

CityPULSE

MEDIA KIT
2025



CityPULSE

A B O U T U S

City Pulse is Lansing, Michigan's **free alt-weekly** covering local **politics, arts & entertainment, dining and more** happening across Mid-Michigan.

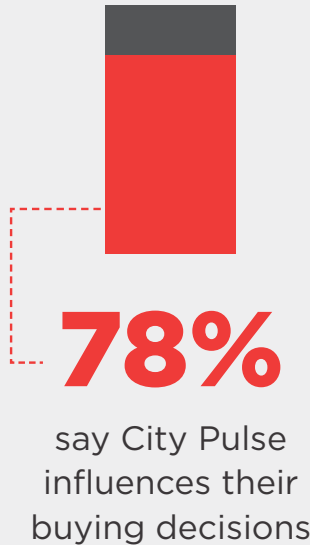
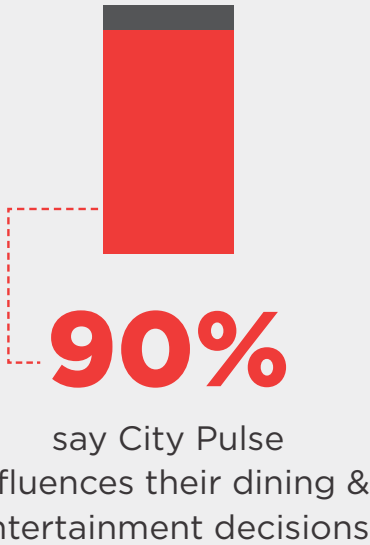
This year, City Pulse is marking a milestone: In August, we will turn 25 years old. Since 2001, City Pulse is distributed every Wednesday at hundreds of locations throughout Greater Lansing. Beyond that, City Pulse averages 30,000 print readers each week and thousands of unique visitors at lansingcitypulse.com.

Each year, City Pulse's website impressions range between **990K** and **1 million**, thanks to over **554,000 users**. Combining Lansing news and commentary with features on everything from **politics to arts and entertainment**, City Pulse has you covered. Also be sure to check out our **extensive event listings**.

WHY CITY PULSE?

- **Local** News, Writers & Ownership
- **Highly Active** Audience
- **45,000+ Readers** Each Week — In Print And Online
- Publishing since 2001
- **Distribution Locations** across Greater Lansing

QUICK STATS



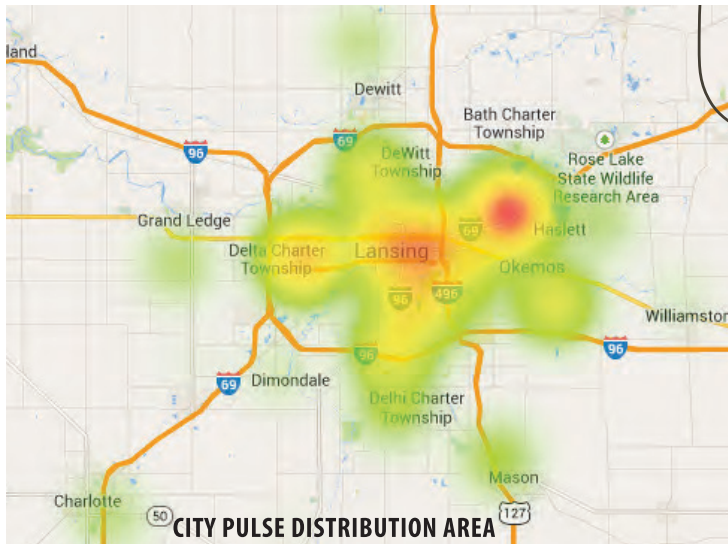
Are you a NONPROFIT?
You may qualify for **DISCOUNTS UP TO 50%**

PRINT DISTRIBUTION

- Issues Printed: 13,000+
- Distribution locations: 300+

City Pulse is distributed **FREE** across the Greater Lansing area, including ...

- Lansing
- East Lansing
- Okemos
- Charlotte
- Dewitt
- Dimondale
- Eaton Rapids
- Grand Ledge
- Haslett
- Holt
- Mason
- Potterville
- Williamston
- Webberville



Interested in distributing **City Pulse** at your business

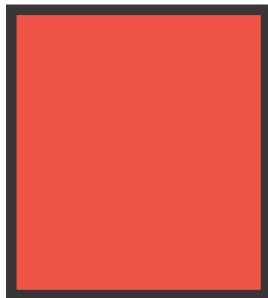
at no charge? Contact us today at (517) 999-6704 or email steve@lansingcitypulse.com. distribution points, see lansingcitypulse.com.

