

ADVERTISING

PRINT & DIGITAL BRANDING OPPORTUNITIES

MSDN

WWW.MYSUNDAYNEWS.COM

White
Silo
Media

MHN

WWW.MYHUNTLEYNEWS.COM

PO Box 761 • Huntley, IL 60142

847-207-4679

advertise@mysundaynews.com



PRINT



DIGITAL

ABOUT US

My Sun Day News and My Huntley News are the only news sources devoted exclusively to the Village of Huntley and the community of Sun City in Huntley. Between our print and digital presence, MSDN and MHN offer readers daily news, sports, A&E, features, business profiles, people profiles, preview stories, and extra content like event listings, news updates, and columns.

Our pages contain editorial content **100% targeted** to Sun City, Huntley, and Edgewater residents, making us the optimum venue to reach thousands of your potential customers in the greater Sun City, Huntley, and Edgewater market.

Thank you for considering My Sun Day News and My Huntley News as your advertising media partner!

Property of White Silo Media, Co.

PRINT EDITIONS PUBLISH EVERY-OTHER THURSDAY

- Mailed **FREE** biweekly to every Sun City mailing address in Huntley and every Edgewater mailing address in Elgin.
- We offer **Flexible** advertising schedules.
- Target audience **100%** for most advertisers.
- **FREE** ad production.*

(*For two proofs. Each additional proof is \$15.)

Print Circulation: 7,500

Online Visitors: 8,500+/Mon. (avg.)

Total Readers: 28,000/Mon.+ (approx.)

Additional Relevant Info

MHN.com/MSDN.com Page Views: 20k/mon (approx.)

MHN.com/MSDN.com Ad Events: 40k/mon (approx.)

Top Reader Interests: MHN: Individual Sports, Electronics, Food & Drinks, Travel. MSDN: Finances, Real Estate, Arts & Entertainment, News Politics. (Ranked in order.)

Relevant Huntley Demographics

Median Age: 37 (Median Sun City age 75)

Median Family Income: \$65k (approx.)

ASK ABOUT OUR
WEB DESIGN SERVICES

ALL RATES ARE PER EDITION

BASE PRINT (Black and White only)

	OPEN	6 EDITIONS	13 EDITIONS	25 EDITIONS	
Business Card	90	85	80	75	
1/8 Page	165	145	125	115	
1/4 Page	300	285	255	235	
1/3 Page	425	365	330	300	
1/2 Page	630	545	485	455	
2/3 Page	850	725	650	615	
3/4 Page	900	785	695	655	
Full Page*	975	915	810	750	* Includes Color
PREMIUM POSITIONS					
Sponsor*	300	275	250	200	
Double Truck	705	620	560	530	
Back Box	1,100	1,000	920	865	
Covers Banner	400	400	400	400	* Only available for select editorial content on a limited basis. Inquire for details.

ADD-ONS (In addition to base ads above)

PRINT		
Color Full 1/8 to 1/3 Page		+105
Color Full 1/2 to 55 Column Inches		+135
Color Spot 1/8 to 1/3 Page		+60
Color Spot 1/2 to 55 Column Inches		+75
Cover Teaser*		+175
* Includes Color		
WEB (Must run in conjunction with print ad)		
	STANDARD	LANDING
Web Open	+200	+275
Web 6 Cycles	+175	+250
Web 13 Cycles	+150	+225
Web 25 Cycles	+125	+200

STANDALONE WEB RATES (Not in conjunction with print ads)

	STANDARD	LANDING
Open	375	450
6 Cycles	300	375
13 Cycles	225	300
25 Cycles	150	225

INSERTION

Preprinted, Client Supplied	600
Client Design, MHN Printed (8.5x11, black or blue ink, single-sided only)	750
MHN Designed Printed (8.5x11, black or blue ink, single-sided only)	850

7,350 COPIES PER EDITION - Additional color and paper rates available upon request. **PREPAYMENT REQUIRED**

OBITUARIES	
Obituary with BW Photo.....	250
Death Notice.....	50

STANDARD PRINT MECHANICALS
Custom ad sizing and pricing available

1/2 Page
Vertical

4.875-in.W x
12.125-in.H

Full Page

10-in.W x
12.125-in.H

1/8 Page

4.875-in.W x
2.875-in.H

Back Banner

6-in.W x 2.5-in.H

Back Box

10-in.W x 9.5-in.H

Cover Banner

10-in.W x 1.5-in.H

Cover Teaser

10-in.W x .75-in.H

1/4 Page
Standard

4.875-in.W x
5.875-in.H

Business

3.25-in.W x
2.875-in.H

1/2 Page Horizontal

10-in.W x 5.875-in.H

1/4 Page Horizontal

10-in.W x 2.875-in.H

3/4 Page Horizontal

10-in.W x 9-in.H

2/3 Page Horizontal

10-in.W x 6-in.H

1/3 Page Horizontal

10-in.W x 3.875-in.H

Newspaper Dimensions

Print Area: 10-in.W x 12.5-in.H
Paper size: 11-in.W x 13.5-in.H

Display Ad Specs

- Accepted Formats: PDF, PSD, JPEG, TIFF.
- 100 Line Screen. 30% Dot Gain.
- Digital files only.
- Prepare color ads in CMYK color format.
- Prepare BW ads using 100% black.
- Artwork and photos submitted for ad building must be 300 dpi minimum and scaled to 100% size to appear in ad.

