

**Tri-County South ADVERTISER**  
 P.O. Box 490, Frederic, WI 54837  
 715-327-4236 • FAX 715-327-4870  
 www.iccpaonline.com  
 DELIVERED FREE TO 16,000 HOMES AND BUSINESS PLACES WEEKLY

Tri-County South 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

**www.swantgraber.com**  
**PICK A PAYMENT, PICK A CAR!**  
**ALL VEHICLES SALE PRICED!**  
**PAYMENTS AS LOW AS \$99<sup>00</sup>/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 6 • Barron, WI  
 Monday - Friday 9 a.m. - 5:30 p.m.  
 Saturday 9 a.m. - 12 p.m.  
 715-537-9557 • 1-800-236-7651 • www.swantgraber.com • 1-800-858-9443

DEADLINES

Auction, Entertainment & Help Wanted Ads - Noon Thursday  
 All Other Display Ads - 4:30 p.m. Thursday  
 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

**COVERAGE AREA**

54002	Baldwin.....	2,858
54015	Hammond .....	1,515
54017	New Richmond.....	8,150
54025	Somerset.....	3,137
54028	Woodville.....	1,140
<b>TOTAL</b>		<b>16,800</b>

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Inter-County Cooperative Publishing Association

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 Inter-County Leader and Washburn County Register Newspapers

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GOLD STANDARD PUBLICATION

