

# Display Ad Rates

## FULL COLOR ADS:

OPEN RATE .....	\$32.00/INCH
SAVER RATE (13 ISSUES) .....	\$24.00/INCH
SUPER SAVER RATE (13+ ISSUES) .....	\$21.00/INCH

### SPECIAL SIZES AND PAGES

1/4 PAGE .....	\$400
1/2 PAGE .....	\$650
1/2 FRONT PAGE .....	\$900
BACK PAGE (1/2) .....	\$775
FULL PAGE .....	\$1400
CENTER SECTION .....	\$2400

**BLACK & WHITE ADS**  
\$12.00/INCH

**NON-PROFIT RATE**  
\$16.00/INCH

# Classified Ad Rates

**SAVER SPECIAL**  
20 WORDS  
26 ISSUES  
**\$50.00**

LINER AD ( UP TO 15 WORDS ) .....	\$7.00
ADDITIONAL WORDS .....	20¢ EACH
COLOR BACKGROUND .....	\$4.00
BOXED AD .....	\$19.00/INCH
HELP WANTED AD .....	\$18.00/INCH
PHOTO AD .....	\$30.00

# Insert Rates

**INSERT DEADLINE: 8 DAYS  
PRIOR TO PUBLICATION**

WEIGHT (oz)	COST/THOUSAND
.0 to .2 .....	\$32.00
.2 to .3 .....	\$35.00
.3 to .4 .....	\$38.00
.4 to .5 .....	\$41.00
.5 to .6 .....	\$44.00
.6 to .7 .....	\$47.00

(10,000) minimum .This rate applies to first 5 advertisers that commit to the same issue. Any inserts after 5 will be charged \$38/thousand. Insert rates are based on weight only. Finished size of insert to be a maximum of 8.5" x 11". Folding available for \$8.00 per thousand. A typical 8.5" x 11" 60-80lb. glossy single sheet weighs .2oz.

**SHIP INSERTS TO:  
WOODWARD PRINTING SERVICES**  
11 MEANS DRIVE  
PLATTEVILLE, WI 53818

# Business Cards ( includes design )

Quantity 1000 \$75 (1 side) \$90 (2 sides)

# Publication Information

AVERAGE NET CIRCULATION .....	23,000 (PRINT EDITION)
NUMBER OF EDITIONS .....	ONE
FORMAT / AVERAGE PAGE COUNT .....	16 PAGES
CIRCULATION CYCLE .....	THURSDAYS / BI-WEEKLY
APPROVED COPY DEADLINE .....	THURSDAY PRIOR TO DISTRIBUTION DATE
PUBLICATION TYPE .....	SHOPPER
CONTENT .....	90% ADVERTISING / 10% EDITORIAL
PRIMARY DELIVERY METHOD .....	96% DIRECT MAIL / 4% CONTROLLED BULK
INSERT ZONING AVAILABLE .....	YES - DOWN TO MAIL CARRIER LEVEL
AUDITED PUBLICATION .....	CIRCULATION VERIFICATION COUNCIL

# Mechanical Requirements

MECHANICAL DATA .....	FIVE (5) COLUMNS X 16 INCH COLUMN DEPTH
COLUMN WIDTH .....	1.9"
PAGE WIDTH .....	10.25"
HALF PAGE DIMENSIONS .....	10.25" X 7.75"
FULL PAGE DIMENSIONS .....	10.25" X 15.86"
QUARTER PAGE DIMENSIONS .....	5" X 7.75"
FILE FORMATS: .....	PDF, TIFF, EPS, JPEG
CMYK OR GRAYSCALE • 200 DPI OR HIGHER	

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