Insert Specs

- Must fit inside the paper dimensions (11x13.5), otherwise they need to be half-folded.

Copy Policy

- White Silo Media reserves the right to revise or reject any advertisement it finds unacceptable or inappropriate for its readers. This includes alterations or rejection of copy and/or illustrated/photographic content.
- White Silo Media will take great care in detecting ad errors but does not assume liability for errors in submitted ads.

Placement

- White Silo Media will try to adhere to ad placement requests but does not guarantee location of any ad besides PRIMARY POSITION ads.

WEB MECHANICALS
ALL ADS ARE DEVICE COMPATIBLE

LANDING BANNER

1600 x 320

LANDING BANNER - Appears at top of MHN landing page, does not refresh to new ad.

LEAD BANNER

1600 x 320

LEAD BANNER - Appears at top of interior pages, refreshes to new ad.

RAIL

300 x 750

LANDING RAIL - Appears on left side of landing page. Refreshes to new ad.

STORY BOX

1200 x 400

STORY BOX - Interrupts editorial content. Refreshes to new ad.

Dimensions are in pixels. Preferred Format: JPG / 300 DPI.

AFFORDABLE OPTIONS

STANDARD: Includes one Lead Banner, one Story Box, one Rail per publication cycle on both MyHuntleyNews.com and MySunDayNews.com, [totaling 6 ads on 2 sites!](#)

LANDING: Includes one Landing Banner at the top of both the MHN and MSDN landing page per publication cycle.

POSITIVE ANALYTICS

As MyHuntleyNews.com is a new publication, analytics are being developed. Based on numbers derived from MHN's established sister site, MySunDayNews.com, estimated visitors are 20k/month (approx).

FLEXIBLE SCHEDULING

Ads appear in 2-week cycles, coinciding with the Sun Day newspaper and website biweekly publication schedule. However, adjustments can be made to accommodate scheduling needs.

2023 MHN Publication/Ad Cycle Schedule

(Publishes biweekly every other Thursday)

Publication Date 2023	Ad Deadline 2023
	Ad copy or finished ads due 5 p.m.
January 12	January 2
January 26	January 16
February 9 (Valentine's Edition)	January 30
February 23	February 13
March 9 (St. Patrick's Day Edition)	February 27
March 23	March 13
April 6 (Easter Edition)	March 27
April 20	April 10
May 4	April 24
May 18 (Memorial Day Edition)	May 8
June 1	May 22
June 15	June 5
June 29 (July 4 Edition)	June 19
July 13	July 3
July 27	July 16
August 10	July 31
August 24 (Labor Day Edition)	August 14
September 7	August 28
September 21	September 11
October 5	September 25
October 19 (Halloween Edition)	October 9
November 2 (Veterans Day Edition)	October 30
November 16 (Thanksgiving Edition)	November 6
NO EDITION ON NOVEMBER 30	
December 7	November 27
December 14 (Holiday Edition / Final 2023 Edition)	December 4

2024 MHN Publication/Ad Cycle Schedule

(Publishes biweekly every other Thursday)

Publication Date 2024	Ad Deadline 2024 Ad copy or finished ads due 5 p.m.
January 11	January 3
January 25	January 17
February 8 (Valentine's Edition)	January 31
February 22	February 14
March 7 (St. Patrick's Day Edition)	February 28
March 21 (Easter Edition)	March 13
April 4	March 27
April 18	April 10
May 2	April 24
May 16 (Memorial Day Edition)	May 8
May 30	May 22
June 13	June 5
June 27 (July 4 Edition)	June 19
July 11	July 3
July 25	July 17
August 8	July 31
August 22 (Labor Day Edition)	August 14
September 5	August 28
September 19	September 11
October 3	September 25
October 17 (Halloween Edition)	October 9
NO EDITION ON OCTOBER 31 (Calendar Adjustment for Publication Schedule)	
November 7 (Veterans Day Edition)	October 30
November 21 (Thanksgiving Edition)	November 13
NO EDITION ON DECEMBER 5	
December 12	December 4
December 19 (Holiday Edition / Final 2024 Edition)	December 11

ADVERTISING TERMS AND CONDITIONS

Property of White Silo Media, Co. Distribution strictly prohibited.

- Advertising rates are subject to change without notice.
- Expected payment of invoices is NET 15 from the date of the invoice.
- Contracted ads must be published within a minimum of 25 consecutive editions. All publication dates must be stated in the contract, unless otherwise agreed to by the White Silo Media, Co.
- Client is responsible for submitting all ads by the appropriate edition deadlines. If no ad is received by ad deadline, the most recent ad will run.
- Postponement of scheduled ads must be made by noon of the Thursday prior to the publication date. A postponed ad will appear in the next available edition.
- Client will be charged 35% of the remaining contract dollars for early cancellation of a contract.
- A refund of no more than 65% of the value of the remaining contracted ads will be allowed for early cancellation of a prepaid contract.
- No refunds or adjustments due to copy errors will be made for published ads that have been previously approved and/or submitted print-ready by the client.
- 5% contract prepayment discount will be removed if payment isn't received by due date listed on invoice.
- Accounts more than 30 days in arrears will be charged 3% compounding interest per month until payment is made and may be subject to collection procedures.
- Digital tear sheets will be sent via e-mail as proof of publication.
- The advertising contract commences, and is binding, when the first scheduled ad is published.

