certain ads in the Cadillac News and Northern Michigan News, which increases your ads effectiveness.

* Pulse Research

MAJOR ADVERTISERS

Major Non-Food and Non-Automotive Advertisers

ABC Warehouse, Cadillac • Weekly preprints
Art Van • Inserts and display ads
Audiological Services • Weekly display ads, online and preprints
Blain's Farm & Fleet, Traverse City • Preprints
Burger King • Inserts
Cadillac ENT • Weekly display ads and online
Charter Spectrum • Inserts and display ads
Dish Network • Inserts
Dollar General, Cadillac • Inserts
Dunham's, Cadillac • Weekly insert
Ellen's Equipment, McBain • Display ads
Family Dollar, Cadillac • Preprints
Family Farm & Home, Reed City/Cadillac • Preprints
Glik's, Cadillac • Inserts
Hobby Lobby • Weekly display ads
Home Depot, Cadillac/Traverse City • Weekly/Monthly inserts
Jay's Sporting Goods, Clare • Preprints
JCPenney, Cadillac • Preprints
Jets Pizza • Monthly Preprints
Kohl's, Traverse City • Preprints
Little Caesars • Preprints and display ads
McDonalds • Inserts
Meijer, Cadillac • Weekly preprints
Menards, Traverse City/Big Rapids • Weekly Preprints
Mercantile Bank, Cadillac • Display ads
Michael's, Traverse City • Preprints
Munson Hospital, Cadillac • Weekly display ads and online
Rite Aid, Cadillac/Reed City • Weekly preprints
T-Mobile • Display ads
Tractor Supply Company, Cadillac • Preprints
Turtle Creek Casino • Weekly display ads and online
VanDrie Home Furnishing, Cadillac/Traverse City
Weekly display, preprints
Walgreens, Cadillac • Weekly preprints
Walmart, Cadillac • Preprints
YMCA, Cadillac • Display ads

Major Food Store Advertisers

Aldi, Cadillac • Preprints
Ebel's, Falmouth • Weekly display ads and online
Family Fare, Cadillac/Traverse City • Weekly preprints
Foster's Market, Evart • Weekly display ads
Meijer, Cadillac • Weekly preprints
Save a Lot, Cadillac • Preprints
Wal-Mart, Cadillac • Preprints

Major Real Estate Advertisers

Advance Realty, Cadillac
Weekly display ads, classified liners, Real Estate Guide and online
Assist 2 Sell • Classified liners, Real Estate Guide and online
Backwoods Realty • Classified liners, Real Estate Guide and display ads
ERA Greater North Properties, Cadillac
Classified liners, Real Estate Guide and online
Premier Realty, Cadillac
Weekly display ads, classified liners, Real Estate Guide and online
Pro Realty, Cadillac • Classified liners, Real Estate Guide and online
Real Estate One, Cadillac • Display ads
Remax Central, Cadillac • Weekly display ads, Real Estate Guide, classified liners and online
Whitetail Realty • Classified liners, Real Estate Guide and display ads

Major Automotive Advertisers

Cadillac Tire • Weekly display ads and online
Classic Chevy, Lake City • Classifieds liners
Don's Auto Clinic Chrysler Jeep Dodge, Cadillac • Online
Fox Motors Cadillac • Display ads and online
Betten Baker Cadillac • Display ads and online
Highpoint Auto, Cadillac • Online

MEET THE STAFF



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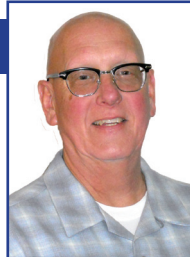


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DISPLAY ADVERTISING ROP SIZES

