

# Rate Card



## ADAMS-FRIENDSHIP Times~Reporter

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## Adams-Friendship Times-Reporter

The Adams-Friendship Times~Reporter is published weekly on Wednesday, 52 weeks a year, the official newspaper of publication for Adams County, qualifying for publication of legal notices under Chapter 985.03, Wisconsin Statutes.

- Classified / Display Rate . . . . . col. inch \$13.55
- Local Open Rate . . . . . col. inch \$12.95

## The Shopper's Weekly Rambler

The Shopper's Weekly Rambler is mailed and distributed by the U.S. Postal Service on Mondays to homes in Adams County and portions of Marquette and Waushara Counties. It is also available FREE at store outlets in the parts of Wood County, with a total weekly distribution combination of approximately 14,581. Advertising will automatically run free of charge in Wednesday's Adams-Friendship Times~Reporter newspaper.

- Front Page, Shopper Only (When Available) . . . . . col. inch \$15.90
- Classified / Display Rate . . . . . col. inch \$13.55
- Local Open Rate . . . . . col. inch \$12.95
- SAU Rate . . . . . col. inch \$13.55
- Inserts, Flyers, Etc. . . . . Quotation on Weight & Frequency
- Combo Rates . . . . . Ask Your Salesperson

### Inserts

- Single Sheet (Up to 1.20 oz): . . . . . 7.5¢ Each  
Rate increases per ounce

Pre-printed flyers for your business can be inserted in the Monday Shopper's Weekly and/or the Wednesday Adams-Friendship Times~Reporter. Contact us for our competitive rates and details. (May require 1/4 fold.)

Call for rates and insert information

### Other Advertising Rates & Information

- Combo Ad Rates are available by request
- Classified Ads: . . . . . \$13.00 for 10 words.  
30¢ for each additional word
- Combo Ad Rates: . . . . . Place your ad in additional papers for \$17.00 for 10 words  
and 60¢ for each additional word, per publication, per week.
- Blind ads: . . . . . \$5.00 extra.
- Business and Professional Directory: Small space display advertising available for continuous advertising of business services in all publications: The Shopper's Weekly Rambler and Adams-Friendship Times~Reporter

### Mechanical Information

6 column format, 1.569 inch columns, 0.153 inch gutter, tabloid image size 15.5" deep x 10.25" wide.

1 column . . . . .	1.569 inches
2 column . . . . .	3.306 inches
3 column . . . . .	5.042 inches
4 column . . . . .	6.778 inches
5 column . . . . .	8.514 inches
6 column . . . . .	10.25 inches

### Color

Add impact to your advertising with color! Contact us for details. Spot & full color available, \$75.00 Charge.

### Deadlines

Receipt of your advertising by NOON WEDNESDAY will guarantee inclusion in the Monday Shopper's Weekly Rambler and the following Wednesday Adams-Friendship Times~Reporter.

Deadline for legal publications is Thursday at 3:00 p.m. the week prior to publish date.

### Liability Information

Advertisements are accepted for publication with the understanding that the liability of the Adams-Friendship Times~Reporter Newspaper for failure to publish the ad is limited to the amount paid for the ad. In case of printing error in content in an ad, liability is limited to the amount of space occupied by erroneous information.