

## 2021 LOCAL 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 option 1**

www.thenewsleaders.com

Space reservations: janellev@thenewsleaders.com

Art/copy: advertising@thenewsleaders.com

### 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

B/W = Black and white

### 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.

### 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

### 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!**

St. Joseph  
Newsleader  
**4,000  
copies**

Sartell-St. Stephen  
Newsleader  
**9,400  
copies**

### 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**

### Ad sizes not shown:

2 col. x 4” **Color:** BOTH \$326.70, Sartell-St. Stephen \$224, St. Joseph \$124, **B/W:** BOTH \$262.70, Sartell-St. Stephen \$192, St. Joseph \$92.

2 col. x 3” **Color:** BOTH \$245.03, Sartell-St. Stephen \$168, St. Joseph \$93; **B/W:** BOTH \$197.03, Sartell-St. Stephen \$144, St. Joseph \$69.

(Ads not shown in actual size)

### 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 5”

**Color:** BOTH \$408.38, Sartell-St. Stephen \$280, St. Joseph \$155.  
**B/W:** BOTH \$328.38, Sartell-St. Stephen \$240, St. Joseph \$115.

### 4 columns x 4”

**Color:** BOTH \$639.20, Sartell-St. Stephen \$428.80, St. Joseph \$238.80.  
**B/W:** BOTH \$511.20, Sartell-St. Stephen \$364.80, St. Joseph \$174.80.

### 3 columns x 3”

**Color:** BOTH \$367.54, Sartell-St. Stephen \$252, St. Joseph \$139.50.  
**B/W:** BOTH \$295.54, Sartell-St. Stephen \$216, St. Joseph \$103.50.

### 2 columns x 2”

**Color:** BOTH \$163.35, Sartell-St. Stephen \$112, St. Joseph \$62.  
**B/W:** BOTH \$131.35, Sartell-St. Stephen \$96, St. Joseph \$46.

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

**Color:** BOTH \$1,431.56,  
Sartell-St. Stephen \$960, St. Joseph \$538.13.  
**B/W:** BOTH \$1,131.56,  
Sartell-St. Stephen \$810, St. Joseph \$388.13.

### Digital-only advertising rates

Leaderboard (1,200 x 200 pixels): \$39.99  
Skyscraper (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)

### OR package with print/inserts & get digital 50% off

Leaderboard (1,200 x 200 pixels): \$19.99  
Skyscraper (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

### 2021 publication dates:

Jan. 8 & 22, Feb. 5 & 19,  
March 5 & 19, April 2, 16 & 30,  
May 14 & 28, June 11 & 25,  
July 9 & 23, Aug. 6 & 20,  
Sept. 3 & 17, Oct. 1, 15 & 29,  
Nov. 12 & 26, Dec. 10 & 24