

MARKETING SOLUTIONS FOR SOUTHERN WISCONSIN

2021-2022 Media Guide



More **Local** | More **Reach** | More **Results**

Daily Jefferson County Union
Union Extra

Watertown Daily Times
TimeSaver

Cambridge News & Deerfield Independent
DeForest Times-Tribune

Herald-Independent & McFarland Thistle
Lake Mills Leader

Lodi Enterprise & Poynette Press
Milton Courier

Sun Prairie Star
Waterloo-Marshall Courier

Waunakee Tribune
Hometown Shopper

Hometown Advertiser

NEWSPAPER | WEB | MOBILE | DIGITAL EDITIONS | E-NEWSLETTERS | MAGAZINES | CLASSIFIEDS | PREPRINTS | DIGITAL MARKETING | SOCIAL MEDIA

APG Media of Southern Wisconsin

provides news coverage to the communities in Jefferson, Dodge, Dane and Rock Counties. We publish two daily newspapers, ten weekly newspapers, four free weekly advertising shoppers, a dozen news websites, and several ancillary magazines and publications.

APG Media of Southern Wisconsin provides leadership within the communities our newspapers serve, recognizing that strong communities deserve strong newspapers. We are the primary source of local information in our communities for government news, civic affairs, social events, business, sports and leisure activities. We are a positive economic force, assisting our business community in marketing their goods and services to our readers.

For more information about Adams Publishing Group, visit www.adamspg.com.



Index

- Retail advertising rates** 3
- Retail modular ad sizes** 4
- Preprinted insert rates** 5
- Coverage Area** 6

- Jefferson/Rock Counties:** 7
 - Daily Jefferson County Union
 - Lake Mills Leader
 - Cambridge News & Deerfield Independent
 - Milton Courier
 - Union Extra

- Watertown/Dodge County:** 8
 - Watertown Daily Times
 - Waterloo-Marshall Courier
 - TimeSaver

- Eastern Dane County:** 9
 - Sun Prairie Star
 - Herald-Independent (Cottage Grove/Monona) & McFarland Thistle
 - Cambridge News & Deerfield Independent
 - Waterloo-Marshall Courier
 - Hometown Advertiser

- Western Dane/Columbia Counties:** 10
 - DeForest Times-Tribune
 - Waunakee Tribune
 - Lodi Enterprise & Poynette Press
 - Hometown Shopper

Ask your local APG multimedia account executive for information on our digital advertising options!

