

ADVERTISING

PRINT & DIGITAL BRANDING OPPORTUNITIES

MSDN

WWW.MYSUNDAYNEWS.COM



Property of White Silo Media, Co.

PO Box 761 • Huntley, IL 60142

847-207-4679

advertise@mysundaynews.com



PRINT

ABOUT US

My Sun Day News is the only **news source** devoted exclusively to the community of Sun City in Huntley. Between our print and digital presence, MSDN offers readers 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, residents, making MSDN the optimum venue to reach thousands of potential customers.

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

DIGITAL



PRINT EDITION PUBLISHES EVERY-OTHER THURSDAY

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

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

Print Circulation: 6,425

Online Visitors: 5,500/Mon. (avg.)

Total Readers: 18,000/Mon. (approx.)

Additional Relevant Info

MSDN.com Page Views: 11k/mon (approx.)

Top Reader Interests: MSDN.com: Finances, Real Estate, Arts & Entertainment, News Politics. (Ranked in order.)

Median Sun City and MSDN Reader Age: 75

ALL RATES ARE PER EDITION

BASE PRINT (Black and White only)

| AD SIZE | OPEN | 6 EDITIONS | 13 EDITIONS | 25 EDITIONS |
|-------------------|------|------------|-------------|-------------|
| 1/8 Page | 180 | 160 | 140 | 125 |
| 1/4 Page | 330 | 315 | 280 | 260 |
| 1/3 Page | 445 | 385 | 350 | 320 |
| 1/2 Page | 630 | 550 | 490 | 450 |
| FULL Page* | 955 | 900 | 785 | 725 |

PREMIUM POSITIONS *

| | | | | |
|---------------------|-------|-------|-----|-----|
| Back Page | 1,250 | 1,000 | 950 | 885 |
| Back Banner | 600 | 575 | 550 | 525 |
| Cover Teaser | 300 | 275 | 250 | 225 |

PROMO / SPONSORSHIP POSITIONS *

Flat rate, no frequency discount.

| | |
|---|-----|
| Find the Hat - Sponsorship of our reader-favorite game that appears in each edition. Comes with an interior 1/4-Page Color Ad. | 500 |
| Scratch & Win - This popular feature allows readers to play scratch off panels to win enticing prizes or opportunities by advertiser. Comes with an Interior Half-Page Color Ad. | 750 |
| Column/Section Sponsorship - Sponsorship of any section or column (except Hang Your Hat or Political Place). Comes with "Brought to you by" mention and a 1/4-Page Color Ad. | 650 |

* Color included in rate.

COLOR (In addition to base ads above)

| | |
|-------------------------|------|
| Full 1/8 to 1/3 | +150 |
| Full 1/2 to Full | +180 |
| Spot 1/8 to 1/3 | +105 |
| Spot 1/2 to Full | +125 |

INSERTION

| | |
|---|-----|
| Preprinted, Client Supplied (8.5x11, black, single-sided only) | 600 |
| Client Design, MSDN Printed (8.5x11, black, single-sided only) | 750 |
| MSDN Designed and Printed | 850 |

6,425 COPIES PER EDITION - Additional color and paper rates available upon request. PREPAYMENT REQUIRED

OBITUARIES

| | |
|--------------------------------|---------------------|
| Obituary with BW Photo.....250 | Death Notice.....50 |
|--------------------------------|---------------------|

WEB - ALL RATES ARE PER CYCLE

WITH PRINT ADS

| | |
|------------------------|-----|
| Open | 200 |
| 6 Cycles | 175 |
| 13 Cycles | 150 |
| 25 Cycles | 125 |

WITHOUT PRINT ADS

| | |
|------------------------|-----|
| Open | 275 |
| 6 Cycles | 250 |
| 13 Cycles | 225 |
| 25 Cycles | 200 |

LEAD BANNER
1600 x 320
LEAD BANNER - Appears at top of all pages, refreshes to new ad.

STORY BOX
1200 x 400
STORY BOX - Interrupts editorial content. Refreshes to new ad.

STANDARD WEB MECHANICALS *
ALL ADS ARE DEVICE COMPATIBLE
Dimensions are in pixels.
Perferred Format: PNG / 300 DPI.

RAIL*
300 x 750
RAIL - Appears on left side of all pages. Refreshes to new ad.
*MSDN.com only.

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

1/4 Page Standard
4.875-in.W x 5.875-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

Cover Teaser
10-in.W x .75-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.

2026 MSDN Publication/Ad Cycle Schedule

(Publishes biweekly every other Thursday)

| Publication Date 2026 | Ad Deadline 2026 Ad copy or finished ads due 5 p.m. |
|---|---|
| January 15 | January 7 |
| January 29 | January 21 |
| February 12 (Valentine's Edition) | February 4 |
| February 26 | February 18 |
| March 12 (St. Patrick's Day Edition) | March 4 |
| March 26 (Easter Edition) | March 18 |
| April 9 | April 1 |
| April 23 | April 15 |
| May 7 | April 29 |
| May 21 (Memorial Day Edition) | May 13 |
| June 4 | May 27 |
| June 18 | June 10 |
| July 2 (July 4 Edition) | June 24 |
| July 16 | July 8 |
| July 30 | July 22 |
| August 13 | August 5 |
| August 27 (Labor Day Edition) | August 19 |
| September 10 | September 2 |
| September 24 | September 16 |
| October 8 | September 30 |
| October 22 (Halloween Edition) | October 14 |
| November 5 (Veterans Day Edition) | October 28 |
| November 19 (Thanksgiving Edition) | November 11 |
| NO EDITION ON DECEMBER 4 | |
| December 10 | December 2 |
| December 17 (Holiday Edition / Final 2026 Edition) | December 9 |

2027 MSDN Publication/Ad Cycle Schedule

(Publishes biweekly every other Thursday)

| Publication Date 2027 | Ad Deadline 2027 Ad copy or finished ads due 5 p.m. |
|---|---|
| January 14 | January 6 |
| January 28 | January 20 |
| February 11 (Valentine's Edition) | February 3 |
| February 25 | February 17 |
| March 11 (St. Patrick's Day Edition) | March 3 |
| March 25 (Easter Edition) | March 17 |
| April 8 | March 31 |
| April 22 | April 14 |
| May 6 | April 28 |
| May 20 (Memorial Day Edition) | May 12 |
| June 3 | May 26 |
| June 17 | June 9 |
| July 1 (July 4 Edition) | June 23 |
| July 15 | July 7 |
| July 29 | July 21 |
| August 12 | August 4 |
| August 26 (Labor Day Edition) | August 18 |
| September 9 | September 1 |
| September 23 | September 15 |
| October 7 | September 29 |
| October 21 (Halloween Edition) | October 13 |
| November 4 (Veterans Day Edition) | October 27 |
| November 18 (Thanksgiving Edition) | November 10 |
| NO EDITION ON DECEMBER 2 | |
| December 9 | December 1 |
| December 16 (Holiday Edition / Final 2027 Edition) | December 8 |

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.

