

2023 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 \$55,
Sartell-St. Stephen \$38, St. Joseph \$21
B/W: BOTH \$45,
Sartell-St. Stephen \$33, St. Joseph \$15.50

B/W = Black and white

Column Widths

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

INSERTS: 11¢

Single 8.5 x 11 sheet \$.11 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 \$3,510, Sartell-St. Stephen \$2,403.75, St. Joseph \$1,288.13;
B/W: BOTH \$2,910, Sartell-St. Stephen \$2,103.75, St. Joseph \$988.13

Ad sizes not shown:

2 col. x 4" **Color:** BOTH \$422.90, Sartell-St. Stephen \$296, St. Joseph \$156; **B/W:** BOTH \$358.90, Sartell-St. Stephen \$264, St. Joseph \$124
2 col. x 3" **Color:** BOTH \$317.18, Sartell-St. Stephen \$222, St. Joseph \$117; **B/W:** BOTH \$269.18, Sartell-St. Stephen \$198, St. Joseph \$93

(Ads not shown in actual size)

3 columns x 6.25" – Quarter Page

Color: BOTH \$968.44, Sartell-St. Stephen \$662.81, St. Joseph \$351.09
B/W: BOTH \$818.44, Sartell-St. Stephen \$587.81, St. Joseph \$276.09

2 columns x 5"

Color: BOTH \$528.63, Sartell-St. Stephen \$370, St. Joseph \$195
B/W: BOTH \$448.63, Sartell-St. Stephen \$330, St. Joseph \$155

4 columns x 4"

Color: BOTH \$826.40, Sartell-St. Stephen \$565.60, St. Joseph \$299.60
B/W: BOTH \$698.40, Sartell-St. Stephen \$501.60, St. Joseph \$235.60

3 columns x 3"

Color: BOTH \$475.76, Sartell-St. Stephen \$333, St. Joseph \$175.50
B/W: BOTH \$403.76, Sartell-St. Stephen \$297, St. Joseph \$139.50

2 columns x 2"

Color: BOTH \$211.45, Sartell-St. Stephen \$148, St. Joseph \$78
B/W: BOTH \$179.45, Sartell-St. Stephen \$132, St. Joseph \$62

Classifieds:

BOTH \$45, Sartell-St. Stephen \$33, St. Joseph \$15.50
Prepayment required. Ad information will not be taken by phone.

Business Directory:

Sartell-St. Stephen \$10/line St. Joseph \$6.75/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
**4,100
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**

5 columns x 7.5" – Half Page

Color: BOTH \$1,845.94,
Sartell-St. Stephen \$1,263.75, St. Joseph \$673.13
B/W: BOTH \$1,545.94, Sartell-St. Stephen \$1,113.75,
St. Joseph \$523.13

Digital-only advertising rates

Leaderboard (1,200 x 200 pixels): \$49
Skyscraper (300 x 600): \$40
Square (300 x 300 pixels): \$20
(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): \$26
Skyscraper (300 x 600): \$21
Square (300 x 300 pixels): \$10.55
(based on /1,000 unique visitors;
png or jpeg format; 72 dpi)
Site averages 12,000 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.