Retail Advertising Rates

Publications	DOMINANCE			IDENTITY			IMPRESSION				BRANDING		Non-Modular
	Full	3/4	2/3	1/2	3/8	1/3	1/4	1/5	1/6	1/8	1/10	1/12	
Discount	25%	20%	20%	15%	15%	15%	10%	10%	5%	5%	3%	3%	
JEFFERSON/ROCK COUNTIES	117"	87"	78"	60"	45"	39"	30"	24"	20"	15"	12"	10"	per column inch
Daily Jefferson County Union	\$1,400	\$1,155	\$955	\$815	\$610	\$530	\$430	\$345	\$300	\$225	\$185	\$155	\$16.00
Lake Mills Leader	\$1,575	\$1,250	\$1,120	\$915	\$685	\$595	\$485	\$385	\$340	\$255	\$210	\$175	\$17.95
Cambridge News/Deerfield Independent	\$1,485	\$1,180	\$1,055	\$865	\$648	\$560	\$448	\$365	\$322	\$240	\$197	\$165	\$16.95
Milton Courier	\$1,400	\$1,155	\$955	\$815	\$610	\$530	\$430	\$345	\$300	\$225	\$185	\$155	\$15.95
Union Extra	\$1,400	\$1,155	\$955	\$815	\$610	\$530	\$430	\$345	\$300	\$225	\$185	\$155	\$16.00
*Add Union Extra	\$700	\$550	\$500	\$405	\$305	\$265	\$215	\$170	\$150	\$112	\$90	\$78	\$8.00
WATERTOWN/DODGE COUNTY	117"	87"	78"	60"	45"	39"	30"	24"	20"	15"	12"	10"	
Watertown Daily Times	\$1,400	\$1,155	\$955	\$815	\$610	\$530	\$430	\$345	\$300	\$225	\$185	\$155	\$16.00
Waterloo/Marshall Courier	\$1,485	\$1,180	\$1,055	\$865	\$648	\$560	\$458	\$365	\$322	\$240	\$197	\$165	\$16.95
TimeSaver	\$1,400	\$1,155	\$955	\$815	\$610	\$530	\$430	\$345	\$300	\$225	\$185	\$155	\$16.00
*Add TimeSaver	\$700	\$550	\$500	\$405	\$305	\$265	\$215	\$170	\$150	\$112	\$90	\$78	\$8.00
EASTERN DANE COUNTY	117"	87"	78"	60"	45"	39"	30"	24"	20"	15"	12"	10"	
Sun Prairie Star	\$1,750	\$1,390	\$1,245	\$1,015	\$765	\$660	\$540	\$430	\$380	\$285	\$232	\$193	\$19.95
Herald-Independent/McFarland Thistle	\$1,575	\$1,250	\$1,120	\$915	\$685	\$595	\$485	\$385	\$340	\$255	\$210	\$175	\$17.95
Cambridge News/Deerfield Independent	\$1,485	\$1,180	\$1,055	\$865	\$648	\$560	\$458	\$365	\$322	\$240	\$197	\$165	\$16.95
Waterloo/Marshall Courier	\$1,485	\$1,180	\$1,055	\$865	\$648	\$560	\$458	\$365	\$322	\$240	\$197	\$165	\$16.95
Hometown Advertiser	\$1,400	\$1,155	\$955	\$815	\$610	\$530	\$430	\$345	\$300	\$225	\$185	\$155	\$16.00
*Add Hometown Advertiser	\$700	\$550	\$500	\$405	\$305	\$265	\$215	\$170	\$150	\$112	\$90	\$78	\$8.00
WESTERN DANE/COLUMBIA COUNTIES	117"	87"	78"	60"	45"	39"	30"	24"	20"	15"	12"	10"	
DeForest Times-Tribune	\$1,575	\$1,250	\$1,120	\$915	\$685	\$595	\$485	\$385	\$340	\$255	\$210	\$175	\$17.95
Waunakee Tribune	\$1,575	\$1,250	\$1,120	\$915	\$685	\$595	\$485	\$385	\$340	\$255	\$210	\$175	\$17.95
Lodi Enterprise & Poynette Press	\$1,575	\$1,250	\$1,120	\$915	\$685	\$595	\$485	\$385	\$340	\$255	\$210	\$175	\$17.95
Hometown Shopper	\$1,400	\$1,155	\$955	\$815	\$610	\$530	\$430	\$345	\$300	\$225	\$185	\$155	\$16.00
*Add Hometown Shopper	\$700	\$550	\$500	\$405	\$305	\$265	\$215	\$170	\$150	\$112	\$90	\$78	\$8.00

DISCOUNTS

Advertisement Size Discounts

64% Greater Response on a Full Page Ad vs. Half Page Ad.

(Larger ads earn bigger discounts)

For Example:

Quarter Page 10%

Half Page 15%

Full Page 25%

- rates shown reflect size discount.

Multi-Market Buy Discounts

Extend your marketing reach and save

Run the same ad in multiple publications or multiple days, all within 7 days and earn even deeper discounts:

2 Publications 15%

3 Publications 20%

4 Publications 25%

5-9 Publications 30%

10+ Publications 50%

Church and Charity Rates

All houses of worship and charity organizations qualify for a 15% on any ad in a single publication. For multiple days and publications, use the Multi-Market and Frequency Discounts listed above.

SEO/Marketplace online charges

For all retail and classified display ads (excludes employment & auction), add:

\$5 per ad (1 inch - 12.75")

\$15 per ad (13" - 117")

* - Add one shopper to any newspaper ad buy within 7 days for additional discount
All prices and rates include full color and digital enhancement at no additional cost.

