

2019 ADVERTISING RATES

Sartell-St. Stephen • St. Joseph

Reaching Everybody! Newsleaders

1608 11th Ave. SE • St. Cloud, MN 56304
Mailing address: 1622 11th Ave. SE, St. Cloud, MN 56304

320-363-7741

www.thenewsleaders.com
advertising@thenewsleaders.com

Column-Inch Rate

Color - BOTH \$37.60

Sartell-St. Stephen \$25, St. Joseph \$15.

B/W: BOTH \$29.60,

Sartell-St. Stephen \$21, St. Joseph \$11.

B/W = Black and white

Column Widths

1 column – 2"

2 column – 4"

3 column – 6"

4 column – 8"

5 column – 10.25"

5 columns x 14.75" - Full Page

Color: BOTH \$2,520,

Sartell-St. Stephen \$1,638.75, St. Joseph \$1,001.25.

B/W: BOTH \$1,920

Sartell-St. Stephen \$1,338.75, St. Joseph \$701.25.

INSERTS: 7¢

Single 8.5 x 11 sheet \$.07 each. Incremental increases by weight. An insertion discount applies for inserts printed through our office or if customer agrees to run 12 or more issues a year. Call for pricing.

Classifieds

Sartell-St. Stephen \$21 St. Joseph \$11

Prepayment required. Ad information will not be taken by phone.

Business Directory

Sartell-St. Stephen \$6.50/line St. Joseph \$4.25/line

Three or more lines under heading of your choice.

12-week minimum, prepayment required.

Color Charge: \$4/col. inch

Design Charges

Full-page ad: 1.5 hours complimentary

38"-full page: 1 hour complimentary

19"-37.5": 1/2-hour complimentary

Anything beyond the above times will be charged

\$60/hour in 15-minute increments.

**The St. Joseph & Sartell-St. Stephen Newsleaders
are distributed FREE to all 56374, 56377 & 56375
zip codes every other Friday!**

St. Joseph
Newsleader
**3,900
copies**

Sartell-St. Stephen
Newsleader
**9,500
copies**

Equation:

Number of column(s) x height in inches = Total Inches

Total Inches x Rate Per Inch = Total Cost

**Deadline: Noon Tuesday the week
of publication for which ad is intended**

B/W = Black and white

Ad sizes not shown:

2 col. x 4" Color: BOTH \$300.80, Sartell-St. Stephen \$200, St. Joseph \$120, B/W: BOTH \$236.80, Sartell-St. Stephen \$168, St. Joseph \$88.

2 col. x 3" Color: BOTH \$225.60, Sartell-St. Stephen \$150, St. Joseph \$90; B/W: BOTH \$177.60, Sartell-St. Stephen \$126, St. Joseph \$66.

3 Columns x 6.25" – Quarter Page

Color: BOTH \$690, Sartell-St. Stephen \$449.06, St. Joseph \$270.94.

B/W: BOTH \$540, Sartell-St. Stephen \$374.06, St. Joseph \$195.94.

2 columns x 5"

Color: BOTH \$376, Sartell-St. Stephen \$250, St. Joseph \$150.

B/W: BOTH \$296, Sartell-St. Stephen \$210, St. Joseph \$110.

5 Columns x 7.5" – Half Page

Color: BOTH \$1,320,

Sartell-St. Stephen \$858.75, St. Joseph \$521.25.

B/W: BOTH \$1,020,

Sartell-St. Stephen \$708.75, St. Joseph \$371.25.

4 Columns x 4"

Color: BOTH \$601.60, Sartell-St. Stephen \$400, St. Joseph \$240.

B/W: BOTH \$473.60, Sartell-St. Stephen \$336, St. Joseph \$176.

3 Columns x 3"

Color: BOTH \$338.40, Sartell-St. Stephen \$225, St. Joseph \$135.

B/W: BOTH \$266.40, Sartell-St. Stephen \$189, St. Joseph \$99.

2 Columns x 2"

Color: BOTH \$150.40, Sartell-St. Stephen \$100, St. Joseph \$60.

B/W: BOTH \$118.40, Sartell-St. Stephen \$84, St. Joseph \$44.

(Ads not shown in actual size)

2018 Publication dates:

Sept. 7 & 21, Oct. 5 & 19,
Nov. 2, 16 & 30, Dec. 14 & 28

2019 Publication dates:

Jan. 11 & 25, Feb. 8 & 22,
March 8 & 22, April 5 & 19,
May 3, 17 & 31, June 14 & 28,
July 12 & 26, Aug. 9 & 23,
Sept. 6 & 20, Oct. 4 & 18,
Nov. 1, 15 & 29, Dec. 13 & 27