### Classifieds
Sartell-St. Stephen $24  St. Joseph $11.50
Prepayment required. Ad information will not be taken by phone.

### Business Directory
Sartell-St. Stephen $7/line  St. Joseph $4.50/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!

### 5 columns x 14.75” – Full Page
Color: BOTH $2,640, Sartell-St. Stephen $1,766, St. Joseph $1,001.25
B/W: BOTH $2,040, Sartell-St. Stephen $1,466.25, St. Joseph $701.25

### 5 columns x 14.75” – Full Page
Color: BOTH $2,640, Sartell-St. Stephen $1,766, St. Joseph $1,001.25
B/W: BOTH $2,040, Sartell-St. Stephen $1,466.25, St. Joseph $701.25

### Digital-only advertising rates
Leaderboard (1,200 x 200 pixels): $39.99
Sky scraper (300 x 600): $27.99
Square (300 x 300 pixels): $13.99
Three-day event banner: $50
(based on /1,000 impressions; png or jpeg format; 72 dpi)

### 2021 publication dates:

### Classifieds
Sartell-St. Stephen • St. Joseph
1608 11th Ave. SE • St. Cloud, MN 56304
Mailing address: 1622 11th Ave. SE, St. Cloud, MN 56304
320-363-7741 option 1
www.thenewsleaders.com
Space reservations: janellev@thenewsleaders.com
Art/copy: advertising@thenewsleaders.com

### Equation:
Number of column(s) x height in inches = Total Inches
Total Inches x Rate Per Inch = Total Cost

Space reservation: Friday prior to Friday ad is intended
Art/copy deadline: Noon Tuesday the week of publication for which ad is intended

### 5 columns x 7.5” OR 3 columns x 12.5” – Half Page

### OR package with print/inserts & get digital 50% off
Leaderboard (1,200 x 200 pixels): $19.99
Sky scraper (300 x 600 pixels): $13.99
Square (300 x 300 pixels): $6.99
50% off three-day event banner
(w/purchase of a minimum 2 col. (4") wide by 5” tall print ad).
(based on /1,000 impressions; png or jpeg format; 72 dpi)
Site averages 8,000 unique visitors/month

### Column-Inch Rate
Color - BOTH $43.50
Sartell-St. Stephen $28, St. Joseph $15.50
B/W: BOTH $35.50.
Sartell-St. Stephen $24, St. Joseph $11.50

### Column Widths
1 column – 2”
2 column – 4”
3 column – 6”
4 column – 8”
5 column – 10.25”

### 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.

### 2 columns x 2”

### 3 columns x 3”
Color: BOTH $367.54, Sartell-St. Stephen $252, St. Joseph $139.50.

### 4 columns x 4”
Color: BOTH $639.20, Sartell-St. Stephen $428.80, St. Joseph $238.80.

### 3 columns x 6.25” – Quarter Page
Color: BOTH $749.06, Sartell-St. Stephen $502.50, St. Joseph $279.84.
B/W: BOTH $599.06, Sartell-St. Stephen $427.50, St. Joseph $204.84.

### 2 columns x 4”
Color: BOTH $326.70, Sartell-St. Stephen $224, St. Joseph $124.

### 3 columns x 3”
Color: BOTH $367.54, Sartell-St. Stephen $252, St. Joseph $139.50.

### 2 columns x 5”

### 5 columns x 7.5” – Full Page

### 3 columns x 3" – Quarter Page
Color: BOTH $367.54, Sartell-St. Stephen $252, St. Joseph $139.50.