DOMINANCE

Dominance ads are designed for maximum visibility within. Announce unique events, reinforce marketplace status, or drive maximum response in a short time.

IDENTITY

Identity ads are designed to balance ample message space and page dominance in a package that allows for greater frequency. Ideal for announcing events, branding, defining your market niche, and maintaining a sustained customer response through frequency of messaging.

IMPRESSION

Impression ad units are designed for advertisers seeking to optimize reach and frequency. These units are suggested for image branding, small business announcements, health care and other low-cost, consistent response messaging.

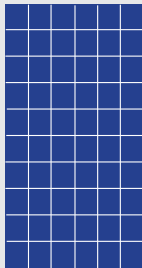
BRANDING

Branding ad units are designed for advertisers seeking to maximize long-term awareness and reach. Ideal for top-of-mind awareness and branding efforts or single message call to action advertisements.

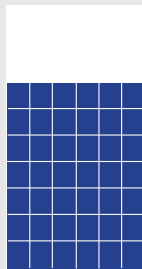
COLUMN WIDTHS

Columns	Inches
6	10
5	8.313
4	6.625
3	4.938
2	3.25
1	1.563

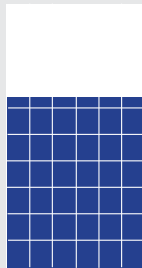
DOMINANCE



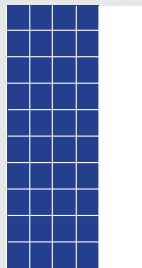
Full Page 117''
6 col. x 19.5"
(10" x 19.5")



3/4 Page 87''
6 col. x 14.5"
(10" x 14.5")

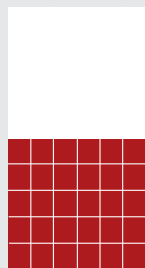


2/3 Horiz. 78''
6 col. x 13"
(10" x 13")

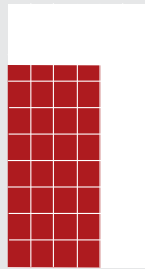


2/3 Vert. 78''
4 col. x 19.5"
(6.625" x 19.5")

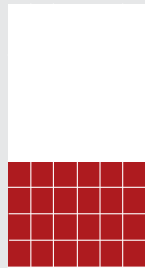
IDENTITY



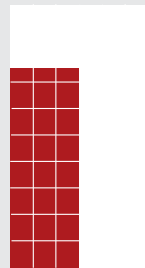
1/2 Page 60''
6 col. x 10"
(10" x 10")



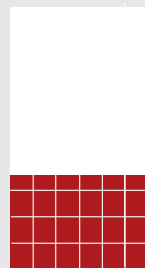
1/2 Page 60''
4 col. x 15"
(6.625" x 15")



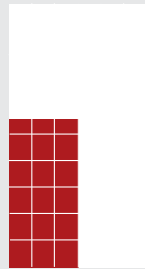
3/8 Page 45''
6 col. x 7.5"
(10" x 7.5")



3/8 Page 45''
3 col. x 15"
(4.938" x 15")



1/3 Page 39''
6 col. x 6.5"
(10" x 6.5")

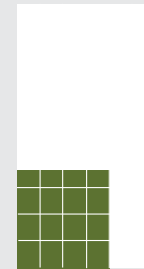


1/3 Page 39''
3 col. x 13"
(4.938" x 13")

IMPRESSION



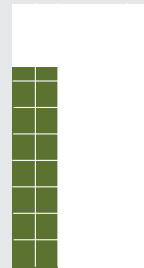
1/4 Page 30''
6 col. x 5"
(10" x 5")



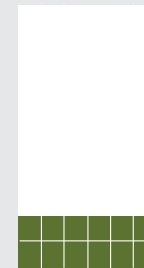
1/4 Page 30''
4 col. x 7.5"
(6.625" x 7.5")



1/4 Page 30''
3 col. x 10"
(4.938" x 10")



