

RATE CARD

RATES & SIZES FOR ADS IN VALLEY SENTINEL, ONLINE & SPECIAL SECTIONS

BETTER VALUE PER DOLLAR

No news publication in the Spring Green area reaches and connects with more readers and active community participants with greater efficiency than Valley Sentinel. That, combined with our wide, free distribution and reasonable rates, is why Valley Sentinel is the clear strategic and economic choice for advertising in the River Valley. Whether you're trying to reach residents, or tourists & visitors that may not pick up a paid publication, Valley Sentinel has you covered.

FREQUENCY DISCOUNTS

Want to reach our readers over multiple weeks? We offer a 50% off rate to subsequent display ad insertions 1/8 page or larger made in the same ad order, upon request.

USE OUR DESIGN TEAM

\$25 flat design fee, period. Need us to create an ad or re-work an ad for you? Our award-winning graphic designers are happy to design or revise ads for you at a flat design fee. This fee is applied automatically if an ad needs design or camera-ready adjustments.

Need us to create a logo? A social media post? An ad for other publications/flyers? Our graphic designers are happy to design or revise ads or other graphics for you at the same flat design fee, per project.

CLASSIFIEDS

\$10 for the first 15 words, \$0.20 per each additional word. \$0.05 per bolded word. \$0.05 per underlined word. Center a line for \$0.05 per line. \$20 per image/logo added.

PRE-PRINTED INSERT RATES

Client supplied inserts can be inserted at 5¢ per copy for first page (\$50/m), 1¢ each additional page. Maximum size: 8.5" x 11". We print bi-weekly and would need to arrange to have those inserts over to our printer by each Tuesday of printing. Ask for specific details.

SPONSORED/PROMOTIONAL CONTENT

We offer content writing services at a flat fee of \$50 for sponsored/promotional content per project. All other sponsored story content is expected to be provided by the advertiser. Sponsored content is labeled and runs at fixed rates based on equal to display ad sizes.

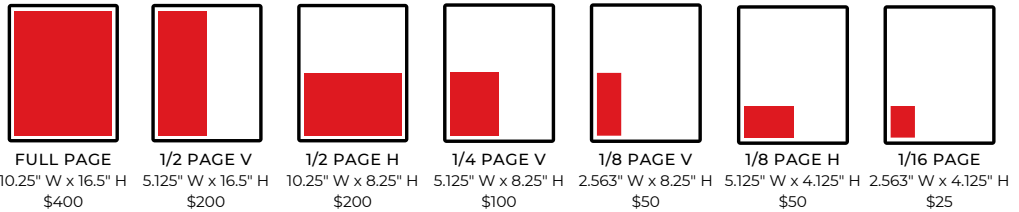
SUBSCRIPTION FUND

Your advertising not only provides top-of-mind awareness for your organization, but it also directly benefits our community. \$5 of every ad order invoice goes to our community subscription fund, so that anyone that wants the news has access to the news.

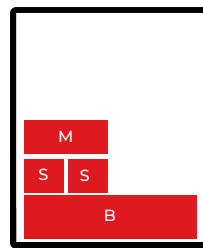
standard print ad sizes

(width x height)

REGULAR RATE. OTHER SIZES & OPTIONS AVAILABLE UPON REQUEST



back page print ads



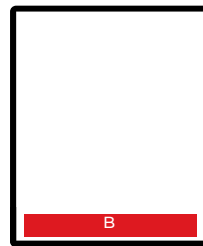
Positions are for illustrative purposes

Size	Dimensions	Price
MEDIUM	5.125" X 2.5"	75
SMALL	2.563" X 2.5"	38
BANNER	10.25" X 2.5"	150

TECHNICAL

Valley Sentinel is 4 columns, with a printable area of 10.25" by 16.5". All single insertions shall be open rate - \$8.34 per col. inch. Regular rate - \$6.06 per col. inch. Premium placement ads have individual fixed rate. Issues/political ads will always be charged at the open rate. Regular rate will only be offered contingent on regular advertising or multiple ad buys. Rates subject to change. We reserve the right to refuse advertising. Policies are always up-to-date on our website.

front page print ads

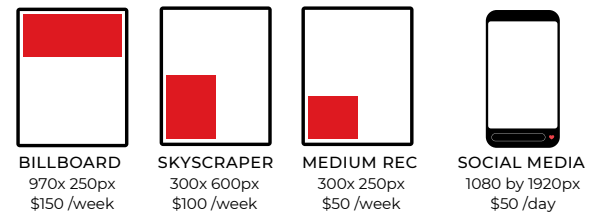


Front page bottom banner shall be the only front page ad.

Ask about our other sponsorship options, for both static sections like the community calendar, as well as special sections.

Size	Dimensions	Price
BANNER	10.25" X 1.75"	150

standard online ad sizes



SAVE 50% ON YOUR ONLINE ADS

with the purchase of any print ad (design fee applies)

BUSINESS/PROFESSIONAL DIRECTORY

Add \$30 to any ad order or \$60 as a stand-alone order and you'll be added to the next edition's premium placement business / professional directory.

Bigger than business card sized, full color, static but updated annually or for the flat \$25 design fee. Renews automatically annually so you know your business is out there.

Perfect for top-of-mind awareness, runs under an attention-grabbing header.

Want to run it every edition at a discounted rate? \$750 for 6 months, \$1000 for 1 year (36% discount).

BY THE NUMBERS

In print and online, we have advertising solutions to help your business reach and engage with our community:

- 2,745+** Industry-Estimated Total Print Readership Each Edition
- 1,000+** # of Publications Distributed
- 50+** # of Locations We Distribute To
- 43** % of Readers Aged 25-44 Years Old
- 14+ days** Lifespan of an Ad

DEADLINES & DESIGN:

The display and classified advertising deadline is Monday at noon for that week's edition. If you would like our design team to design the ad then please allow extra time for the creative process and proofing.



VALLEY SENTINEL

PO Box 144, Spring Green, WI

608.588.6694 | ads@valleysentinelnews.com