Inter-County Leader

Wednesday, January 10, 2024 • Vol. 91, No. 23

INTER-COUNTY Leader

$1.95

NORTHWEST WISCONSIN'S NEWS LEADER FOR 91 YEARS

LEADERICCPA.COM

ICCPA Published by the Inter-County Cooperative Publishing Association

Leader readers: 10,000+ FACEBOOK: FACEBOOK.COM/INTERCOUNTYLEADER X/TWITTER: TWITTER/LEADERICCPA

An introduction to the new county administrator

First Day Hikes at State Parks

CURRENTS

Continued lack of snow in Northwest Wisconsin could cause harm to crops

Page 2

Updates on local ag projects from 2023

CURRENTS

McFaggen helps Webster stay within striking distance

SPORTS

Get your hometown news delivered each week and features about your neighbors and your community.

The Leader mobile app is here.

COMING UP NEXT WEEK IN THE LEADER

Local Yoga Classes Gain Popularity in January

Every Step You Take, We'll Take Care of You

NEW! Orthopedic Services at Burnett Medical Center

BURNETT MEDICAL CENTER

Dr. Kelsen, DO

Press Run - 5,400

A weekly newspaper covering Polk and Burnett counties with news, legal notices and sports.

Email ads to:
ads@iccpawi.com

Fax news releases to:
715-327-4117

Email news releases to:
editor@leadericcpa.com
editor@lakeland.ws

www.iccpaonline.com

Inter-County Leader - Published Wednesday

DISPLAY NET ADVERTISING RATES

Price Per Column Inch - *Effective 3-1-2024*

	2"	2.5 - 12"	12.5 - 23"	23.5 - 47"	47.5 - 95"	95.5" & up
One Paper	$12.45	$10.20	$9.75	$9.25	$8.90	$7.85
Two Papers	$18.25	$14.90	$14.50	$13.90	$13.55	$12.25
Three Papers	$23.80	$19.70	$19.25	$18.60	$18.00	$16.60
Four Papers	$29.50	$24.50	$24.00	$23.40	$22.65	$21.00
Five Papers	$35.20	$29.30	$28.75	$27.95	$27.45	$25.50
Six Papers	$40.90	$34.15	$33.65	$32.70	$31.80	$30.05

Classified ads - minimum charge $22 (up to 25 words) 75¢ each additional word over 25, phone number = 2 words, Web or Email address = 3 words

DEADLINES

Deadline for Ads - 10 a.m. Tuesday
Deadline for News Copy - 10 a.m. Monday
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	$58 per M
4-Page Tab	24 to 31	1/2 to 2/3 oz.	$63 per M
8- to 12-Page Tab	16 to 23	2/3 to 1 oz.	$68 per M

Under 5,000 Pieces Add $2 Per M
Insert Printed by ICCPA Deduct $5 Per M
Partial Circulation Add $15 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

4"-6" (1/16 page) $20 per paper
7"-12" (1/8 page) $45 per paper
13"-24" (1/4 page) $55 per paper
25"-48" (1/2 page) $75 per paper
49"-72" (3/4 page) $110 per paper
73"-96" (full page) $130 per paper

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 Newspaper

303 WISCONSIN AVE. N. • BOX 490 • FREDERIC, WI 54837-0490
Phone 715-327-4236 Fax 715-327-4870 Email: ads@iccpawi.com