

2022 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 \$42.25

Sartell-St. Stephen \$29, St. Joseph \$16

B/W: BOTH \$34.25,

Sartell-St. Stephen \$25, St. Joseph \$12

B/W = Black and white

Column Widths

1 column – 2”

2 column – 4”

3 column – 6”

4 column – 8”

5 column – 10.25”

INSERTS: 8.5¢

Single 8.5 x 11 sheet \$.085 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 \$2,820, Sartell-St. Stephen \$1,893.75, St. Joseph \$1,065

B/W: BOTH \$2,220, Sartell-St. Stephen \$1,593.75, St. Joseph \$765

Classifieds

Sartell-St. Stephen \$25 St. Joseph \$12

Prepayment required. Ad information will not be taken by phone.

Business Directory

Sartell-St. Stephen \$7.25/line St. Joseph \$4.75/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

**9,500
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

Ad sizes not shown:

2 col. x 4” **Color:** BOTH \$337.80, Sartell-St. Stephen \$232, St. Joseph \$128, **B/W:** BOTH \$273.80, Sartell-St. Stephen \$200, St. Joseph \$96.

2 col. x 3” **Color:** BOTH \$253.35, Sartell-St. Stephen \$174, St. Joseph \$96; **B/W:** BOTH \$205.35, Sartell-St. Stephen \$150, St. Joseph \$72.

(Ads not shown in actual size)

3 columns x 6.25” – Quarter Page

Color: BOTH \$774.38, Sartell-St. Stephen \$520.31, St. Joseph \$288.75.

B/W: BOTH \$624.38, Sartell-St. Stephen \$445.31, St. Joseph \$213.75.

2 columns x 5”

Color: BOTH \$422.25, Sartell-St. Stephen \$290, St. Joseph \$160.

B/W: BOTH \$342.25, Sartell-St. Stephen \$250, St. Joseph \$120.

4 columns x 4”

Color: BOTH \$660.80, Sartell-St. Stephen \$444, St. Joseph \$246.40.

B/W: BOTH \$532.80, Sartell-St. Stephen \$380, St. Joseph \$182.40.

3 columns x 3”

Color: BOTH \$380.03, Sartell-St. Stephen \$261, St. Joseph \$144.

B/W: BOTH \$308.03, Sartell-St. Stephen \$225, St. Joseph \$108.

2 columns x 2”

Color: BOTH \$168.90, Sartell-St. Stephen \$116, St. Joseph \$64.

B/W: BOTH \$136.90, Sartell-St. Stephen \$100, St. Joseph \$48.

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

Color: BOTH \$1,479.38,

Sartell-St. Stephen \$993.75, St. Joseph \$555.

B/W: BOTH \$1,179.38,

Sartell-St. Stephen \$843.75, St. Joseph \$405.

Digital-only advertising rates

Leaderboard (1,200 x 200 pixels): \$42

Skyscraper (300 x 600): \$29.50

Square (300 x 300 pixels): \$14.75

Three-day event banner: \$55

(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): \$21

Skyscraper (300 x 600 pixels): \$14.75

Square (300 x 300 pixels): \$7.35

50% off three-day event banner

(w/purchase of a minimum 2 col. (4”) wide by 5” tall print ad).

(based on /1,000 unique visitors; png or jpeg format; 72 dpi)

Site averages 12,000 unique visitors/month

2022 publication dates:

July 8 & 22, Aug. 5 & 19, Sept. 2, 16

& 30, Oct. 14 & 28, Nov. 11 & 25,

Dec. 9 & 23.

2023 publication dates:

Jan. 6 & 20, Feb. 3 & 17,

March 3, 17 & 31, April 14 & 28,

May 12 & 26, June 9 & 23.