The Historical Chronicle is a unique publication designed to look like an old-time newspaper. The content will highlight the history of the Saugatuck-Douglas area. The goal is to amuse the visitor with our area's most dramatic or outrageous tales and give insight into what makes this place so very special.

Why Should Your Business Advertise In The Chronicle?

**Large distribution:** 20,000 copies will be passed out all summer long. All copies will be distributed, none will be wasted. See the detailed distribution chart, lower right.*

**Targeted audience:** The Chronicle is designed to attract the interest of cultural/heritage travelers.** These savvy, affluent travelers have a greater-than-average amount of time and money to spend on their vacations.

**Unique graphic opportunity:** Every advertiser has the choice of running their contemporary ad material or a custom-designed “historical” ad to match the look of the publication.

**Return on investment:** The Chronicle’s ad rates compete with all other visitors’ guides and newspapers, especially considering its distribution to an engaged readership, one that has “opted-in” to take the publication. The large, broadsheet size (same as the Holland Sentinel) means The Chronicle will likely find its way into visitors’ luggage to go home as a souvenir.

**Good for our community:** All advertising sales support the Saugatuck-Douglas Historical Society’s adult and children’s educational programing plus maintenance of the History Museum and Old School House.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimension</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calling Card</td>
<td>3.875” (3½) wide by 2” high</td>
<td>$100</td>
</tr>
<tr>
<td>Gift Box</td>
<td>3.875” (3½) wide by 4” high</td>
<td>$200</td>
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<tr>
<td>Tall Boy</td>
<td>3.875” (3½) wide by 7” high</td>
<td>$350</td>
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<tr>
<td>Majestic</td>
<td>6” wide by 7” high</td>
<td>$525</td>
</tr>
<tr>
<td>Dominator (half page)</td>
<td>10.25” wide by 9.25” high</td>
<td>$1156.25</td>
</tr>
<tr>
<td>Print Sponsorship Appreciation (half page ad + premium “car” and “foot” of front page)</td>
<td>$1500</td>
<td></td>
</tr>
<tr>
<td>The Whole Story (full page)</td>
<td>10.25” wide by 19” high</td>
<td>$2375</td>
</tr>
</tbody>
</table>

Any custom size available at $25/column inch.

*Chronicle distribution in detail

Where: From Memorial Day (May 27, 2013) until all papers are distributed.

How many: 20,000 copies

Where:

• 8,000 copies to visitors to the Saugatuck-Douglas History Museum (Pump House)
• 1,000 copies to visitors to the SDEHS Old School House and Lifeboat Exhibit
• 10,000 copies to visitors to the Saugatuck information booth, lodging & restaurants in the Saugatuck-Douglas area
• 1,000 copies passed out at parades and festivals.
to threading a needle while a 30-mile-per-hour cross-
fine weather, a captain could
with cargo ship traffic. Highways, the lakes were busy
stranded. Only small boats
a good chance of also being
there were heavy onshore
ror of the people — sometimes
within hours, much to the hor-
sandbar was smashed to pieces
a storm, any ship stranded on a
shipwrecks in Boston
were the forerunners of the
ings back!” This story typifies
make it back!” The life-boat
dock yelled, “You will never
howling gale to aid a founder-
ship, a bystander on the
Message found: “We have lost all hope. She has gone to pieces. Good bye.”

TRAGEDY!
Steamship Chicora Sinks
Captain Edward George Stines and entire crew feared lost

Message in a bottle from Engineer McClure
washed up in Gloceno, Illinois! A cruel hoax?

The Chicora, a passenger and freight wooden steamer, should not have been on the lake in the first place. She had already been taken out of service for the winter. Lake Michigan was well respected for its suddenly changing and potentially deadly conditions.

But 1895 was not a typical year. Weather in spring and summer was below freezing in June. Lake Michigan was well respected for its suddenly changing and potentially deadly conditions.

During the winter of 1890-
70 there was a tremendous increase in shipwrecks in Boston, and the Steamship Chicora sank on a voyage from Cleveland to Chicago. In winter of 1890,

An oft-repeated tale is that as surfmen headed out into a howling gale to aid a foundering
ship, a bystander on the
dock yelled, “You will never
make it back!” The life-boat
crew replied, “If there is
only way we have
done anything. For it is only
as sturdy as we can make it.

The Chicora was considered on effective the U.S. Life-Saving Service sent 48 of these boats to Great Lakes locations. Saugatuck received its 26-foot
boat between 1853 and 1860. Joseph Francis went on to invent many innovative lifesaving
boats and in 1890 he was awarded the Congressional gold medal in recognition of a half century of saving lives.

And now, we may stop to think
of the ship, or her owner. But
she will go!

The captain considered on effective the U.S. Life-Saving Service sent 48 of these boats to Great Lakes locations. Saugatuck received its 26-foot
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The Saugatuck-Douglas Historical Chronicle
Published by the Saugatuck-Douglas Historical Society in a way... understand our past, preserve the quality of our community life, and shape our future.

Visit the Saugatuck-Douglas History Museum • 735 Park Street, Saugatuck • 616-922-2211 • Free Admission • 269-857-7900 • Hours listed on page 2.

Visit the Old School House History Center, Back-in-Time Pathway and Lifeboat Exhibit • 130 Center Street, Douglas • Free Admission • 269-857-3751 • Hours listed on page 2.

This copy of the Historical Chronicle is free, thanks to printing sponsorship provided by YOUR BUSINESS NAME HERE

Information about what you do and where you can be found or whatever else you’d like to say.