

CHEMICALCITY PAPER




**CHEMICALCITY
RADIO**

2020 MEDIA GUIDE

AND ADVERTISEMENT RATES



P. Sebastian Oslund
Chief Development Officer

(989) 992-4720
sebastian@
chemicalcitypaper.com

A NONPROFIT, NONPARTISAN NEWS ORGANIZATION COVERING LOCAL GOVERNMENT, EDUCATION, BUSINESS, AND THE ARTS IN MIDLAND, MICH.

An aerial, top-down view of a city intersection. The scene is dominated by a large, bold, white text overlay that reads "A NEW PERSPECTIVE". The text is centered horizontally and vertically, with a thin black outline. The background shows a complex road network with several lanes, including a prominent horizontal road and a vertical road intersecting it. There are several green, landscaped medians and islands within the intersection. A rainbow flag is visible on a structure in the upper right quadrant. Various cars and trucks are scattered throughout the scene, providing a sense of scale and activity. The overall lighting is bright, suggesting a clear day.

**A NEW
PERSPECTIVE**

THE COMMUNITY IS HUNGRY FOR A TRUSTED, NIMBLE, AND DIGITAL-FIRST NEWS SOURCE.

As a nonprofit, we are obligated to pursue a mission, not deliver returns to investors.

Our Mission

To increase civic engagement and promote a robust discourse on public policy issues by providing in-depth, comprehensive news coverage of local government, education, business, and the arts in Midland and to hold government agencies, elected officials, and other power brokers in Midland accountable through responsible and fair investigative news coverage.

We hope to pressure leaders to solve widely accepted problems and local challenges.

We seek:

- Government transparency, open meetings and accountability
- A well-informed, well-educated community ready to participate in civic affairs
- Government agencies that are just, efficient and excellent
- A robust and inclusive arts and culture scene

Modern Explorers support our mission.

As a nonprofit newsroom, we rely on your support to help conduct our important work. **We need your help.** Please consider becoming a **Modern Explorer** today to join those who already support us with their generous donations.

Instigator

- 🍷 First access to breaking news
 - 🍷 Access to Chemical City Paper's private Facebook group
- PLEDGE**
\$10
/MONTH

Influencer

- 🍷 Discounts on sponsorship and advertising opportunities
 - 🍷 Print home delivery
- PLEDGE**
\$50
/MONTH

Investor

- 🍷 Exclusive meet-and-greets with Chemical City Paper editors and directors
- PLEDGE**
\$25
/MONTH

Insider

- 🍷 Behind-the-scenes access to the Chemical City Paper newsroom, including Q&As with our reporters and sneak peeks at special projects.
- PLEDGE**
\$100
/MONTH

CHEMICAL CITY PAPER, INC. IS A MICHIGAN NONPROFIT CORPORATION AND A REGISTERED CHARITY UNDER THE MICHIGAN CHARITABLE ORGANIZATIONS AND SOLICITATIONS ACT. • NOT A FEDERALLY TAX-EXEMPT ORGANIZATION
EIN 83-3659996 • APPLICATION FOR RECOGNITION OF EXEMPTION UNDER SECTION 501(C)(3) OF THE INTERNAL REVENUE CODE PENDING

COMMUNITY PARTNERS

Our Community Partners align their organizations' brands with helping to make a difference and improve our community. They subscribe to Chemical City Paper's belief that promoting greater civic engagement and informed discourse is a direct route to a better community.



PLEDGE
\$500

- 👉 Our utmost gratitude and a place on our Donor Wall
- 👉 Event signage at every Chemical City Paper event



PLEDGE
\$1,000

- 👉 Our utmost gratitude and a place on our Donor Wall
- 👉 Event signage at every Chemical City Paper event
- 👉 One free quarter-page ad in our print edition



PLEDGE
\$2,500

- 👉 15% discount on ALL advertising
- 👉 One free half-page ad
- 👉 Print edition business delivery
- 👉 Exclusive meet-and-greets with Chemical City Paper editors and directors
- 👉 Two tickets to every Chemical City Paper event

