



ADVERTISING RATE CARD

2024

Central Office: 1126 Mills Street, Black Earth, WI 53515 • 608-767-3655 • fingerpub.com

NEWSPAPERS: (Subscriptions and Newsstands)

- MOUNT HOREB MAIL** *Mount Horeb, Blue Mounds & Barneveld areas*
- POST MESSENGER RECORDER** *New Glarus, Belleville & Monticello areas*
- TIMES-TRIBUNE** *Middleton & Cross Plains areas*
- HOME NEWS** *Spring Green, Arena, Plain & Lone Rock areas*
- STAR NEWS** *Sauk City, Prairie du Sac, Black Earth & Mazomanie areas*
- REEDSBURG INDEPENDENT** *Reedsburg area*

SHOPPERS: (Free publication distributed with total market coverage)

- BUYER'S GUIDE**..... *Dane & Green Counties*
- BUYER'S GUIDE**..... *Sauk & Iowa Counties*

DISPLAY ADVERTISING

Mount Horeb Mail • Times-Tribune • Star News • Reedsburg Independent

Your ad runs in one newspaper and the companion Buyer's Guide

- Open Rate Advertising **\$19.25/col. inch**
- Regular Rate **\$17.25/col. inch**
- Non-Profit Rate **\$14.81/col. inch**

Post Messenger Recorder • Home News

Your ad runs in one newspaper and the companion Buyer's Guide

- Open Rate Advertising **\$16.95/col. inch**
- Regular Rate **\$14.95/col. inch**
- Non-Profit Rate **\$12.86/col. inch**

MULTIPLE NEWSPAPER RATES (2 or more newspapers): Mount Horeb Mail • Star News Times-Tribune • Reedsburg Independent • Post Messenger Recorder • Home News

Your ad runs in your choice of newspapers and the companion Buyer's Guide(s)

- Two Newspapers **\$23.25/col. inch**
- Three Newspapers **\$29.25/col. inch**
- Four Newspapers **\$35.25/col. inch**
- Five Newspapers **\$41.25/col. inch**
- Six Newspapers **\$47.25/col. inch**

Auctions

- Shopper Package **\$17.00/col. inch**
- Additional Newspaper coverage **\$4.50/col. inch/paper**

Pre-Printed Inserts

Pricing available upon request. Please contact your advertising sales rep for details.

ADDING COLOR TO YOUR DISPLAY AD: Please contact your advertising rep for rates for color printing on your ad.