PRINT AD RATES

BUY A PRINT AD - RECEIVE A DIGITAL AD HALF PRICE!

City Pulse **has 30,000 print readers weekly** and is distributed at **over 300 locations** throughout Lansing, East Lansing, Grand Ledge, Okemos, Haslett, Mason, Holt, Dewitt, Charlotte, Eaton Rapids, Williamston and beyond.

The ad rates listed below are per week, e.g., "26x \$428" means 26 ads at a rate of \$428 each. The frequency rate for retail advertising is based on a one-year period with a signed contract. Ads do not have to run in consecutive issues, but must be run within one year. (Black and white ads are available at the same rates.)



Full Page | 9.5" W by 10.78" H **(43.12 col. inches)**

Color

1X \$1344 **4X** \$1304 **8X** \$1259 **12X** \$1210 **26X** \$1063 **52X** \$858

Back Page | 9.5" W by 10.78" H

Color

1X \$1612 **4X** \$1561 **8X** \$1516 **12X** \$1452 **26X** \$1243 **52X** \$1034



3/4 Page | 7.083" W by 10.78" H or 9.5" W by 8.085" H **(32.34 col. inches)**

Color

1X \$1111 **4X** \$1075 **8X** \$1041 **12X** \$1001 **26X** \$862 **52X** \$733



2/3 Page | 9.5" W by 7.186" H **(28.76 col. inches)**

Color

1X \$1036 **4X** \$1017 **8X** \$989 **12X** \$936 **26X** \$817 **52X** \$694



Junior Page | 7.083" W by 7.186" H **(21.5 col. inches)**

Color

1X \$873 **4X** \$858 **8X** \$810 **12X** \$786 **26X** \$687 **52X** \$576



Half Page | 9.5" W by 5.39" H or 4.667" W by 10.78" H **(21.56 col. inches)**

Color

1X \$855 **4X** \$828 **8X** \$796 **12X** \$770 **26X** \$669 **52X** \$566

Space Reservation: 5 p.m. Friday before publishing date | **Ad Deadline:** Monday

Payment: Visa, Mastercard, American Express, Discover, PayPal, checks and cash.

Phone: 517.999.5061 **Email:** publisher@lansingcitypulse.com

PRINT AD RATES

BUY A PRINT AD - RECEIVE A DIGITAL AD HALF PRICE!



1/3 Page | 4.667" W by 7.186" H or 9.5" W by 3.593" H **(14.36 col. inches)**

Color

1X \$576 **4X** \$566 **8X** \$548 **12X** \$521 **26X** \$468 **52X** \$386.4



1/4 Page | 2.25" W by 10.78" H or 9.5" W by 2.695" H or 4.667" W by 5.39" H **(10.78 col. inches)**

Color

1X \$470 **4X** \$457 **8X** \$444 **12X** \$425 **26X** \$368 **52X** \$312



1/6 Page | 2.25" W by 7.186" H or 4.667" W by 3.593" H **(7.19 col. inches)**

Color

1X \$319 **4X** \$310 **8X** \$300 **12X** \$286 **26X** \$249 **52X** \$213



1/8 Page | 2.25" W by 5.39" H or 4.667" W by 2.695" H **(5.39 col. inches)**

Color

1X \$239 **4X** \$237 **8X** \$229 **12X** \$218 **26X** \$190 **52X** \$163



1/12 Page | 2.25" W by 3.593" H or 4.667" W by 1.796" H **(3.593 col. inches)**

Color

1X \$204 **4X** \$197 **8X** \$190 **12X** \$184 **26X** \$159 **52X** \$144



1/16 Page | 2.25" W by 2.695" H **(2.695 col. inches)**

Color

1X \$163 **4X** \$159 **8X** \$154 **12X** \$148 **26X** \$126 **52X** \$119

Space Reservation: 5 p.m. Friday before publishing date | **Ad Deadline:** Monday

Payment: Visa, Mastercard, American Express, Discover, PayPal, checks and cash.

Phone: 517.999.5061 **Email:** publisher@lansingcitypulse.com

Public & Legal Notices/Obituaries/ Classifieds/Pet Adoption



PUBLIC & LEGAL NOTICES

City Pulse meets all State of Michigan requirements to publish any type of state or court-required notice.

