

Buchanan Print Media Promotion

The Beacher and *Harbor Country News* are the two print media for reaching the demographic cohort living and weekendng along lakefront Michigan and the Indiana border.

<https://www.thebeacher.com/> Weekly on Thursday and on-line 4,000 in a tabloid format. Will not accept any cannabis advertising.

<https://www.harborcountry-news.com/> Weekly on Thursday and on-line approx 8,500 during the winter in a traditional folded, full page newspaper format. Will accept cannabis related advertising.

Details of their distribution are identified on their web sites. Their distribution overlaps in New Buffalo. *Harbor News Country* is more heavily distributed in Berrien County.

Harbor Country News and its sister publication, *the LaPorte County Herald* publish an annual summer focused publication called *Along the Water's Edge*.

<https://www.bluetoad.com/publication/?i=846232&p=1&view=issueViewer>

Ad layout

The goal is selling a Buchanan Experience. We list some possibilities in the ads and in the *Discover Buchanan* brochure. Buchanan has assets no other regional or Chicago suburban community has: a 19th century water powered mill, two Downtown water features, and a walkable Central Business District *with* cannabis shops.

Prices

Beacher ½ page vertical b/w \$204 or 4 consecutive placements \$153 each x 4 = \$612
Sample ad to scale is attached.

Harbor Country News ¼ page vertical b/w \$330 or 4 consecutive placements \$150 each x 4 = \$600

Sample ad to scale is attached.

Along the Water's Edge is four color. Please see the link above.

¼ page \$485

½ page \$715

Full \$1270