# Indianhead Advertiser — Zone A

## Indianhead Advertiser - Published Mondays

### DISPLAY NET ADVERTISING RATES

Price Per Column Inch - *Effective 2-1-19*

| | 2" | 2.5 - 12" | 12.5 - 23" | 23.5 - 47" | 47.5 - 95" | 95.5" & up |
|---|---|---|---|---|---|---|
| One Advertiser | $10.25 | $8.35 | $8.00 | $7.60 | $7.25 | $6.45 |
| Two Papers | $15.00 | $12.25 | $11.90 | $11.45 | $11.10 | $10.05 |
| Three Papers | $19.55 | $16.15 | $15.85 | $15.30 | $14.80 | $13.65 |
| Four Papers | $24.20 | $20.15 | $19.75 | $19.20 | $18.60 | $17.30 |
| Five Papers | $28.95 | $24.10 | $23.65 | $22.95 | $22.55 | $20.90 |
| Six Papers | $33.60 | $28.10 | $27.60 | $26.85 | $26.15 | $24.70 |
| Seven Papers | $38.25 | $32.00 | $31.45 | $30.60 | $29.95 | $28.20 |
| Leader | $9.55 | $8.25 | $8.25 | $8.25 | $8.25 | $8.00 |
| Register | $8.60 | $7.25 | $7.25 | $7.25 | $7.25 | $7.00 |

Classified ad pricing: 65¢ per word, phone number = 2 words,
Web or email address = 3 words

### COVERAGE AREA

| | | |
|---|---|---|
| 54006 | Cushing | 405 |
| 54830 | Danbury | 1,825 |
| 54837 | Frederic | 3,099 |
| 54840 | Grantsburg | 2,254 |
| 54853 | Luck | 1,930 |
| 54858 | Milltown Boxes | 190 |
| 54810 | Balsam Lake Rt. 6 | 725 |
| 54872 | Siren Boxes | 350 |
| 54893 | Webster | 2,455 |
| 55073 | Scandia, MN | 1,485 |
| 55074 | Shafer, MN | 943 |
| 55012 | Center City, MN | 505 |
| 55045 | Lindstrom, MN | 2,554 |
| **TOTAL** | | 18,720 |

**www.iccpaonline.com**

### DEADLINES

Auction, Entertainment & Help Wanted Ads - Noon Wednesday
All Other Display Ads - 4:30 p.m. Wednesday
Classified Ads - 4 p.m. Wednesday
*Deadlines are subject to change during holiday weeks.*

### CIRCULAR INSERT RATES

| Circular Size | Circulars Per Pound | Weight Per Circular | Cost |
|---|---|---|---|
| Single Sheet or Folded Flyer | 32 or More | 1/2 oz. or less | $54 per M |
| 4-Page Tab | 24 to 31 | 1/2 to 2/3 oz. | $59 per M |
| 8- to 12-Page Tab | 16 to 23 | 2/3 to 1 oz. | $64 per M |

*Under 5,000 Pieces Add $2 Per M*
*Insert Printed by ICCPA Deduct $5 Per M*

Minimum Size: 3-1/2 x 5-1/2
Maximum Size: 8-1/2 x 11

Circular Insert Deadline - Noon Tuesday

### FOUR COLOR PRICING

2" - 24" $40 25" - 48" $60
49" - 72" $90 73" - 96" $115

### MECHANICS

Page Size: 10.375" x 16"
Column Width: 1.625"
6 Columns Per Page

FREDERIC ~ SIREN
ICCPA
~ SHELL LAKE ~

# Inter-County Cooperative Publishing Association

*Publishers of the Indianhead, Wild Rivers North & South, Tri-County North & South Advertisers*
*Inter-County Leader and Washburn County Register Newspapers*

303 WISCONSIN AVE. N. • BOX 490 • FREDERIC, WI 54837-0490
Phone 715-327-4236 Fax 715-327-4870
Email: iccpaonline@centurytel.net

GOLD STANDARD PUBLICATION
CIRCULATION VERIFICATION COUNCIL