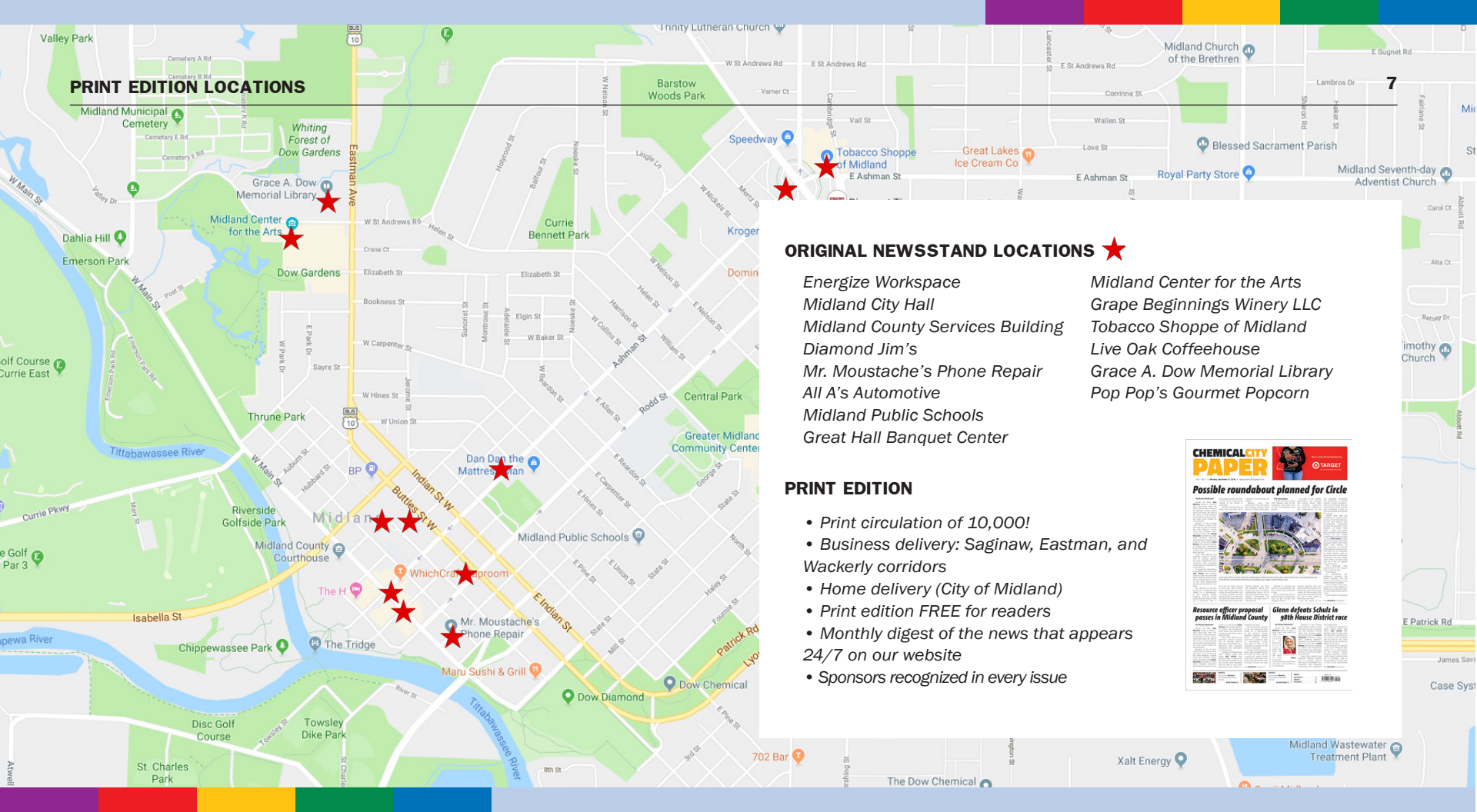


PLEDGE
\$5,000

- 👉 20% discount on ALL advertising
- 👉 One-minute of "podium" time at every City Paper event
- 👉 Four tickets to every Chemical City Paper event
- 👉 One free FULL PAGE print ad



PRINT EDITION LOCATIONS



ORIGINAL NEWSSTAND LOCATIONS ★

- Energize Workspace*
- Midland City Hall*
- Midland County Services Building*
- Diamond Jim's*
- Mr. Moustache's Phone Repair*
- All A's Automotive*
- Midland Public Schools*
- Great Hall Banquet Center*

- Midland Center for the Arts*
- Grape Beginnings Winery LLC*
- Tobacco Shoppe of Midland*
- Live Oak Coffeehouse*
- Grace A. Dow Memorial Library*
- Pop Pop's Gourmet Popcorn*

PRINT EDITION

- *Print circulation of 10,000!*
- *Business delivery: Saginaw, Eastman, and Wackerly corridors*
- *Home delivery (City of Midland)*
- *Print edition FREE for readers*
- *Monthly digest of the news that appears 24/7 on our website*
- *Sponsors recognized in every issue*



PRINT EDITORIAL CALENDAR

OCTOBER 2019

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Mon., Oct. 14, 2019

NOVEMBER 2019

					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Mon., Nov. 11, 2019

DECEMBER 2019

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Mon., Dec. 16, 2019

JANUARY 2020

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Mon., Jan. 13, 2020

MARCH 2020

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Mon., March 2, 2020

APRIL 2020

		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Mon., April 6, 2020

MAY 2020

					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Mon., May 4, 2020

JUNE 2020

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Mon., June 1, 2020

JULY 2020

		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Mon., July 6, 2020

AUGUST 2020

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Mon., Aug. 3, 2020

PRINT EDITORIAL CALENDAR (CONT.)