1/4 Page 30''
2 col. x 15"
(3.25" x 15")



1/5 Page 24''
6 col. x 4"
(10" x 4")



1/5 Page 24''
4 col. x 6"
(6.625" x 6")



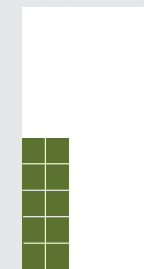
1/5 Page 24''
3 col. x 8"
(4.938" x 8")



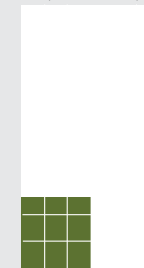
1/5 Page 24''
2 col. x 12"
(3.25" x 12")



1/6 Page 20''
4 col. x 5"
(6.625" x 5")



1/6 Page 20''
2 col. x 10"
(3.25" x 10")

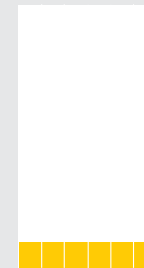


1/6 Page 20''
3 col. x 5"
(4.938" x 5")

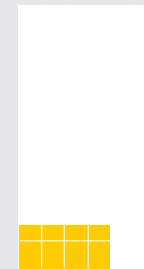


1/6 Page 20''
2 col. x 7.5"
(3.25" x 7.5")

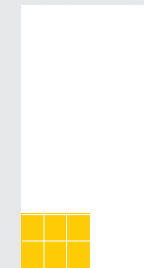
BRANDING



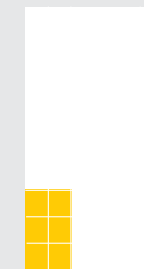
1/10 Page 12''
6 col. x 2"
(10" x 2")



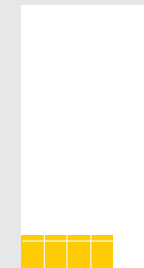
1/10 Page 12''
4 col. x 3"
(6.625" x 3")



1/10 Page 12''
3 col. x 4"
(4.938" x 4")



1/10 Page 12''
2 col. x 6"
(3.25" x 6")



1/12 Page 10''
4 col. x 2.5"
(6.625" x 2.5")



1/12 Page 10''
2 col. x 5"
(3.25" x 5")

All prices and rates include full color and digital enhancement at no additional cost.

Publication	ALL RATES PER THOUSAND			Circulation*
	Single Sheet	2 - 16 tab pages	each additional 8 - tab pages	
JEFFERSON/ROCK COUNTIES				
Daily Jefferson County Union	\$45.00	\$55.00	\$4.00	5,300
Lake Mills Leader	\$65.00	\$68.00	\$4.00	1,775
Cambridge News/Deerfield Independent	\$65.00	\$68.00	\$4.00	1,550
Milton Courier	\$65.00	\$68.00	\$4.00	2,100
Union Extra	\$45.00	\$55.00	\$4.00	23,000
WATERTOWN/DODGE COUNTY				
Watertown Daily Times	\$45.00	\$55.00	\$4.00	5,200
Waterloo/Marshall Courier	\$65.00	\$68.00	\$4.00	1,300
TimeSaver	\$45.00	\$55.00	\$4.00	10,975
EASTERN DANE COUNTY				
Sun Prairie Star	\$65.00	\$68.00	\$4.00	2,900
Herald-Independent/McFarland Thistle	\$65.00	\$68.00	\$4.00	3,175
Cambridge News/Deerfield Independent	\$65.00	\$68.00	\$4.00	1,550
Waterloo/Marshall Courier	\$65.00	\$68.00	\$4.00	1,300
Hometown Advertiser	\$45.00	\$48.00	\$4.00	17,000
WESTERN DANE/COLUMBIA COUNTIES				
DeForest Times-Tribune	\$65.00	\$68.00	\$4.00	1,855
Waunakee Tribune	\$65.00	\$68.00	\$4.00	3,125
Lodi Enterprise & Poynette Press	\$65.00	\$68.00	\$4.00	2,075
Hometown Shopper	\$45.00	\$48.00	\$4.00	24,400

> General Notes:

* - Circulation and insert quantities are updated frequently. For the most up-to-date figures by publication or by zip code, please contact your marketing consultant.

