

## 2020 NATIONAL ADVERTISING RATES

Sartell-St. Stephen • St. Joseph

# Newsleaders

*Reaching Everybody!*

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 \$47,  
 Sartell-St. Stephen \$32, St. Joseph \$18  
**B/W:** BOTH \$37,  
 Sartell-St. Stephen \$27, St. Joseph \$13

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 \$3,150, Sartell-St. Stephen \$2096.25, St. Joseph \$1,203.75;  
**B/W:** BOTH \$2,400, Sartell-St. Stephen \$1,721.25, St. Joseph \$828.75

### INSERTS: 8¢

Single 8.5 x 11 sheet \$.08 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:

BOTH \$35, Sartell-St. Stephen \$27, St. Joseph \$13.  
*Prepayment required. Ad information will not be taken by phone.*

### Business Directory:

Sartell-St. Stephen \$8/line St. Joseph \$5.25/line  
 Three or more lines under heading of your choice.  
*12-week minimum, prepayment required.*

**Color Charge:** \$5/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

**3,950  
 copies**

Sartell-St. Stephen  
 Newsleader

**9,450  
 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 \$376, Sartell-St. Stephen \$256, St. Joseph \$144; B/W: BOTH \$296, Sartell-St. Stephen \$216, St. Joseph \$104  
 2 col. x 3” Color: BOTH \$282, Sartell-St. Stephen \$192, St. Joseph \$108; B/W: BOTH \$222, Sartell-St. Stephen \$162, St. Joseph \$78

### 3 Columns x 6.25” – Quarter Page

Color: BOTH \$862.50, Sartell-St. Stephen \$574.69 St. Joseph \$325.31  
 B/W: BOTH \$675, Sartell-St. Stephen \$480.94, St. Joseph \$231.56

### 2 columns x 5”

Color: BOTH \$470, Sartell-St. Stephen \$320, St. Joseph \$180  
 B/W: BOTH \$370, Sartell-St. Stephen \$270, St. Joseph \$130

### 4 Columns x 4”

Color: BOTH \$752, Sartell-St. Stephen \$512, St. Joseph \$288  
 B/W: BOTH \$592, Sartell-St. Stephen \$432, St. Joseph \$208

### 3 Columns x 3”

Color: BOTH \$423, Sartell-St. Stephen \$288, St. Joseph \$162  
 B/W: BOTH \$333, Sartell-St. Stephen \$243, St. Joseph \$117

### 2 Columns x 2”

Color: BOTH \$188, Sartell-St. Stephen \$128 St. Joseph \$72  
 B/W: BOTH \$148, Sartell-St. Stephen \$108, St. Joseph \$52

### 5 Columns x 7.5” – Half Page

Color: BOTH \$1,650,  
 Sartell-St. Stephen \$1,098.75, St. Joseph \$626.25  
 B/W: BOTH \$1,275, Sartell-St. Stephen \$911.25,  
 St. Joseph \$438.75

(Ads not shown in actual size)

**2019 Publication dates:  
 Nov. 29, Dec. 13 & 27**

**2020 publication dates:  
 Jan. 10 & 24, Feb. 7 & 21,  
 March 6 & 20, April 3 & 17,  
 May 1, 15 & 29, June 12 & 26,  
 July 10 & 24, Aug. 7 & 21,  
 Sept. 4 & 18, Oct. 2, 16 & 30,  
 Nov. 13 & 27 and Dec. 11 & 24.**