Public Notices

Many local governments, including the cities of Lansing and East Lansing, have relied on City Pulse for decades because of our service and accuracy. We offer the lowest rates in the Greater Lansing area: **\$18.50 per column inch**. Our main competitor may quote you a lower per-inch rate — but our columns are significantly wider, resulting in tax-saving lower rates.

To place a public notice, please inquire by email at notices@lansingcitypulse.com or call Caleb at (517) 528-6973. We strive to accommodate all notices until our weekly print deadline on Tuesday for the upcoming issue, but we prefer to receive notices Thursday of the previous week whenever possible.

Legal Notices

As with public notices, City Pulse offers the lowest rate for legal notices and meets all legal requirements to publish them. Our rate is a minimum of \$45.24 per notice. Send legal notices to notices@lansingcitypulse.com or call Steve at (517) 999-6704. Payment in advance is generally required.

OBITUARIES

City Pulse provides lower rates and more readers for obituaries than the Lansing State Journal. For example, an obituary that cost \$1,300 in the Lansing State Journal for one appearance costs less than \$800 in City Pulse **to run twice**. And we reach more readers: Nearly 12,000 copies are picked up weekly, versus fewer than 10,000 copies of the Sunday edition of the Lansing State Journal and fewer than 7,000 weekdays. (An average of more than two people read each copy of City Pulse.) We provide free proofreading for grammar and spelling. We will even write the obituary for you for an additional 25 cents a word. Obituaries in City Pulse also appear free online. Let your funeral director know you wish to place your loved one's obituary in City Pulse. You will save money and reach more community members. For more information, please contact Berl Schwartz at (517) 999-5061 or email him at publisher@lansingcitypulse.com.

CLASSIFIEDS

Again, the best rates in town: Just \$28 for four lines, and \$7 per additional line. We also offer these extras:

Bold Face Type:	\$3 per line
Headline:	\$10 per line
Border:	\$4
Logo:	\$7 per line of space
Photo:	\$10 (1.125 inches wide)

PET ADOPTION

City Pulse has contributed over \$10,000 to the Ingham County Animal Shelter through monthly pet adoption ads. It's a great way to memorialize a departed pet. Or just to support the Animal Shelter's adoption program. Many dogs and cats have been adopted as a result of City Pulse ads. We charge just \$35 and donate \$6 to the Shelter. You can run as many or as few as you wish per year. Pet adoption ads appear in the third issue of the month. To participate, please email Caleb at caleb@lansingcitypulse.com or call him at **(517) 528-6973**.

DIGITAL BANNER ADS

DIGITAL ADS HALF PRICE WITH A PRINT AD!

BILLBOARD 1170 width x 144 height

Advertise

CityPULSE

PUSH PIN
300 width x 250 height

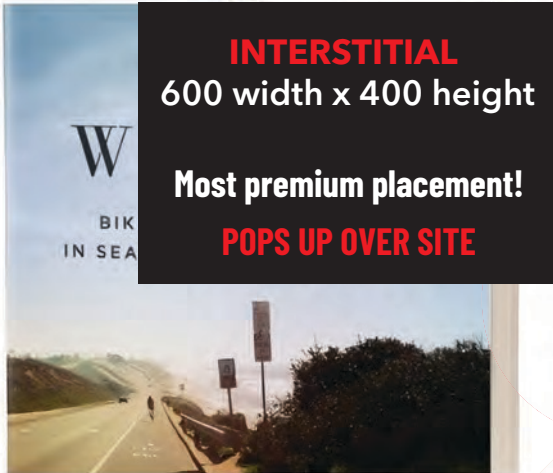
TOP LEADERBOARD 728 width x 90 height

SECOND LEADERBOARD 728 width x 90 height

Explore eastside art, culture and community by bike

INTERSTITIAL
600 width x 400 height

Most premium placement!
POPS UP OVER SITE



TOP LARGE RECTANGLE
300 width x 250 height

SKYSCRAPER
300 width x 600 height

Inspired by the number and variety of summer festivals detailed in a recent City Pulse issue, I am prompted to add just one more unique event to your jam-packed calendar: the Inaugural Eastside Road

CITY PULSE NEWS



'A Place For Us'

In 2019, SJ Therese fled an abusive home situation and checked in at the City Rescue Mission's women and children's shelter. Therese, a lesbian, stayed there for a couple of weeks before ...