Zoning available in some markets -- \$5.00/M additional

Contract discounts available for bulk and frequency insert advertisers; contact your marketing consultant for details

\$100 minimum charge for inserts that are less than full-run in a single publication.

Minimum size: 4.5" x 8"

Maximum 10.5" x 12"

Deliver inserts to:

(Name of publication)
c/o APG Printing Solutions
333 S. Wuthering Hills Dr.
Janesville WI 53546

Receiving hours 7am-3pm, Mon-Fri
Receiving contact: (608) 755-9464

Inserts must be received 7 days prior to distribution date.

**We can handle all your
printing needs.
Contact one of our
marketing consultants.**

CIRCULATION

> APG Media updates their circulation figures frequently. To see the most up-to-date circulation numbers by publication or zip code, please ask your marketing consultant..

DAILY JEFFERSON COUNTY UNION & UNION EXTRA

Communities: Fort Atkinson, Jefferson, Whitewater, Johnson Creek, Helenville, Cambridge, Lake Mills,

Zip codes: 53538, 53549, 53190, 53038, 53137, 53523, 53551

LAKE MILLS LEADER

Community: Lake Mills

Zip code: 53551

CAMBRIDGE NEWS & DEERFIELD INDEPENDENT

Communities: Cambridge, Deerfield

Zip codes: 53523, 53531

MILTON COURIER

Communities: Milton, Janesville

Zip codes: 53563, 53546

WATERTOWN DAILY TIMES & TIMESAVER

Communities: Watertown, Johnson Creek, Ixonia, Reeseville, Lake Mills, Waterloo, Juneau, Oconomowoc

