

Wild Rivers South Advertiser - Published Mondays

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

WE HONOR ALL GENERAL MOTORS MAKES WARRANTIES (Renew Your Plan) 715-537-5657 1-800-236-7651
SWANT GRABER Highway 6 • Barron, WI Monday - Friday 9 a.m. - 5:30 p.m. Saturday 9 a.m. - 3 p.m. 715-537-5600 1-800-858-9443
WE HONOR CHRYSLER DODGE RAM & JEEP WARRANTIES (Auto Group)

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

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 Minimum Size: 3-1/2 x 5-1/2
Insert Printed by ICCPA Deduct \$5 Per M 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

COVERAGE AREA

54728	Chetek.....	3,174
54733	Dallas.....	561
54763	Ridgeland.....	490
54805	Almena.....	580
54812	Barron.....	2,445
54813	Barronett.....	80
54822	Cameron.....	2,100
54826	Comstock.....	8
54829	Cumberland.....	3,240
54841	Haugen.....	125
54857	Mikana.....	30
54868	Rice Lake.....	7,887
TOTAL		20,720

www.iccpaonline.com



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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GOLD STANDARD PUBLICATION

