

Lake Superior Magazine Newsletter Marketing

In Our 39th Year - 2017 E-Newsletter Advertising Rate Card




Rated by
Chicago Tribune
as one of the
50 Best
Magazines

MAY 14-20, 2015

Lake Superior MAGAZINE **Spotlight on Events**


Michigan | Minnesota | Wisconsin | Ontario

WISCONSIN



May 15 – June 14 | Bayfield


Bayfield in Bloom runs for a month as flower lovers descend on Bayfield to admire fields of 60,000 blooming daffodils, as well as wild lupine and orchards of apple blossoms. The event features flower sales, garden tours and horticultural talks. The spring celebration starts off with a day of live Wisconsin Public Radio broadcasts on Friday, May 15, as Larry Meiller brings "Garden Talk" to Bayfield Lakeside Pavilion. 800-447-4094, www.bayfield.org




MICHIGAN

May 16 | Marquette

The 39th annual Big Bay Relay from Marquette to Big Bay offers all-female, all-male and mixed team divisions, as well as a junior division. Race begins at the River Sports Complex, Marquette, and ends at Thunder Bay Inn in Big Bay. 906-235-6861, noquetenetwork@gmail.com, www.noquetrails.org



MINNESOTA



Frequency Opportunities
 Weekly Wednesday Events E-Blasts
 Weekly Friday News E-Blasts
 Monthly Magazine E-Blasts
 Breaking News E-Blasts
 Third Party E-Blasts Available

*6,000+ subscribers & growing
 25-30% average open ratio
 15-28.7% click-to-open ratio

Medium Rectangle Banner
\$150 / Insertion
 300 pixels X 250 pixels

Small Rectangle Banner
\$65 / Insertion
 180 pixels X 150 pixels

*Guaranteed base

Optimized for Mobile

- News
- Articles
- Photos
- Webcams
- Calendar & Events
- Access to Social Media

Additional Opportunity**
The Directory
Online at
www.LakeSuperior.com
Augmented Location Listings
 \$65 / month (discounts for print advertisers)

Paid Searchable Directory ads include
 Multiple Images, Facebook & Video placement

**See Print Rate Card for Discount



Rate Card 39
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1-888-BIG LAKE (888-244-5253)
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