

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
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	39,003 (PRINT EDITION)
NUMBER OF EDITIONS	ONE
FORMAT / AVERAGE PAGE COUNT	20 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 15.85"
QUARTER PAGE DIMENSIONS	5" X 7.75"
FILE FORMATS:	PDF, TIFF, EPS, JPEG
CMYK OR GRAYSCALE • 200 DPI OR HIGHER	

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