SEPTEMBER 2020

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Mon., Sept. 7, 2020

OCTOBER 2020

				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Mon., Oct. 5, 2020

NOVEMBER 2020

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Mon., Nov. 2, 2020

DECEMBER 2020

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Mon., Dec. 7, 2020

PAYMENT TERMS

Orders will be invoiced on a net-30 basis with a 15 percent late fee applied after every 30 day period with an outstanding balance. We accept checks, money orders, and Visa, MasterCard, American Express and Discover cards. Pre-payment is required for discount orders. Please remit payment to: Chemical City Paper, Inc. 206 W. Wackerly St., Midland, Mich. 48640.

PROHIBITION OF POLITICAL ADVERTISEMENTS

Chemical City Paper is prohibited from directly or indirectly participating in, or intervening in, any political campaign on behalf of (or in opposition to) any candidate for elective public office. Because of that, we do not accept advertisements or payments from campaigns for elective public office.

PRINT DEADLINES

Reservation: Mondays prior, 5 p.m.

Materials: Wednesdays prior, 8 a.m.

PRINT RATES PER ISSUE



FLAG SPONSOR

TOP OF FRONT PAGE

OUR MOST VALUABLE AD SPACE

5.1035" x 2.185"

4 COLOR

1X \$300

4X \$250

8X \$200

12X \$150



FULL PAGE

10.373" x 16"

4 COLOR

1X \$700

4X \$625

8X \$575

12X \$567

1 COLOR

1X \$600

4X \$550

8X \$500

12X \$492



HALF PAGE

10.373" x 8"

4 COLOR

1X \$400

4X \$350

8X \$250

12X \$225

1 COLOR

1X \$300

4X \$250

8X \$225

12X \$200

POSITION AND DESIGN

Position is considered on a request basis only with no guarantees. The back page should only be requested for full page orders. We can design and prepare ads at a client's request for a flat fee of \$50 per ad. Ads smaller than a full page never run without a border. A minimum hairline border (.5 pt) is required on all four sides.

TECHNICAL REQUIREMENTS

Please supply hi-res PDF files with embedded fonts and hi-res art (CMYK). All materials to: sebastian@chemicalcitypaper.com.



QUARTER PAGE

5.186" x 8"

4 COLOR

1X \$315

4X \$250

8X \$200

12X \$175

1 COLOR

1X \$250

4X \$188

8X \$157

12X \$125



EIGHTH PAGE

5.186" x 4"

4 COLOR

1X \$200

4X \$188

8X \$157

12X \$125

1 COLOR

1X \$175

4X \$150

8X \$125

12X \$100

MODERN EXPLORERS

INTERESTED

Nick Byard • Lauren Jackson, Ph.D. • Sue and Larry McCoon • Matt Murray • Jeremy Rodgers • Matt Shoffner • Dan Tuma

INSTIGATORS

Daniel Chapman • Ben Doornbos • Pam and Roger Fournier • Dr. Wes Harpham • Connie Kroto-Schultz • Jon Lauderbach • Cynthia Marchese Marsha McDonald • Scott Noesen • Kristin Westendorf

INVESTORS

Crystal Ellison • Tom McCann

INFLUENCERS

Harrison and Rachel Gunden • David Rapanos

INSIDERS

Carol Arnosky • John G. Gardai, Esq. • Brian H. Jean, Esq. Matthew O'Connor, Ph.D., MBA • Sebastian Oslund • Nic von Schneider Michael Westendorf • Allison Willcox

COMMUNITY PARTNERS

GOLD LEVEL



SILVER LEVEL





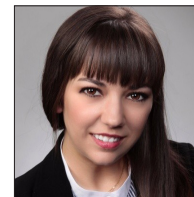
Michael Westendorf
Executive Editor & CEO
Chemical City Paper, Inc.



Nic von Schneider
Creative Director
GLYPH Marketing



Ben Doornbos
Accountant & Financial Analyst
Ten16 Recovery Network



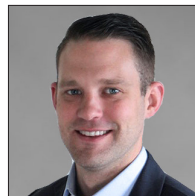
Lauren Jackson, Ph.D.
Analytical Manager
The Dow Chemical Co.