ROP Advertising

& online at MyLocal.CadillacNews.com

2020 Non-Contract Open Rates
Contract Rates begin with discounts
of about 33% (200" yearly).

FULL PAGE

(6 col.) 10.3889" x 21" (126")
\$2,299.50 • \$1,152.90 re-run

HALF PAGE HORIZONTAL

(6 col.) 10.3889" x 11" (66")
\$1,204.50 • \$603.90 re-run

HALF PAGE VERTICAL

(4 col.) 6.889" x 16.5" (66")
\$1,204.50 • \$603.90 re-run

QUARTER PAGE

(3 col.) 5.1389" x 11" (33")
\$602.25 • \$301.95 re-run

EIGHTH PAGE

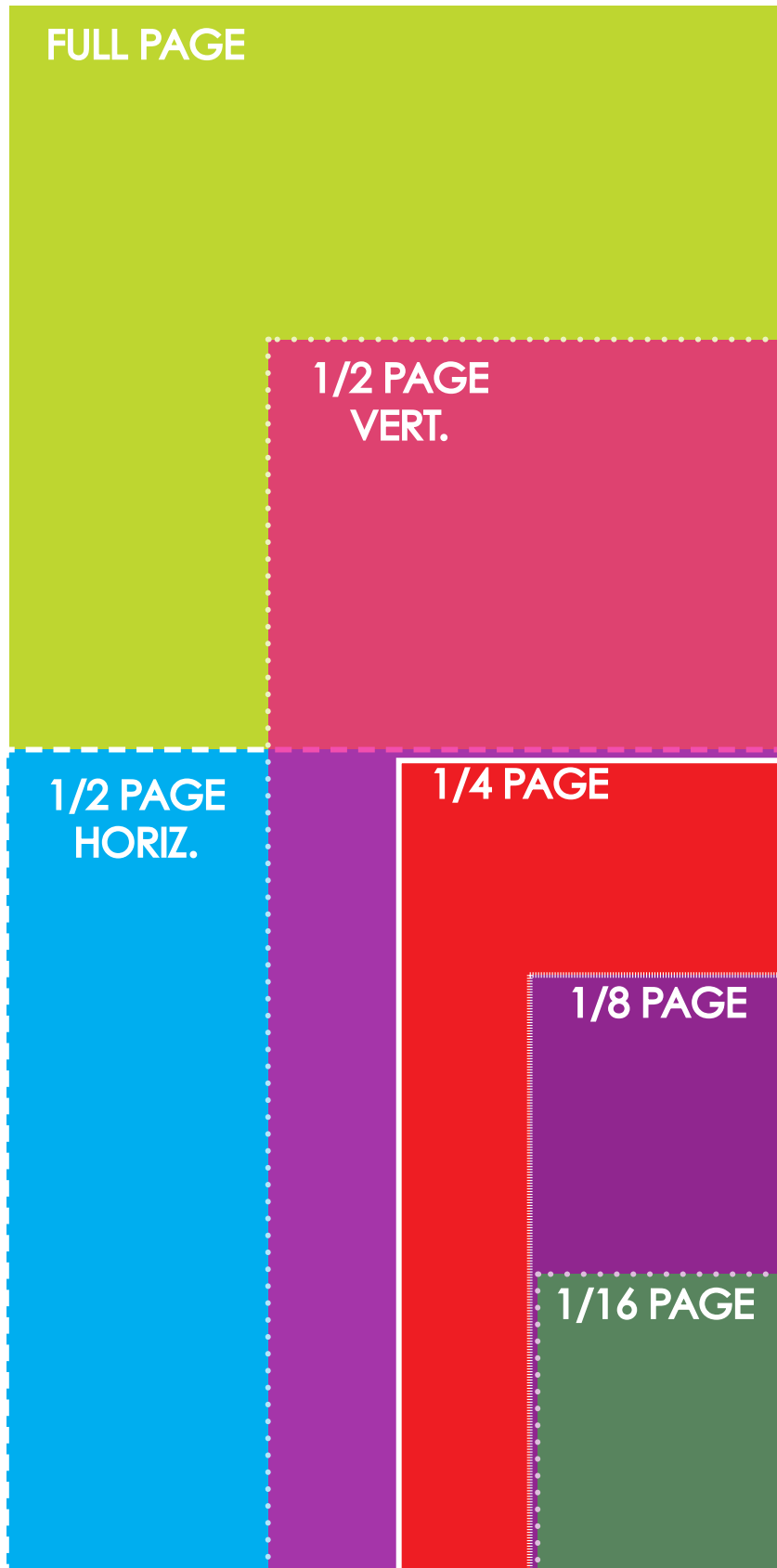
(2 col.) 3.3889" x 8" (16")
\$292.00 • \$146.40 re-run

SIXTEENTH PAGE

(2 col.) 3.3889" x 4" (8")
\$146.00 • \$73.20 re-run

Full Color \$175.00 per ad

***ONLINE WEEKLY** at MyLocal.CadillacNews.com
a digital replica of your ad online.



DISPLAY ADVERTISING SUBMISSION GUIDELINES

AD SIZE

In order to ensure that your ad appears in our publications as you intend, please create the ad according to the specifications provided to you by your marketing representative. Ads that are not built to the exact dimensions may end up distorted in order to fit in the ad space purchased.

ACCEPTABLE FORMATS

300 dpi, PDF (Portable Document Format) is the preferred format for the final submission of ads. Most current graphics and page layout applications allow you to save or export your document as a PDF.

PDF Requirements:

- Adobe PDF/X1-A
- Embed all fonts

Illustrator (Encapsulated PostScript) EPS requirements:

- Embed all graphics
- Convert all fonts to Outline

UNACCEPTABLE FORMATS For Ad Files

JPEG, BMP, GIF and PNG formats are designed for web graphics and are not acceptable for print. Word, Works and Publisher files are not acceptable for quality press output. If you are using Quark, InDesign or PageMaker please export your ad as a X-1a PDF with graphics and fonts embedded. The Cadillac News does not accept outside fonts.

