# News Publishing
## COMPANY • INC

# ADVERTISING RATE CARD

2020

**HOME NEWS and
BUYER'S GUIDE/SAUK & IOWA CO.**
*Spring Green*

**MOUNT HOREB MAIL and
BUYER'S GUIDE/DANE & GREEN CO.**
*Mount Horeb*

**STAR NEWS and
BUYER'S GUIDE/SAUK & IOWA CO.**
*Sauk City, Prairie du Sac, Black Earth & Mazomanie*

**POST MESSENGER RECORDER and
BUYER'S GUIDE/DANE & GREEN CO.**
*New Glarus, Belleville & Monticello*

**REEDSBURG INDEPENDENT and
BUYER'S GUIDE/SAUK & IOWA CO.**
*Reedsburg*

**TIMES-TRIBUNE**
*Middleton & Cross Plains*

---

## ADVERTISING — *Per One Paper/ Shopper Combination* — Rates are per column inch

### Home News and Buyer's Guide
| | |
|---|---|
| Open Rate Advertising (All Walk-ins) . . . . . . . . | **$14.00**/col. inch |
| Regular Rate . . . . . . . . . . . . . . . . . . . . . . . | **$11.75**/col. inch |
| Non-Profit Rate . . . . . . . . . . . . . . . . . . . . . . | **$9.99**/col. inch |

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

### Star News, Reedsburg Independent, Mount Horeb Mail and Times-Tribune
*Each newspaper includes the companion Buyer's Guide*

| | |
|---|---|
| Open Rate Advertising (All Walk-ins) . . . . . . . . | **$17.25**/col. inch |
| Regular Rate . . . . . . . . . . . . . . . . . . . . . . . | **$15.25**/col. inch |
| Non-Profit Rate . . . . . . . . . . . . . . . . . . . . . . | **$12.96**/col. inch |

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

### Times-Tribune (ONLY) • *Does not include Buyer's Guide*
| | |
|---|---|
| Regular Rate . . . . . . . . . . . . . . . . . . . . . . . | **$8.50**/col. inch |

### Post Messenger Recorder and Buyer's Guide
| | |
|---|---|
| Open Rate Advertising (All Walk-ins) . . . . . . . . | **$14.95**/col. inch |
| Regular Rate . . . . . . . . . . . . . . . . . . . . . . . | **$12.95**/col. inch |
| Non-Profit Rate . . . . . . . . . . . . . . . . . . . . . . | **$11.01**/col. inch |

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

### Auctions
| | |
|---|---|
| Shopper Package (Any 4 shoppers) . . . . . . . . . . | **$15.00**/col. inch |
| Additional Newspaper coverage . . . . . . . . | **$2.50**/col. inch/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. Additional circulation areas in Wisconsin include: Adams-Friendship, Montello, Black River Falls, Neillsville, Kaukauna, Whitehall; and in Waukon, Iowa.*

---

## COLOR PRINTING

*Please contact your advertising representative for rates for one color, two color, or full color printing on your ad.*

**One color** (cyan, magenta, or yellow) • **Two color** (red, green, blue, purple, orange, brown) • **Full color** (all blends)