Dan Tuma
Owner
Dan Tuma Media LLC



Daniel Chapman
Chairman & Partner
Blackhurst Campbell LLC



Brian H. Jean, Esq.
Partner
Triton Legal PLC



Matthew O'Connor, Ph.D., MBA
Assistant Professor
DeVos Graduate School of Management
Northwood University



MICHAEL WESTENDORF

Executive Editor & CEO

Michael Westendorf, a journalist and life-long resident of Midland, returns to journalism from finance where he spent two years as a registered Investment Adviser Representative and a licensed stockbroker.

Previously, Mr. Westendorf served as executive editor and chairman of *The Saginaw Valley Journal*, a community newspaper covering the Great Lakes Bay Region in Michigan. Before his time at *The Saginaw Valley*

Journal, Mr. Westendorf served as Managing Editor of *The Valley Vanguard*, a campus newspaper at Saginaw Valley State University.

Mr. Westendorf attended Saginaw Valley State University, majoring in political science with a minor in history. He previously served on the Midland Business Alliance Small Business Leadership Committee and has served on various local boards of directors, including the D-Street Music Foundation, Midland Hockey, and Midland Roller Sports, Inc.

Mr. Westendorf lives in Midland with his wife Michelle and their three children, Adelaide, Evelyn and Thomas.



P. SEBASTIAN OSLUND

Chief Development Officer

Chemical City Paper's non-journalism operations are led by Sebastian Oslund. As Chief Development Officer, Mr. Oslund (previously known as Paul) is responsible for the performance, strategy, and alignment of revenue operations for the *City Paper*, including planning and coordinating the *City Paper's* donor and community events, and managing the *City Paper's* Modern Explorer program.

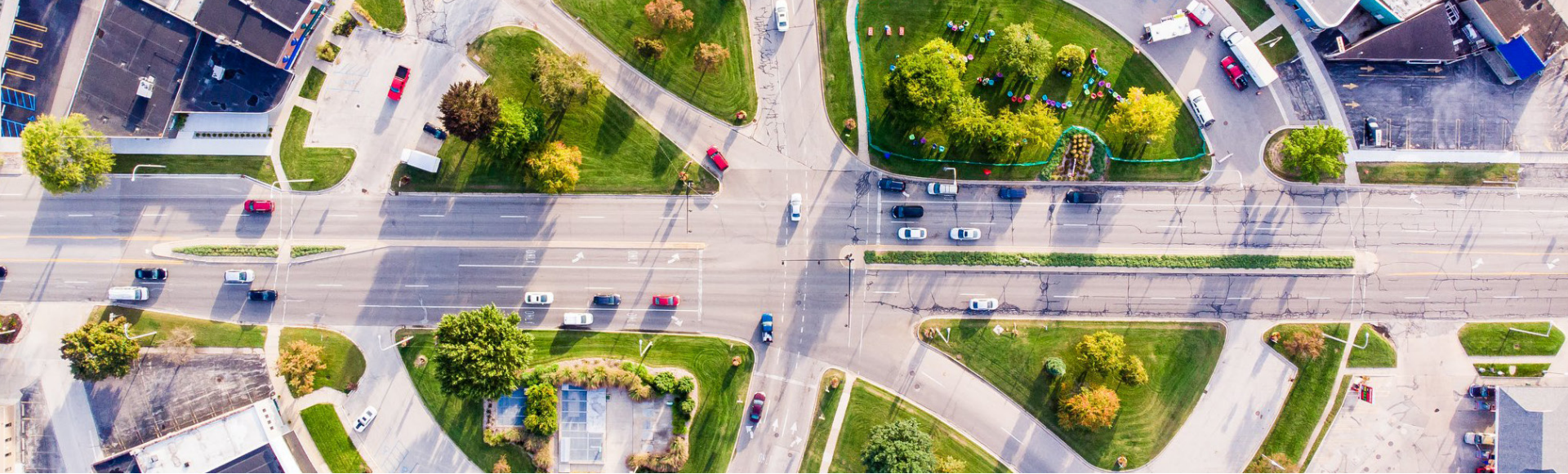
Mr. Oslund has a Bachelor of Applied Arts degree from Central Michigan University. He comes to the *City Paper* from *Great Lakes Bay Magazine*, where he was an advertising sales consultant. He also previously worked in radio, in advertising and as an on-air personality for local stations such as WKQZ and WHNN.

Mr. Oslund is a 2017 graduate of the Great Lakes Bay Regional Alliance's "Institute for Leaders" program and has been an actor and tech crew member at Bay City Players. He has also served on the Weyenberg Scholarship Application Review Committee for the Midland Area Community Foundation.

Mr. Oslund lives in Midland.

“ The newspaper is an institution developed by modern civilization to present the news of the day, to foster commerce and industry through widely circulated advertisements and to furnish that check upon government which no constitution has ever been able to provide.”

—**Robert M. McCormick**



CHEMICALCITY PAPER

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