

# THE MIRROR NEWS

Reflecting Our Campus    Reflecting Our Community    Reflecting Our World

The Mirror News is a 70 year tradition on the Henry Ford College campus. HFC enrolls over 15,000 students and employs over 1000 faculty and staff.

Our readership extends throughout the Metro Detroit area, and includes diverse ages and backgrounds.

We offer several ad packages and options, with discounts on multi-issue commitments.

**Contact:** mirrorbm@hfcc.edu – 313-845-9639

**HENRY FORD COLLEGE** The Mirror News, Henry Ford College  
5101 Evergreen Rd. - Room M-117  
Dearborn, MI 48128

Online Banner ad: \$75.00  
Online sidebar ad included with full page ad

Full Page Ad: 11"x14"  
Color/Back Page - \$500\*  
B & W - \$400\*

Website sidebar ad with each:

- full page ad
- multi-issue ads

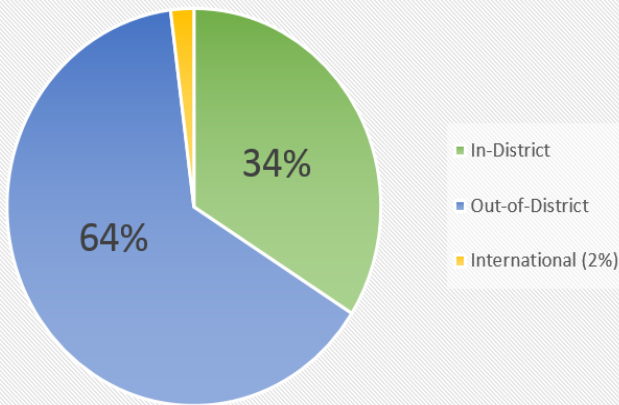
Printed inserts (10" x 7"): \$200/1500

Half Page Ad:  
10"x7"  
Color - \$250\*  
B & W - \$200\*

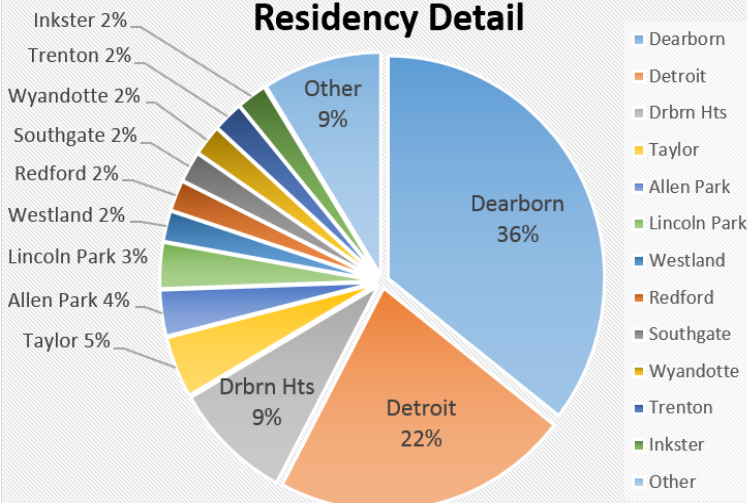
Quarter Page Ad:  
5"x7"  
Color - \$125\*  
B & W - \$100\*

Business Card: \$20  
(B/W front only)

## HFC Student Residency



## Residency Detail



## Publication Schedule\*

Fall 2016	Submission Deadline	Publication Date
Issue 1	09/16/16	09/26/16
Issue 2	10/07/16	10/17/16
Issue 3	10/28/15	11/07/16
Issue 4	11/18/15	11/28/16

## Winter 2017

Issue 5	01/20/17	01/30/17
Issue 6	02/10/17	02/20/17
Issue 7	03/03/17	03/20/17
Issue 8	03/31/17	04/10/17
Issue 9	04/21/17	05/01/17

## Spring 2017

Issue 10	06/08/17	06/19/17
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\*Discounts for placing multi-issue ads.