

outlook



2024 ADVERTISING RATES & DIMENSIONS

Outlook by Manthei Supply is a publication for homeowners and contractors in the Northern Michigan area. This luxury magazine includes inspirational landscape projects, home living articles, product features, and advertisements from local landscape contractors and manufacturers.

Distribution = 6,500 Total Copies

5,000 Copies Sent Via Direct Mail to Homeowners

Home Values \$750,000 - \$5 million

Counties Antrim, Benzie, Charlevoix, Cheboygan, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, Otsego, Wexford

Remaining Distribution

- Provided to contractors and advertisers for distribution to their respective customers
- Distributed at Manthei Supply Charlevoix and Traverse City store locations / events
- Digital copy downloadable from the Manthei Supply website (mantheisupply.com)

Advertising Guide

Email cmullaney@mantheiconstruction.com to confirm and secure your spot by April 26, 2024. Payment and art files must also be submitted by April 26, 2024. Acceptable design files for completed ads include: JPG, TIF and Adobe PDF with a minimum 300 ppi resolution, and all colors in CMYK.

Add \$200 if you would like us to design your ad. Please provide us with your logo, color requirements, images and any written copy that should be included.

All rates are for full color advertisements.

Full Page	\$1200	Standard:	7"w x 10"h
		Full Bleed:	8.5"w x 11"h (plus add 1/8" bleed on all four sides)
2/3 Page Vertical	\$900		4.4"w x 10"h
1/2 Page Vertical	\$700		3.35"w x 10"h
1/2 Page Horizontal	\$700		7"w x 4.85"h
1/3 Page Vertical	\$500		2.3"w x 10"h

Charlevoix: 16188 Heise Rd, Charlevoix, MI 49720
Traverse City: 1423 Sawyer Rd, Traverse City, MI 49685
Postal Address: 5481 US 31 South, Charlevoix, MI 49720

Phone: 231-547-6595
Web: mantheisupply.com