R.O.S RECTANGLE
300 width x 250 height

TOASTER 980 width x 120 height
Pops up like Toast!

CityPULSE

DIGITAL ADS HALF PRICE WITH A PRINT AD!

TOASTER 728 width x 90 height

BILLBOARD 1170 width x 144 height

IN STORY 728 width x 90 height

INTERSTITIAL
600 width x 400 height

TOP LEADERBOARD 728 width x 90 height

SECOND LEADERBOARD 728 width x 90 height

R.O.S RECTANGLE
300 width x 250 height

TOP LARGE RECTANGLE
300 width x 250 height

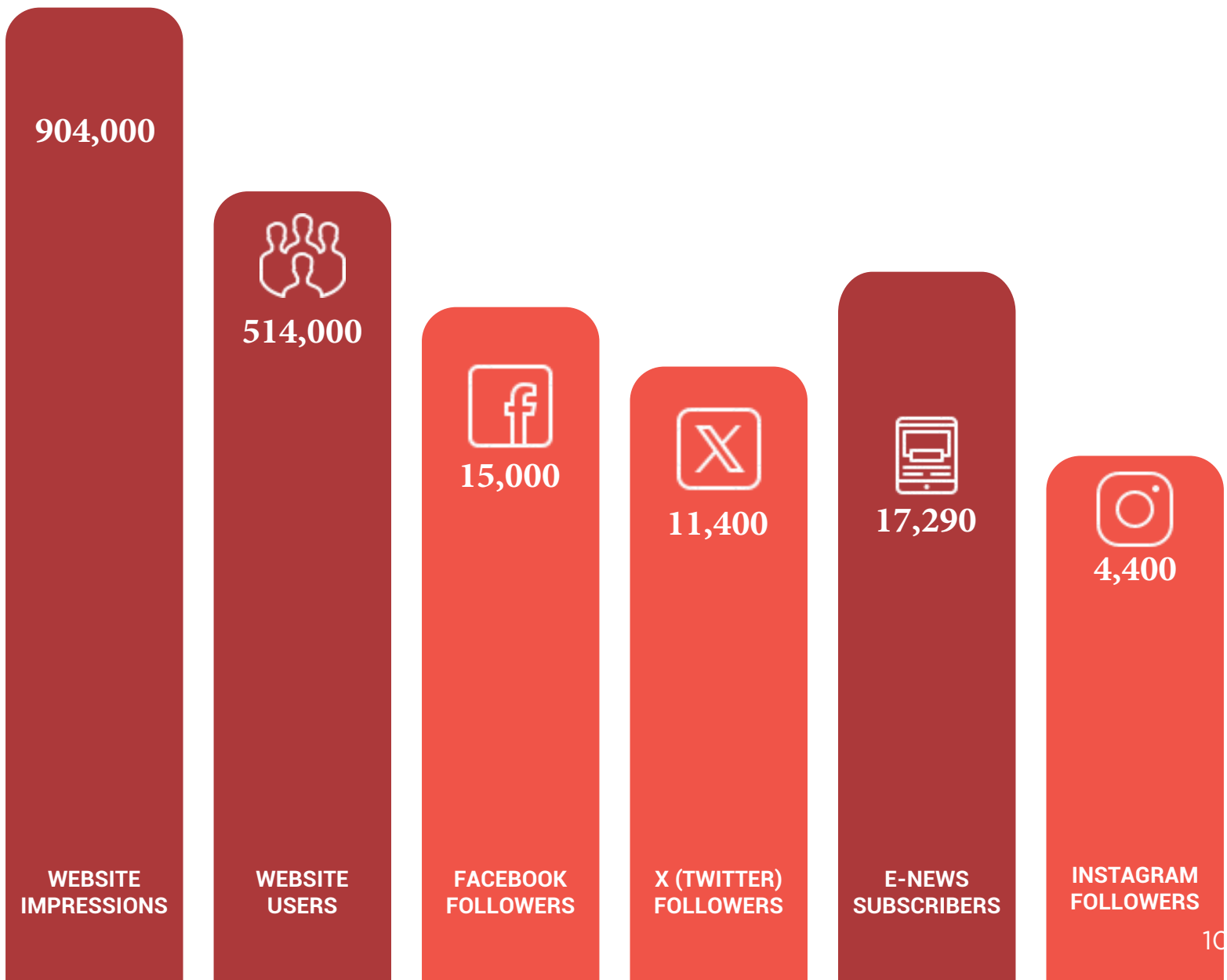
SKYSCRAPER
300 width x 600 height

DIGITAL FREQUENCY RATES	Size	WEEKS:					
		1x	4x	8x	12x	26x	52x
INTERSTITIAL *	600 width x 400 height 300 width x 600 height	\$500	\$484	\$465	\$450	\$391	\$331
PUSH PIN	300 width x 250 height	\$400	\$387	\$372	\$360	\$312	\$264
TOASTER *	728 width x 90 height	\$350	\$389	\$326	\$315	\$273	\$231
BILLBOARD	1170 width x 144 height	\$250	\$242	\$233	\$225	\$195	\$165
IN STORY	728 width x 90 height	\$175	\$169	\$163	\$157	\$137	\$116
TOP LEADERBOARD	728 width x 90 height 300 width x 250 height	\$150	\$145	\$140	\$135	\$117	\$99
SEOND LEADERBOARD	728 width x 90 height 300 width x 250 height	\$150	\$145	\$140	\$135	\$117	\$99
TOP LARGE RECTANGLE	300 width x 250 height	\$125	\$121	\$116	\$112	\$97	\$83
SKYSCRAPER	300 width x 600 height	\$100	\$97	\$93	\$90	\$78	\$66
R.O.S RECTANGLE	300 width x 250 height	\$75	\$73	\$70	\$67	\$59	\$50

*Includes a FREE R.O.S. Rectangle

ANNUAL DIGITAL REACH

CityPULSE



SPONSORED CONTENT

Premium 5-WEEK CAMPAIGN: \$2,000

Have a press release or story you need to promote quickly?

Sponsored Content offers you a unique opportunity to educate and engage with City Pulse readers about your organization **in your own words**. You write the story, and **City Pulse publishes it**. From there, it's integrated into our news cycle and displayed in highly visible locations on our **website, e-newsletter** and **social media** platforms. During the five-week campaign, your story is also promoted with **digital banner advertising that links to your story**. An added bonus: Being on City Pulse **boosts your website's SEO on Google**.

