

# 2022 NATIONAL 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 \$50,  
Sartell-St. Stephen \$34.50, St. Joseph \$19  
**B/W:** BOTH \$40,  
Sartell-St. Stephen \$29.50, St. Joseph \$14

B/W = Black and white

## Column Widths

1 column – 2"  
2 column – 4"  
3 column – 6"  
4 column – 8"  
5 column – 10.25"

## INSERTS: 10.5¢

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 \$3,360, Sartell-St. Stephen \$2,255.63, St. Joseph \$1,267.50;  
**B/W:** BOTH \$2,610, Sartell-St. Stephen \$1,880.63, St. Joseph \$892.50

### Ad sizes not shown:

2 col. x 4" **Color:** BOTH \$401.90, Sartell-St. Stephen \$276, St. Joseph \$152; **B/W:** BOTH \$321.90, Sartell-St. Stephen \$236, St. Joseph \$112  
2 col. x 3" **Color:** BOTH \$301.43, Sartell-St. Stephen \$207, St. Joseph \$114; **B/W:** BOTH \$241.43, Sartell-St. Stephen \$177, St. Joseph \$84

(Ads not shown in actual size)

## 3 columns x 6.25" – Quarter Page

**Color:** BOTH \$921.56, Sartell-St. Stephen \$619.22, St. Joseph \$343.13  
**B/W:** BOTH \$734.06, Sartell-St. Stephen \$525.47, St. Joseph \$249.38

## 2 columns x 5"

**Color:** BOTH \$502.38, Sartell-St. Stephen \$345, St. Joseph \$190  
**B/W:** BOTH \$402.38, Sartell-St. Stephen \$295, St. Joseph \$140

## 4 columns x 4"

**Color:** BOTH \$786.40, Sartell-St. Stephen \$528.40, St. Joseph \$292.80  
**B/W:** BOTH \$626.40, Sartell-St. Stephen \$448.40, St. Joseph \$212.80

## 3 columns x 3"

**Color:** BOTH \$452.14, Sartell-St. Stephen \$297, St. Joseph \$166.50  
**B/W:** BOTH \$345.49, Sartell-St. Stephen \$265.50, St. Joseph \$126

## 2 columns x 2"

**Color:** BOTH \$200.95, Sartell-St. Stephen \$138, St. Joseph \$76  
**B/W:** BOTH \$160.95, Sartell-St. Stephen \$118, St. Joseph \$56

## Classifieds:

BOTH \$35, Sartell-St. Stephen \$29.50, St. Joseph \$14  
*Prepayment required. Ad information will not be taken by phone.*

## Business Directory:

Sartell-St. Stephen \$9/line St. Joseph \$6/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  
**9,500  
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**

## 5 columns x 7.5" – Half Page

**Color:** BOTH \$1,761.56,  
Sartell-St. Stephen \$1,183.13, St. Joseph \$660  
**B/W:** BOTH \$1,322.81, Sartell-St. Stephen \$995.63,  
St. Joseph \$472.50

## Digital-only advertising rates

Leaderboard (1,200 x 200 pixels): \$44  
Skyscraper (300 x 600): \$35.75  
Square (300 x 300 pixels): \$18  
(based on /1,000 unique visitors; png or jpeg format; 72 dpi)

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

Leaderboard (1,200 x 200 pixels): \$23  
Skyscraper (300 x 600): \$19  
Square (300 x 300 pixels): \$9.50  
(based on /1,000 unique visitors;  
png or jpeg format; 72 dpi)  
Site averages 12,000 unique visitors/month

## 2022 publication dates:

Jan. 7 & 21, Feb. 4 & 18,  
March 4 & 18, April 1, 15 & 29,  
May 13 & 27, June 10 & 24,  
July 8 & 22, Aug. 5 & 19,  
Sept. 2, 16 & 30, Oct. 14 & 28,  
Nov. 11 & 25, Dec. 9 & 23.