Zip codes: 53094, 53098, 53038, 53036, 53579, 53551, 53594, 53039

SUN PRAIRIE STAR

Communities: Sun Prairie

Zip codes: 53590

HERALD-INDEPENDENT & MCFARLAND THISTLE

Communities: Cottage Grove, Monona, McFarland

Zip codes: 53558, 53716, 53527, 53718

HOMETOWN ADVERTISER

Communities: Sun Prairie, Deerfield, Marshall, Waterloo

Zip codes: 53590, 53531, 53559, 53594

WATERLOO/MARSHALL COURIER

Communities: Waterloo, Marshall

Zip codes: 53594, 53559

DEFOREST TIMES-TRIBUNE

Communities: DeForest, Windsor

Zip codes: 53532, 53598

WAUNAKEE TRIBUNE

Communities: Waunakee, Dane

Zip codes: 53597, 53529

LODI ENTERPRISE & POYNETTE PRESS

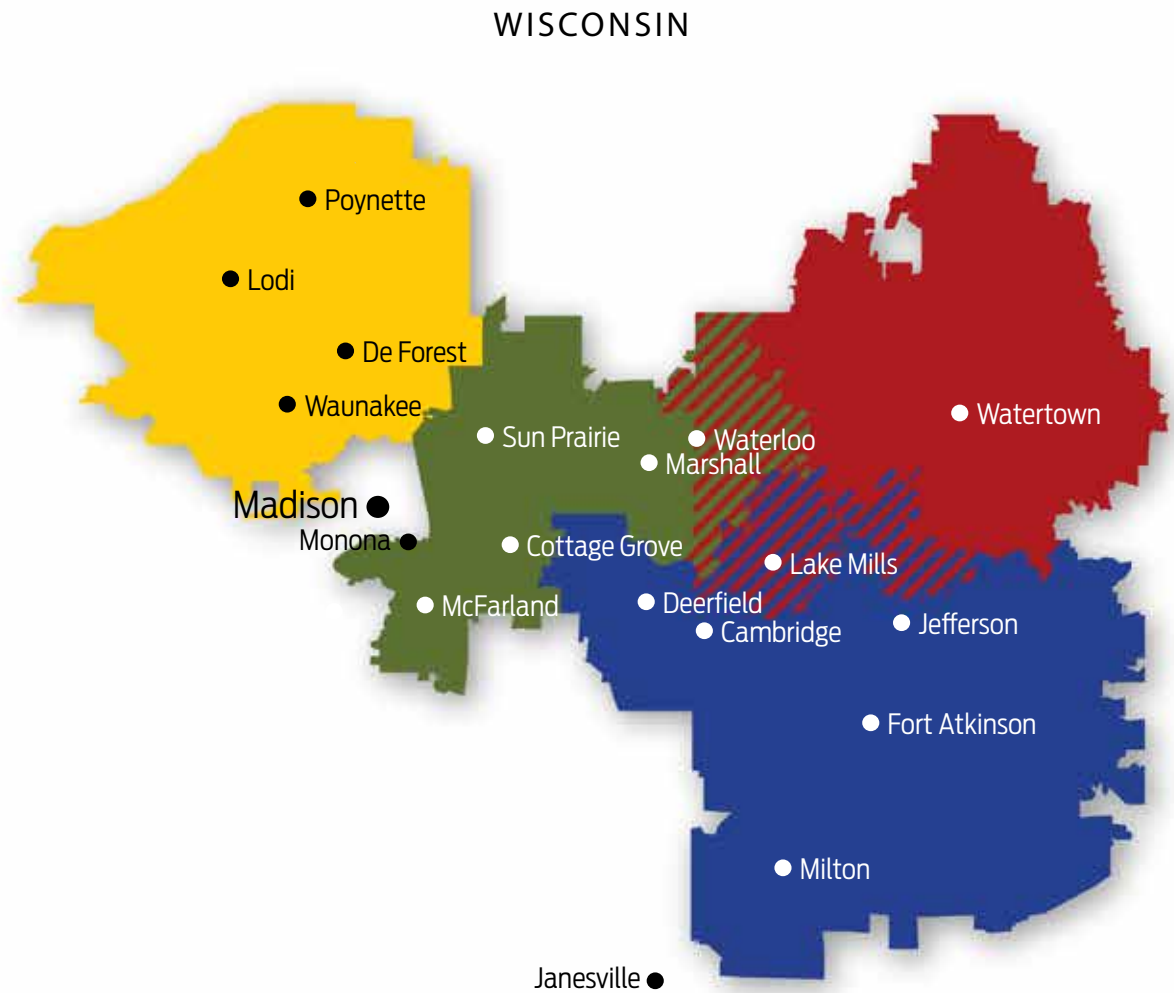
Communities: Lodi, Poynette, Arlington, Dane

Zip codes: 53555, 53955, 53911, 53529

HOMETOWN SHOPPER

Communities: Lodi, Poynette, DeForest, Windsor, Arlington, Dane, Waunakee

Zip codes: 53555, 53955, 53532, 53598, 53911, 53529, 53597



Jefferson/Rock Counties

Daily Jefferson County Union | Lake Mills Leader | Cambridge News/Deerfield Independent | Milton Courier | Union Extra

PUBLICATION RATES	DOMINANCE			IDENTITY			IMPRESSION				BRANDING		Non-Modular
	Full	3/4	2/3	1/2	3/8	1/3	1/4	1/5	1/6	1/8	1/10	1/12	
JEFFERSON/ROCK COUNTIES	117"	87"	78"	60"	45"	39"	30"	24"	20"	15"	12"	10"	
Daily Jefferson County Union	\$1,400	\$1,155	\$955	\$815	\$610	\$530	\$430	\$345	\$300	\$225	\$185	\$155	\$16.00
Lake Mills Leader	\$1,575	\$1,250	\$1,120	\$915	\$685	\$595	\$485	\$385	\$340	\$255	\$210	\$175	\$17.95
Cambridge News/Deerfield Independent	\$1,485	\$1,180	\$1,055	\$865	\$648	\$560	\$448	\$365	\$322	\$240	\$197	\$165	\$16.95
Milton Courier	\$1,400	\$1,155	\$955	\$815	\$610	\$530	\$430	\$345	\$300	\$225	\$185	\$155	\$15.95
Union Extra	\$1,400	\$1,155	\$955	\$815	\$610	\$530	\$430	\$345	\$300	\$225	\$185	\$155	\$16.00
*Add Union Extra	\$700	\$550	\$500	\$405	\$305	\$265	\$215	\$162	\$150	\$112	\$90	\$78	\$8.00

