

ADVERTISING RATES - PRINT

- \$10/column inch regular price
- Run the same ad for 4 weeks, get the 5th free (except for professional directory/church)
- **If you choose to increase the ad size before the 5th week, we will offer a discount**
- Nonprofits always get a discount
- Most special sections (a JWP conference championship congrats page, for example) are higher priced to account for printing costs, as we will run special sections in color whenever possible
- Deadline for ad placement is 3 pm on Tuesday.
- **If we send a proof and don't receive a response by 5 pm on Tuesday, we will not run your ad. This is to avoid potentially running ad copy you didn't approve.**
- Provide a mailing address to receive an invoice. We will mail invoices monthly.

Interested in advertising? **Contact Michael Roy**

Email: michaelroy@janesvillieindependent.com

Cell: 507-317-2920

2x4

(4.2" wide x 4" high) \$80

Business Card - 2x2

(4.2" wide x 2" high) \$40

3x5 (1/8th page)

(6.3" wide x 5" high) \$150

1x2

**(2.1" wide x
2" high) \$20**

1/4 page

(6.3" wide by 10.5" high) - \$300

Banner Ad (13" x 2") *

\$125 front page, \$120 back, \$110 inside

*Actual ad will be twice the width of this example

AD RATE BREAKDOWN

Size	Regular Ad (\$10 pci)*	Classified/Legals (\$9 pci)*
<u>1x2</u>	\$20	\$18
1x3	\$30	\$27
1x4 or <u>2x2</u>	\$40	\$36
1x5	\$50	\$45
1x6 or <u>2x3</u>	\$60	\$54
1x7	\$70	\$63
1x8 or <u>2x4</u>	\$80	\$72
2x5	\$100	\$90
2x6 or 3x4	\$120	\$108
2x7	\$140	\$126
<u>3x5</u>	\$150	\$135
2x8	\$160	\$144
2x9 or 3x6	\$180	\$162
2x10 or 4x5	\$200	\$180
3x7	\$210	\$189
3x8 or 4x6	\$240	\$216
<u>1/4 page</u>	\$300	\$270
1/2 page*	\$500	\$450
Full page*	\$750	\$675

Underlined is a common ad size.

*1/2 and Full pages are slightly less per column inch.

Special Sections (\$12.50 pci)

1x2 = \$25, 2x2 = \$50, 2x4 = \$100

Professional Directory and Church Page: \$15/week church, \$20/week directory

Obituaries: \$45 (includes running in paper and on obituaries section of website)

Online Advertising:

Banner ad embedded between story on website: \$20 per week (Stories posted on the website are always free, so anyone who clicks on the story will see the ad)

Main page ad (we'd use 1x2 or 2x2 size): \$15 per week 1x2, \$30 2x2

Do you read the newspaper? If so, what's your favorite section? If not, what are your favorite hobbies?

If you could choose to be in a specific section of the paper, what would it be? (Sports, school happenings, local government, history-related, back page)

Are you interested in advertising in special sections? (National FFA week, sports congrats pages, homecoming/snow week, life in the country, etc.) We would always ask before running an ad, but we wanted to gauge interest now, so we know when to ask.

Do you generate a lot of traffic on your website/Facebook page?

Would you be interested in advertising on the website to increase website/Facebook engagement?