

FIND THE OP HAUNTED ATTRACTIONS IN MICHIGAN
HAUNTED HOUSES, CORN MAZES, ESCAPE ROOMS, PUMPKIN PATCHES

THE HAUNT GUIDE

CELEBRATING
12
YEARS

2017 ADVERTISING TOOL KIT

PRESENTED BY THE MICHIGAN HAUNTERS ASSOCIATION

The Haunt Guide is pleased to present the 2017 Advertising Tool Kit for the Michigan Haunters Association.

The Haunt Guide prints over 450K copies and has a distribution area ranging as far north as the Tri-Cities (Saginaw, Bat City, Midland) to southern Detroit and as far west as Lansing, Flint and Mt Pleasant including every small city in between.

Inside this kit, you will find Ad Opportunities designed to elevate your visibility for the 2017 Fall / Haunt Season. We have advertising oppoertunities for every budget.

Secure your ad today and save!

THEHAUNTGUIDE.COM | MICHIGANHAUNTERS.COM



THE HAUNTGUIDE.COM

Prices and Deadlines - 400k Copies - Full Color

MAGAZINE SIZE	COST	PER THOUSAND	PER COPY
Full Page	\$3,900	\$8.66	¢0.0086
Half Page	\$2,700	\$6.00	¢0.0060
Quart Page	\$1,900	\$4.22	¢0.0042
Classified	\$500	\$1.11	¢0.0011

You will get a custom online profile page with the purchase of any size ad.

SUBMISSION DEADLINE

August 12th

50% deposit must be submitted by Saturday, August 12th.

August 18th

All ad designs must be submitted by Friday, August 18th.

August 31st

We are making every effort to have the Haunt Guide shipped and ready for each haunt to pick up their copies by Thursday, August 31st.



Sizes and Prices

**DOWNLOAD THE TEMPLATE FILES ONLINE AT
MICHIGANHAUNTERS.COM**

**FULL
PAGE**

\$3,900

Dimensions
7.87" by 10.25" @ 300 DPI

**HALF
PAGE**

\$2,700

Dimensions
7.87" by 5" @ 300 DPI

**QUARTER
PAGE**

\$1,900

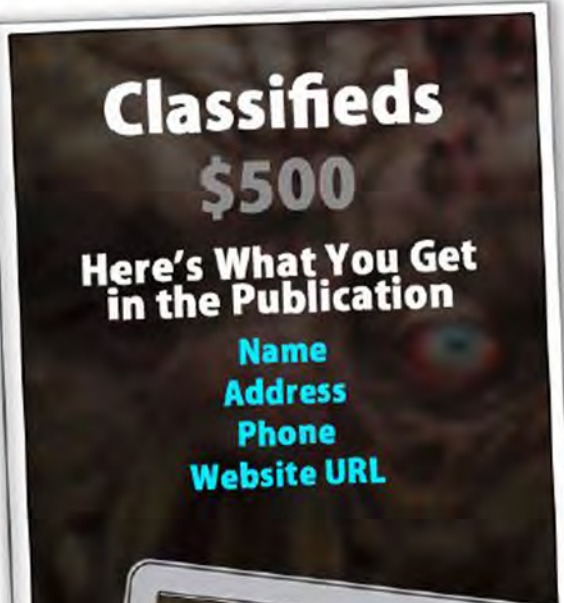
Dimensions
3.78" by 5"
@ 300 DPI

FILE FORMAT
JPG, PDF or PSD
CMYK @ 300DPI



Classified Ad Pricing

CLASSIFIED PRICING



Classified Ads are all Categorized & Alphabetized

Plus a **FREE** Listing online at MichiganHaunters.com and you get Facebook posts on our Page



Distribution Radius

**450K COPIES
OVER 3,500 LOCATIONS**

The Haunt Guide will start distribution on Sept. 1st allowing for 9 weeks of exposure.

**CELEBRATING
12
YEARS**



Contact The Haunt Guide



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