This campaign does not eliminate the possibility of editorial coverage, it just ensures your story will be seen by locals who are actively consuming our news content and are open to learning about your brand.



WEEKS 1 -2

Story featured on City Pulse's **homepage** in the From Our Sponsors section.



WEEKS 1 -4

ROS 300x250 ad running on City Pulse site promotes your story



WEEKS 1 -2

Story shared once across City Pulse's **social media** platforms



WEEKS 4-5

Story featured on City Pulse's **sidebar** in 'From Our Sponsors' section



WEEKS 3 -4

City Pulse **e-Newsletter** Large Rectangle ad (1 week) and 1 e-news blurb feature the following week



PRESS RELEASE BOOSTER

Expedited 1-WEEK CAMPAIGN: \$1,000

Have a press release or story you need to promote quickly?

Boost your press release or customized story across Mid-Michigan quickly and in your own words. This campaign does not eliminate the possibility of editorial coverage, but it does guarantee coverage and high-visibility promotions across our **website, social media** and **e-newsletter**. Plus, it **boosts your website's SEO** on Google. *No digital ads are included.*



STORY PUBLISHED

Your **press release published** as a Sponsored Content story on City Pulse



1 WEEK SPOTLIGHT

Your story **featured on City Pulse's sidebar** in our From Our Sponsors section



1-Day E-News

City Pulse **e-news** blurb + photo feature for one day



SOCIAL MEDIA PROMO

Your press release shared once across all City Pulse **social media** platforms



Media Kit · lansingcitypulse.com

CITY PULSE E-NEWS LETTER

REACH LANSING'S MOST ENGAGED READERS DIRECTLY IN THEIR EMAIL INBOX

Advertise in City Pulse's twice-weekly e-newsletters and connect with thousands of local subscribers. Our readers are highly engaged community members who care about what's happening in Lansing — and your business could be a part of their daily routine.

With targeted visibility delivered straight to their inbox, your ad will stand out and drive meaningful connections with local customers ready to support businesses like yours.

