



# News Publishing COMPANY • INC

# Advertising Rate Card

11/10/17

**STAR NEWS and BUYER'S GUIDE/S. SAUK & IOWA CO.**  
Sauk City, Prairie du Sac, Black Earth, Mazomanie (608) 767-3655

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

**TIMES-TRIBUNE and BUYER'S GUIDE/W. DANE CO.**  
Middleton & Cross Plains (608) 767-3655

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

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

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

## ADVERTISING

Rates are per  
column inch

**One Paper/  
Shopper  
Combination**

### Star News, 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