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A true Mom and Pop magazine with help from a ton of friends

Welcome to your opportunity to blanket the Upper Peninsula of MI, reach below the Big Mac Bridge, in the Land of the Trolls, and even feed your message to the Cheeseheads of Northern Wisconsin. If that is not enough, than we got you covered with many Yoopers or Want-to-Be Yoopers, who have mail or digital subscriptions in the whole USA.

Now that beats a sharp stick in your eye, don't it?

Now when you see our advertising prices, it's darn hard to not wonder how we can afford to be so cheap in price and put out a top rate quality magazine. Well it proves why we are not getting rich and then we believe every business should be able to get their message out so they can grow and reach new customs, as well as our readers having the chance to learn about your enterprise. Your support helps us grow also.

Full Page - Standard	8.75 x 12"	\$1,299
Full Page - Bleed	9.75 x 13.25"	\$1,299
Half Page - Standard	8.75 x 6.49"	\$825
1/4 Page - Standard	8.75 x 2.85"	\$599
1/4 page - Cube	4.29 x 6.49"	\$599
1/8 page - Standard	4.29 x 2.85"	\$299
Thanks for Shopping Page (Super Deal - See Robin)		\$100
One signature spot (Includes Company Name and City)		\$50



The Porky's Six "Ws"

WHAT

"The Porky" is a nickname for how we started as a weekly newspaper called *The Porcine Press* and after 8 years we decided to convert to a Bi-magazine and expanded enough to start calling it *UP Magazine*. But the Porky quilts stuck.

WHY

When we started there were about seven schools in the central U.P. that were not getting reported on. Then most of them consolidated and we found we had to take a new and brouder look at how we can serve a much bigger area and be better.

WHEN

The first edition came out in Febuary of 1989. Jobs were hard to come by, so we saw the need and with the limited funds and knowledge, decided to see if we could generate support and learn along the way on how to build a publication.

WHERE

It started in what we called the shack in the back, in Trenary, MI. A sauna stove for heat, an extention cord from the house for power and we were on our way. The name came by running over a porcupine on the highway, in honor *Porcupine Press*.

WHO

The blame for all this must be shared with a very large group of people who have been a major part of where we are at now. So many freelance writers, others that have been there when we were down and we believe God was with us all the way.

WITTY

Deciding what we wanted to be when we grew up, we read in Webster's Dictionary what sounded like a great goal - "Having good intellectual capacity, amusingly or ingeniously clever in conception or execution." We are still working at it.