Each Wednesday, we send an e-newsletter with the new digital issue of City Pulse, our summary of the latest news from the past week and a message from editor and publisher Berl Schwartz. On Thursdays, our "Out on the Town" newsletter goes out, providing a long list of fun weekend events plus our recommendations.

As a bonus, your ad will also appear in all breaking news e-newsletters.

E-NEWS STATS:

Subscribers: 17,000+

Open Rate: 40% average

Campaigns: Each campaign starts on Monday, and your ad will appear in every e-newsletter through Sunday.

AD SIZES:

E-news Leaderboard

*Appears at the top of the e-newsletter,
before e-news text*

**500 px width x 100 px height
\$200/week**

E-news Large Rectangle

*Appears under Leaderboard, within
e-news text*

**300 px width x 250 px height
\$100/week**

For more information, please call (517) 999-5061 or email publisher@lansingcitypulse.com.



2025 City Pulse Editorial Calendar



City Pulse is published weekly every Wednesday except Tuesday, Dec. 23

RESERVE YOUR ADVERTISING SPACE EARLY IN ANY OF
THESE UPCOMING SPECIAL ISSUES OF CITY PULSE.

July 16	Music Issue
Sept. 3	Arts & Entertainment Issue
Sept. 10	2025 Top of the Town Contest Kickoff Nomination Round Issue
Sept. 17	National Hispanic Heritage Month Issue
Sept. 24	City Pulse 25th Anniversary Issue
Oct. 15	Top of the Town Contest Top 5 issue
Nov. 12	Top of the Town Winners Issue
Nov. 26	Annual Gift Guide Issue
Dec. 3	Nonprofit Issue
Dec. 10	Last Minute Gift Guide Issue
Dec. 23	Christmas Poetry & Lights Issue
Dec. 31	Year Ender Issue

COMING THIS FALL: A SPECIAL OLD EASTERN HIGH SCHOOL COMMEMORATIVE ISSUE



TOP OF THE TOWN

This year's 2025 Top of the Town, once again offers business owners the chance to take home an award for being the best.

Each year, locals vote online for their favorite people, places and businesses across the Greater Lansing area — make sure your business is in the running!

The first round of voting runs Sept. 10-30, 2025. Then, the second round (the “Top 5” runoff) kicks off Oct. 15 and runs through Oct. 28, 2025.

Winners will be announced in our Winners Issue, which hits stands Nov. 12, 2025. Reserve ads in each issue and receive a frequency discount.

Ask your advertising representative for more information.

TOP OF THE TOWN — ISSUE DATES:

9/10/25

Top of the Town

Kickoff Issue

Voting ends 11:59 p.m.
on 9/30/25

10/15/25

Top of the Town

Top 5 Kickoff

Voting ends 11:59 p.m.
on 10/28/25

11/12/25

Top of the Town

Winners Issue

Reserve your “Vote for Us” and “Thank you!” ads today!



CONTACT

EDITOR AND PUBLISHER

Berl Schwartz

publisher@lansingcitypulse.com

(517) 999-5061

ADVERTISING ASSISTANT

Caleb Woloszyn-Duffy

caleb@lansingcitypulse.com

(517) 528-6973

CLASSIFIED ADVERTISING INQUIRIES

classads@lansingcitypulse.com

(517) 528-6973

PUBLIC NOTICES

notices@lansingcitypulse.com

(517) 528-6973

LEGAL NOTICES

notices@lansingcitypulse.com

(517) 999-6704

OBITUARIES

caleb@lansingcitypulse.com

(517) 528-6973

Other questions?

Call us at (517) 999-5061

CityPULSE

1905 E. Michigan Ave.

Lansing, MI 48912

lansingcitypulse.com

(517) 371-5600

City Pulse launched in 2001 with this mission statement:

“To provide a journal of news and opinion on civic, social and political issues as well as arts and entertainment in Greater Lansing.”

Twenty-four years and more than 1,200 print editions later, that mission still holds. What has changed is that City Pulse has grown into a trusted source in Greater Lansing. Some say it is *the* paper.

City Pulse is not only the community’s biggest newspaper; it is local: locally owned and driven by local content. Its founding owner, Berl Schwartz, who has more than five decades of newspaper experience, is its editor and publisher.

All of this adds up to a respected environment for your message, whether through ads in print or through our digital products: web ads, newsletters that reach thousands of subscribers, sponsored content and more.

These advertising products allow you direct access to our engaged print and digital audiences. Contact us today for a targeted proposal that best fits your needs.

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