

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:

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.