



News Publishing COMPANY • INC

Advertising Rate Card

8-15-17

NEWS-SICKLE-ARROW and BUYER'S GUIDE/WESTERN DANE CO.
Black Earth (608) 767-3655

POST MESSENGER RECORDER and BUYER'S GUIDE/DANE & GREEN CO.
New Glarus (608) 527-5252

SAUK PRAIRIE STAR and BUYER'S GUIDE/S. SAUK & IOWA CO.
Sauk City (608) 643-3444

REEDSBURG INDEPENDENT and BUYER'S GUIDE/N. SAUK CO.
Reedsburg (608) 524-0387

MIDDLETON TIMES-TRIBUNE and BUYER'S GUIDE/W. DANE CO.
Middleton (608) 836-1601

HOME NEWS and BUYER'S GUIDE/S. SAUK & IOWA CO.
Spring Green (608) 588-2508

MOUNT HOREB MAIL and BUYER'S GUIDE/DANE & GREEN CO.
Mount Horeb (608) 437-5553

ADVERTISING

Rates are per
column inch

**One Paper/
Shopper
Combination**

News-Sickle-Arrow, Sauk Prairie Star, Middleton Times-Tribune, Mount Horeb Mail, and Reedsburg Independent
Each newspaper includes the companion Buyer's Guide

Open Rate Advertising (All Walk-ins) **\$16.00/col. inch**
Regular Rate **\$13.95/col. inch**
Non-Profit Rate **\$11.86/col. inch**

**Each additional paper/shopper combo
is just \$6.00 per column inch!**

Post Messenger Recorder & Buyer's Guide

Open Rate Advertising (All Walk-ins) **\$13.00/col. inch**
Regular Rate **\$11.40/col. inch**
Non-Profit Rate **\$9.69/col. inch**

**Each additional paper/shopper combo
is just \$6.00 per column inch!**

Home News & Buyer's Guide

Open Rate Advertising (All Walk-ins) **\$12.95/col. inch**
Regular Rate **\$9.98/col. inch**
Non-Profit Rate **\$8.48/col. inch**

**Each additional paper/shopper combo
is just \$6.00 per column inch!**

Auctions

Shopper Package (Any 4 shoppers) **\$13.00/col. inch**
Additional Newspaper coverage **\$2.50/col. in./paper**

For rate information on any other News Publishing Company, Inc. publication, please contact your advertising representative. Combination rates for additional coverage areas quoted upon request.

COLOR RATES

**One Paper/
Shopper
Combination**

One color (cyan, magenta, or yellow) **\$79**
Two color (red, green, blue, purple, orange, brown) **\$109**
Full color (all blends) **\$189**

**Each additional paper/shopper combo
is just \$20.00 more!**

CLASSIFIED RATES

In-Column Classified, One Paper/Shopper Combo Rate*
\$12.00 for the 1st 10 words; 30¢ per word thereafter.
Rates for multiple publications quoted upon request.

Bold a word for 10¢ extra per word.
Center a line for 10¢ extra per line.
*Use shopper deadline to get in both publications