

Wild Rivers North Advertiser - Published Mondays

Let Us Design or Host Your Website!
Design Rates as low as \$199

ICCPA Wild Rivers North ADVERTISER

POSTAL CUSTOMER OR OCCUPANT

POSTAL BOX 490, FREDERIC, WI 54837
715-327-4236 • FAX 715-327-4870
E-mail: iccpaonline@centurytel.net

DELIVERED FREE TO 20,000 HOMES AND BUSINESS PLACES WEEKLY

www.iccpaonline.com

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

www.swantgraber.com
PICK A PAYMENT, PICK A CAR!
ALL VEHICLES SALE PRICED!

PAYMENTS AS LOW AS \$99⁰⁰/MO.

EVERY TEST DRIVE FOR THE MONTH OF DECEMBER, SWANT GRABER WILL DONATE TO HUMANE SOCIETY AND BE ENTERED IN A \$500 GIFT CARD DRAWING!

SWANT GRABER
Highway 8 • Barron, WI
Monday - Friday 9 a.m. - 5:30 p.m.
Saturday 9 a.m. - 3 p.m.
715-537-5657
1-800-236-7657
www.swantgraber.com
1-800-888-9443

COVERAGE AREA

54801	Spoooner.....	6,112
54817	Birchwood	1,230
54828	Couderay.....	25
54843	Hayward	7,351
54859	Minong	1,341
54870	Sarona.....	17
54871	Shell Lake.....	1,704
54875	Springbrook.....	30
54876	Stone Lake	975
54888	Trego	55
54890	Wascott	76
TOTAL		18,916

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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



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

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