

2021 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 option 1

www.thenewsleaders.com

Space reservations: janellev@thenewsleaders.com

Art/copy: advertising@thenewsleaders.com

Column-Inch Rate

Color: BOTH \$48.39,

Sartell-St. Stephen \$33, St. Joseph \$18.50

B/W: BOTH \$38.39,

Sartell-St. Stephen \$28, St. Joseph \$13.50

B/W = Black and white

Column Widths

1 column – 2"

2 column – 4"

3 column – 6"

4 column – 8"

5 column – 10.25"

INSERTS: 10¢

Single 8.5 x 11 sheet \$.10 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 \$3,240, Sartell-St. Stephen \$2,160, St. Joseph \$1,235.63;

B/W: BOTH \$2,490, Sartell-St. Stephen \$1,785, St. Joseph \$860.63

Classifieds:

BOTH \$35, Sartell-St. Stephen \$28, St. Joseph \$13.50
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
**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 \$387.10, Sartell-St. Stephen \$264, St. Joseph \$148; **B/W:** BOTH \$307.10, Sartell-St. Stephen \$224, St. Joseph \$108

2 col. x 3" **Color:** BOTH \$290.33, Sartell-St. Stephen \$198, St. Joseph \$111; **B/W:** BOTH \$230.33, Sartell-St. Stephen \$168, St. Joseph \$81

(Ads not shown in actual size)

3 columns x 6.25" – Quarter Page

Color: BOTH \$887.81, Sartell-St. Stephen \$592.50 St. Joseph \$334.22
B/W: BOTH \$700.31, Sartell-St. Stephen \$498.75, St. Joseph \$240.47

2 columns x 5"

Color: BOTH \$483.88, Sartell-St. Stephen \$330, St. Joseph \$185
B/W: BOTH \$383.88, Sartell-St. Stephen \$280, St. Joseph \$135

4 columns x 4"

Color: BOTH \$757.60, Sartell-St. Stephen \$505.60, St. Joseph \$285.20
B/W: BOTH \$597.60, Sartell-St. Stephen \$425.60, St. Joseph \$205.20

3 columns x 3"

Color: BOTH \$435.49, Sartell-St. Stephen \$297, St. Joseph \$166.50
B/W: BOTH \$345.49, Sartell-St. Stephen \$252, St. Joseph \$121.50

2 columns x 2"

Color: BOTH \$193.55, Sartell-St. Stephen \$132 St. Joseph \$74
B/W: BOTH \$153.55, Sartell-St. Stephen \$112, St. Joseph \$54

5 columns x 7.5" – Half Page

Color: BOTH \$1,697.81,
Sartell-St. Stephen \$1,132.50, St. Joseph \$643.13
B/W: BOTH \$1,322.81, Sartell-St. Stephen \$945,
St. Joseph \$455.63

Digital-only advertising rates

Leaderboard (1,200 x 200 pixels): \$41.99

Skyscraper (300 x 600): \$33.99

Square (300 x 300 pixels): \$16.99

(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): \$21.99

Skyscraper (300 x 600): \$17.99

Square (300 x 300 pixels): \$8.99

(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