Photoshop files are raster based. This means that if they need to be resized their quality will deteriorate. Photoshop EPS files are not ideal for text unless they are saved at 600 dpi or higher, which increases file size.

GRAPHICS AND COLORS

- For best results, provide high resolutions photos and artwork.
- Ruled lines no smaller than 0.5 pts.

Black and White Ads:

- Four-color black is not acceptable
- Black and white ads must not contain any CMYK—RGB is not acceptable.

Process Color Ads:

- All graphics/photos must be specified as CMYK—RGB is not acceptable.
- Convert any spot colors to CMYK
- Four-color black text is not acceptable. Please use 100% black.
- All black text, line art and fills should be 100K, not a “build” of CMYK.

Final proofing is the responsibility of the advertiser.



Creative Concepts • Strategic Marketing • Effective Applications

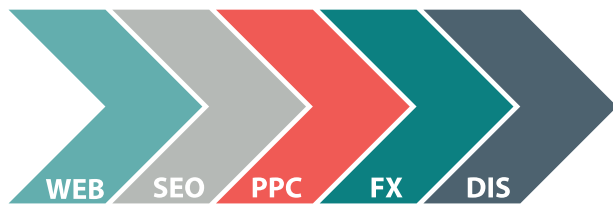
WHO WE ARE:

CN digital solutions is a part of the Cadillac News which has been a leader in Northern Michigan for over 147 years. We know how to get the right message, to the right client, efficiently, and in a cost effective manner. As the advertising world has expanded, so has the Cadillac News, through **CN digital solutions**.

WHAT WE DO:

Are you ready to win at the Internet?

CN digital solutions can help you achieve that goal. CN digital solutions understands how to work with emerging digital marketing disciplines like: Website Creation, Search Engine Optimization (SEO), Pay-Per-Click (PPC), Digital Display Ad Networks, and Graphic Design Solutions for your every digital need.



**You don't need to be an expert
when you partner with one.**

DIGITAL Marketing

WEBSITES - Having a WEBSITES, is a huge part of your digital marketing strategy. Not only does it offer your content a place to live, but it also helps establish credibility as a business.

CN digital solutions builds rock solid, semantic, mobile-first, websites that will introduce your company to the online world.

SEARCH ENGINE OPTIMIZATION (SEO) allows your website to not only be seen by search engines but, when a search term is entered, offers the ability to rank high in the search engine results page. CN digital solutions will work with your existing website or when we build your website to include the most up to date SEO methods available.

PAY-PER-CLICK (PPC) - Using Pay-Per-Click (PPC) as a component of your online marketing channels can improve the overall ranking of your site. It helps you to discover keywords that are more popular and capable of receiving more clicks and conversions.

CN digital solutions can drive traffic to your website by implementing an aggressive PPC campaign for you.

ONLINE DISPLAY ADVERTISING allows us to target your ideal client anywhere on the internet as well as in person in the real world. CN digital solutions has the expertise to build, monitor, and execute a Digital Display Ad campaign that will drive targeted customers to your website and physical location.

GRAPHIC DESIGN is a crucial tool that makes sure that you communicate with your people in an efficient manner.

CN digital solutions will work with you to ensure that your graphic design needs are met by our staff of professional designers. Posters, Banners, Online & Physical Ads are all possible through us.

TARGETED DIGITAL DISPLAY

CN digital solutions will create an online advertising campaign for you that will get the right message to your perfect clients.

WE CAN TARGET YOUR BEST POTENTIAL CLIENTS WHEN THEY:

- Come to your website and leave
- Actively search for products or services you offer online
- Read content online that relates to your products
- Watch videos that relate to your products
- Physically walk into your competitors place of business with their cell phones

ONCE WE HAVE TARGETED YOUR BEST POTENTIAL CLIENT WE WILL:

- Deliver your message to them for the next 30 days
- Deliver your message across the internet wherever ads are served
- Deliver your message to them on Websites, Facebook, Instagram, YouTube, in their Phone Aps, and everywhere else digital ads are displayed.

WHAT CAN TARGETED DIGITAL DISPLAY ADS DO FOR YOU?

- Increase Web Traffic
- Increase searches for your company specifically
- Increase phone calls or form completions
- Bring more targeted customers to your door

CNPromotional products



CN Promotional Products
can supply any customized
promotional items! All available
with your unique branding.



**Custom
Pens**



**Branded
Apparel**



**Mugs &
Drinkware**



**Banners
& Signs**



**Bags
& Totes**

If You Can Think It, We Can Make It!

Find A Better Price? Call Us. We'll Beat It!

231.779.4143

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