FREQUENCY DISCOUNTS

Retail and Classified Display Advertising

Run the same ad within a 7-day period in additional publications or dates and receive these discounts:

retail & classified display	per column inch
2x	15%
3x	20%
4x	25%
5-9x	30%
10x	50%

All prices and rates include full color and digital enhancement at no additional cost.

SEO/Marketplace online charges

For all retail and classified display ads (excludes employment & auction), add:

- \$5 per ad (1 inch - 12.75")
- \$15 per ad (13" - 117")

CLASSIFIED DISPLAY ADVERTISING RATES	PER COLUMN INCH
Daily Jefferson County Union	\$16.00
Lake Mills Leader & Cambridge News/Deerfield Independent	\$23.00
Milton Courier	\$14.75
Union Extra	\$16.00
*Add Union Extra	\$8.00

PUBLICATION AND DEADLINE SCHEDULE	PUBLICATIONS DAYS	DEADLINE
Daily Jefferson County Union	Mon.-Fri. except holidays	Noon, 2 business days prior
Lake Mills Leader & Cambridge News/Deerfield Independent	Thursday	Monday noon
Milton Courier	Thursday	Monday noon
Union Extra	Wednesday	Wed. noon 7 days prior

Advance deadlines around holidays.

- Deerfield ●
- Cambridge ●
- Lake Mills ●
- Fort Atkinson ●
- Milton ●



PUBLICATION RATES	DOMINANCE			IDENTITY			IMPRESSION				BRANDING		Non-Modular
	Full	3/4	2/3	1/2	3/8	1/3	1/4	1/5	1/6	1/8	1/10	1/12	
WATERTOWN/DODGE COUNTY	117"	87"	78"	60"	45"	39"	30"	24"	20"	15"	12"	10"	
Watertown Daily Times	\$1,400	\$1,15	\$955	\$815	\$610	\$530	\$430	\$345	\$300	\$225	\$185	\$155	\$16.00
Waterloo/Marshall Courier	\$1,485	\$1,180	\$1055	\$865	\$648	\$560	\$458	\$365	\$322	\$240	\$197	\$165	\$16.95
TimeSaver	\$1,400	\$1,155	\$955	\$815	\$610	\$530	\$430	\$345	\$300	\$225	\$185	\$155	\$16.00
*Add TimeSaver	\$700	\$550	\$500	\$405	\$305	\$265	\$215	\$170	\$150	\$112	\$90	\$78	\$8.00

FREQUENCY DISCOUNTS

Retail and Classified Display Advertising

Run the same ad within a 7-day period in additional publications or dates and receive these discounts:

retail & classified display	per column inch
2x	15%
3x	20%
4x	25%
5-9x	30%
10x	50%

All prices and rates include full color and digital enhancement at no additional cost.

SEO/Marketplace online charges

For all retail and classified display ads (excludes employment & auction), add:

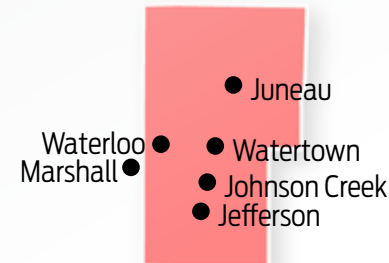
- \$5 per ad (1 inch - 12.75")
- \$15 per ad (13" - 117")

CLASSIFIED DISPLAY ADVERTISING RATES	PER COLUMN INCH
Watertown Daily Times	\$16.00
Waterloo/Marshall Courier	See page 9
TimeSaver	\$16.00
*Add TimeSaver	\$8.00



PUBLICATION AND DEADLINE SCHEDULE	PUBLICATIONS DAYS	DEADLINE
Watertown Daily Times	Mon.-Fri. except holidays	Noon, 2 business days prior
Waterloo/Marshall Courier	Thursday	Monday noon
TimeSaver	Saturday	Monday 5pm

Advance deadlines around holidays.



