



MEDIA KIT • 2026

# Reach the people who live, shop and vote in Inkster.

Inkster Now! is the independent local news site for Inkster, Michigan, a city of about 24,000 people in western Wayne County. Every dollar you spend with us pays for local reporting.

---

**100%**

**Local focus**

Every story is about Inkster and its neighbors.

**7 a.m.**

**Every Monday**

The Inkster Weekly lands in subscribers' inboxes.

**1**

**Sponsor per issue**

Your business never shares the top spot.

**Ask**

**For our numbers**

Current readership and subscriber counts on request.

**OUR READERS**

# News built for the people who live here.

We cover City Hall and the council, schools, public safety, housing, development and local business, plus the practical guides residents use every week. Readers come for the news and return for the tools.

**Local news**

City Hall, schools, public safety, housing, development and business.

**Voting guide**

Polling places, early voting hours and what is on the ballot.

**Jobs board**

Free listings from local employers. Every listing shows the pay.

**Rental Homes**

Houses and apartments for rent in Inkster, with a Section 8 filter.

**Community**

Events calendar, obituaries, marketplace and Around Inkster.

**The Inkster Weekly**

Our free newsletter with the week's stories, every Monday at 7 a.m.

**WHY ADVERTISE WITH US****01 Real local readers**

Our coverage is written for people who live, work and shop in Inkster, not for clicks from across the country.

**02 Trust that carries over**

Paid content is always clearly labeled. Readers trust what they read here, and that trust extends to the businesses beside it.

**03 Room for your message**

No autoplay video competing for attention on our pages.

**04 Simple to buy**

Most options can be purchased online in minutes at [inksternow.com/advertise](https://inksternow.com/advertise).

## WAYS TO ADVERTISE

# Simple pricing for every size of business.

|                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div style="background-color: #ff6600; color: white; padding: 5px; text-align: center; font-weight: bold;">START HERE</div> <div style="text-align: center; padding: 20px;"> <p><b>Business directory</b></p> <p><b>\$49</b></p> <p>per month</p> <hr style="border: 0; border-top: 1px solid white; margin: 10px 0;"/> <p>Your business on our front page and in your category, with hours, phone and a link.</p> </div> | <div style="text-align: center; padding: 20px;"> <p><b>Newsletter sponsor</b></p> <p><b>\$250</b></p> <p>per week</p> <hr style="border: 0; border-top: 1px solid #ccc; margin: 10px 0;"/> <p>Top placement in The Inkster Weekly: about 60 words, your logo and a link. One sponsor per issue.</p> </div> | <div style="text-align: center; padding: 20px;"> <p><b>Sponsored story</b></p> <p><b>\$500</b></p> <p>per story</p> <hr style="border: 0; border-top: 1px solid #ccc; margin: 10px 0;"/> <p>A full article about your business, written by our staff and labeled as sponsored. Seven days in the front-page feed.</p> </div> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## MORE OPTIONS

|                                |                                                                                         |                                |
|--------------------------------|-----------------------------------------------------------------------------------------|--------------------------------|
| <b>Display advertising</b>     | Banner ads across the site: billboard, leaderboard, in-article, sidebar and mobile.     | <b>\$15</b><br>per 1,000 views |
| <b>Event promotion</b>         | Featured on the community calendar and front-page rail, plus one newsletter mention.    | <b>\$39</b><br>per event       |
| <b>Obituary notice</b>         | Notice with photo, guest book, permanent archive and seven days on the front-page rail. | <b>\$95</b><br>per notice      |
| <b>Featured job posting</b>    | Pinned to the top of the jobs board.                                                    | <b>\$19.99</b><br>for 14 days  |
| <b>Featured rental listing</b> | Pinned to the top of Rental Homes.                                                      | <b>\$39.99</b><br>for 7 days   |

Basic job and rental listings are always free. Prices in U.S. dollars and subject to change; the price at checkout applies. Ask about bundles and multi-week newsletter packages.

## DISPLAY AD SIZES

# Built for every screen.

**Billboard**

970 x 250 · top of the front page

**Half page**300 x 600  
sidebar, desktop**Leaderboard** 970 x 90 or 728 x 90**Medium rectangle**300 x 250  
in stories and the sidebar**Mobile banner** 320 x 50 · phones

Files: JPG, PNG or GIF under 150 KB, plus the web address readers should go to. Send to [hello@inksternow.com](mailto:hello@inksternow.com) at least 3 business days before your start date. Sizes shown to scale.

## HOW IT WORKS

**Newsletter sponsorship**

Send about 60 words, your logo and one link by Thursday at 5 p.m. for the next Monday. We send a proof first.

**Sponsored story**

We interview you and write the story. You check it for accuracy before it runs, labeled "Sponsored."

**Business directory**

Send hours, phone, address, a short description and a link. Live within 2 business days; renews monthly.

**Obituaries and events**

Families and funeral homes submit online. Notices are reviewed and usually posted within 1 business day.

## OUR STANDARDS

Advertising never buys news coverage, and advertisers do not see or approve news stories. Paid content is always labeled. We decline ads that are false, misleading or discriminatory, including housing ads that violate fair housing law, and we reserve the right to decline any ad.

## Ready to reach Inkster?

Buy online or ask about bundles and audience numbers.

[inksternow.com/advertise](https://inksternow.com/advertise)[hello@inksternow.com](mailto:hello@inksternow.com)