

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: 6,350

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)

	OPEN	6 EDITIONS	13 EDITIONS	25 EDITIONS
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
Full Page	950	890	785	725
PREMIUM POSITIONS *				
Back Box	1,100	1,000	920	865
Back Banner	500	475	450	425
Cover Teaser	250	225	200	175

* Premium position rates include color.

COLOR (In addition to base ads above)

Full 1/8 to 1/3	+125
Full 1/2 to Full	+155
Spot 1/8 to 1/3	+80
Spot 1/2 to Full	+100

INSERTION

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

6,350 COPIES PER EDITION - Additional color and paper rates available upon request. PREPAYMENT REQUIRED

WEB

WITH PRINT ADS	MECHANICALS	RAIL*
MSDN Standard Open 200	ALL ADS ARE DEVICE COMPATIBLE <div style="border: 1px solid black; padding: 5px; text-align: center;"> LEAD BANNER 1600 x 320 <small>LEAD BANNER - Appears at top of all pages, refreshes to new ad.</small> </div>	300 x 750 <small>RAIL - Appears on left side of all pages. Refreshes to new ad.</small>
MSDN Standard 6 Cycles 175		
MSDN Standard 13 Cycles 150	<div style="border: 1px solid black; padding: 5px; text-align: center;"> STORY BOX 1200 x 400 <small>STORY BOX - Interrupts editorial content. Refreshes to new ad.</small> </div>	Dimensions are in pixels. Preferred Format: PNG / 300 DPI.
MSDN Standard 25 Cycles 125		
WITHOUT PRINT ADS		
MSDN Landing Open 275		
MSDN Landing 6 Cycles 250		
MSDN Landing 13 Cycles 225		
MSDN Landing 25 Cycles 200		

*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.

2025 MHN Publication/Ad Cycle Schedule

(Publishes biweekly every other Thursday)

Publication Date 2025	Ad Deadline 2025 Ad copy or finished ads due 5 p.m.
January 16	January 8
January 30	January 22
February 13 (Valentine's Edition)	February 5
February 27	February 19
March 13 (St. Patrick's Day Edition)	March 5
March 27	March 19
April 10 (Easter Edition)	April 2
April 24	April 16
May 8	April 30
May 22 (Memorial Day Edition)	May 14
June 5	May 28
June 19	June 11
July 3 (July 4 Edition)	June 25
July 17	July 9
July 31	July 23
August 14	August 6
August 28 (Labor Day Edition)	August 20
September 11	September 3
September 25	September 17
October 9	October 1
October 23 (Halloween Edition)	October 15
November 6 (Veterans Day Edition)	October 29
November 20 (Thanksgiving Edition)	November 12
NO EDITION ON DECEMBER 4	
December 11	December 3
December 18 (Holiday Edition / Final 2025 Edition)	December 10

2026 MHN 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

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.

