

## Shoreline Insertion Order

**Insertion #**

320244

**Submitted**

2022-02-10 18:42:30

**Sales Rep**

L-104 Shelley Kovar

**Account Name**

DMC Unlimited

**Advertiser Status**

Existing

## Product Details

**Product**

B&amp;P Directory

**B&P Directory Size**

1 x 1.80 - Single card space

**Caption**

attached

**Color**

Yes

**Color Charge / Day**

\$0.00

**Special Section / Pages**

B&amp;P Directory Ludington Book

## Publications

**Publication 1**

9LSS

**Price / Day**

\$63.00

**Date(s)**

Sat 03/26/22

## Additional Information

**Pickup?**

No

**Proof Needed?**

Yes

**Email Proof To**[skovar@ludingtondailynews.com](mailto:skovar@ludingtondailynews.com)**Tear Sheets?**

No

**Copy Instructions**

You had some ads that we used the photo of our building in a while ago. I always liked those ones. Maybe we can try something like that?

From: Shelley Kovar <skovar@ludingtondailynews.com>

Sent: Thursday, February 10, 2022 1:38 PM

To: Roger Wertz <roger@dmcunlimited.com>

Subject: Re: Your Business Card Delivered To Every Reader! Yep, this is perfect!

Of course. Is there a little direction I can give my graphic artist?

Thanks,

Shelley Kovar  
Advertising Representative  
Ludington Daily News

231.843.1122 ext 322  
skovar@ludingtondailynews.com

On Feb 10, 2022, at 1:02 PM, Roger Wertz <roger@dmcunlimited.com> wrote:

Hi Shelley,

We'll do the single card with the qualifier that I can be picky about the ad. I wasn't crazy about the last one, but also would rather not have to come up with one myself. 🙄