

# 2023 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 \$46.15**

Sartell-St. Stephen \$31.75, St. Joseph \$17.5

**B/W: BOTH \$38.15**

Sartell-St. Stephen \$27.75, 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: 9.5¢

Single 8.5 x 11 sheet \$.095 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 \$3,075, Sartell-St. Stephen \$2,069.06, St. Joseph \$1,160.63

**B/W:** BOTH \$2,475, Sartell-St. Stephen \$1,769.06, St. Joseph \$860.63

## Classifieds

Sartell-St. Stephen \$27.75 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:** \$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  
**4,100  
copies**

Sartell-St. Stephen  
Newsleader  
**9,700  
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 \$369.25, Sartell-St. Stephen \$254, St. Joseph \$140, **B/W:** BOTH \$305.25, Sartell-St. Stephen \$222, St. Joseph \$108.

2 col. x 3” **Color:** BOTH \$276.94, Sartell-St. Stephen \$190.50, St. Joseph \$105; **B/W:** BOTH \$228.94, Sartell-St. Stephen \$166.50, St. Joseph \$81.

(Ads not shown in actual size)

## 3 columns x 6.25” – Quarter Page

**Color:** BOTH \$846.09, Sartell-St. Stephen \$569.30, St. Joseph \$315.47.  
**B/W:** BOTH \$696.09, Sartell-St. Stephen \$494.30, St. Joseph \$240.47.

## 2 columns x 5”

**Color:** BOTH \$461.56, Sartell-St. Stephen \$317.50, St. Joseph \$175.  
**B/W:** BOTH \$381.56, Sartell-St. Stephen \$277.50, St. Joseph \$135.

## 4 columns x 4”

**Color:** BOTH \$722, Sartell-St. Stephen \$485.80, St. Joseph \$269.20.  
**B/W:** BOTH \$594, Sartell-St. Stephen \$421.80, St. Joseph \$205.20.

## 3 columns x 3”

**Color:** BOTH \$415.41, Sartell-St. Stephen \$285.75, St. Joseph \$157.50.  
**B/W:** BOTH \$343.41, Sartell-St. Stephen \$249.75, St. Joseph \$121.50.

## 2 columns x 2”

**Color:** BOTH \$184.63, Sartell-St. Stephen \$127, St. Joseph \$70.  
**B/W:** BOTH \$152.63, Sartell-St. Stephen \$111, St. Joseph \$54.

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

**Color:** BOTH \$1,614.84,  
Sartell-St. Stephen \$1,086.56, St. Joseph \$605.63.  
**B/W:** BOTH \$1,314.84,  
Sartell-St. Stephen \$936.56, St. Joseph \$455.63.

## Digital-only advertising rates

Leaderboard (1,200 x 200 pixels): \$47

Skyscraper (300 x 600 pixels): \$33

Square (300 x 300 pixels): \$16.40

Three-day event banner: \$61

(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): \$23.50

Skyscraper (300 x 600 pixels): \$16.50

Square (300 x 300 pixels): \$8.20

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 19,000 unique visitors/month

## 2023 publication dates:

Jan. 6 & 20, Feb. 3 & 17,  
March 3 & 17, April 7 & 21,  
May 5 & 19, June 2 & 16,  
July 7 & 21, Aug. 4 & 18,  
Sept. 1 & 15, Oct. 6 & 20,  
Nov. 3 & 17, Dec. 1 & 15.