



Trade In Your Advertising Sledge Hammer For A Scalpel

Does your success depend on impacting and influencing Michigan's public policymakers? Now you can micro-target your message to policy makers like never before.

For the first time, *MIRSnews.com* is accepting issue and institutional advertising!

Voted as having the best Capitol coverage by 63 percent of Lansing insiders (lobbyists, lawmakers and others in a 2009 EPIC/MRA survey), *MIRS* far outpaced the next closest news source that garnered only 18 percent of the vote.

What you get by advertising with *MIRS*:

- 16,000 to 18,000 unique visitors each month
- 90 percent of state lawmakers as well as key local, education, corporate, association and university leaders
- *MIRSnews.com* readers loyally return to our site, often once or more a day, meaning not only are you assured of hitting the target with your message, you'll often get repeat exposures per day, per reader
- 965,000 hits per month 1.15 million hits per year
- There is simply no better way to micro-target messages to Michigan's decision leaders

***MIRS*' Rates**

The monthly advertising rate for issue ads is \$935 for walk-in customers.

MIRS offers a lower advertising rate for longer duration institutional advertising. Multi-month (more than three months) institutional advertising is available for \$550 a month.

MIRS' advertising slots are 169 pixels by 241 pixels and afford click through access to web pages of the advertiser's choosing. *MIRS* reserves the right to reject any advertisement or landing web page deemed inappropriate or offensive. Ads are rotated consistently and evenly throughout the site.

For more information, contact John T. Reurink at 517-482-2125.