Eastern Dane County

Sun Prairie Star | Herald-Independent/McFarland Thistle | Cambridge News/Deerfield Independent | Waterloo/Marshall Courier | Hometown Advertiser

PUBLICATION RATES	DOMINANCE			IDENTITY			IMPRESSION				BRANDING		Non-Modular
	Full	3/4	2/3	1/2	3/8	1/3	1/4	1/5	1/6	1/8	1/10	1/12	
EASTERN DANE COUNTY	117"	87"	78"	60"	45"	39"	30"	24"	20"	15"	12"	10"	
Sun Prairie Star	\$1,750	\$1,390	\$1,245	\$1015	\$765	\$660	\$540	\$430	\$380	\$285	\$232	\$193	\$19.95
Herald-Independent/McFarland Thistle	\$1,575	\$1,250	\$1,120	\$915	\$685	\$595	\$485	\$385	\$340	\$255	\$210	\$175	\$17.95
Cambridge News/Deerfield Independent	\$1,485	\$1,180	\$1055	\$865	\$648	\$560	\$458	\$365	\$322	\$240	\$197	\$165	\$16.95
Waterloo/Marshall Courier	\$1,485	\$1,180	\$1055	\$865	\$648	\$560	\$458	\$365	\$322	\$240	\$197	\$165	\$16.95
Hometown Advertiser	\$1,400	\$1,155	\$955	\$815	\$610	\$530	\$430	\$345	\$300	\$225	\$185	\$155	\$16.00
*Add Hometown Advertiser	\$700	\$550	\$500	\$405	\$305	\$265	\$215	\$170	\$150	\$112	\$90	\$78	\$8.00

FREQUENCY DISCOUNTS

Retail and Classified Display Advertising

Run the same ad within a 7-day period in additional publications or dates and receive these discounts:

retail & classified display	per column inch
2x	15%
3x	20%
4x	25%
5-9x	30%
10x	50%

All prices and rates include full color and digital enhancement at no additional cost.

SEO/Marketplace online charges

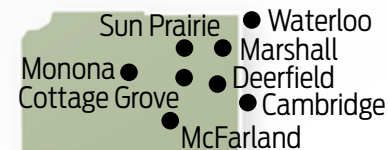
For all retail and classified display ads (excludes employment & auction), add:

- \$5 per ad (1 inch - 12.75")
- \$15 per ad (13" - 117")

CLASSIFIED DISPLAY ADVERTISING RATES	PER COLUMN INCH
Sun Prairie Star	\$14.75
Herald-Independent/McFarland/Waterloo	\$23.00
Cambridge News/Deerfield Independent & Lake Mills Leader	\$23.00
Hometown Advertiser	\$16.00
*Add Hometown Advertiser	\$8.00

PUBLICATION AND DEADLINE SCHEDULE	PUBLICATIONS DAYS	DEADLINE
Sun Prairie Star	Tuesday and Friday	Noon, Thurs. for Tues; Wed. for Fri.
Herald-Independent/McFarland Thistle	Thursday	Monday noon
Cambridge News/Deerfield Independent	Thursday	Monday noon
Waterloo/Marshall Courier	Thursday	Monday noon
Hometown Advertiser	Tuesday	Thursday noon

Advance deadlines around holidays.



Western Dane/Columbia Counties

DeForest Times-Tribune | Waunakee Tribune | Lodi Enterprise & Poynette Press | Hometown Shopper

PUBLICATION RATES	DOMINANCE			IDENTITY			IMPRESSION				BRANDING		Non-Modular
	Full	3/4	2/3	1/2	3/8	1/3	1/4	1/5	1/6	1/8	1/10	1/12	
WESTERN DANE/COLUMBIA COUNTIES	117"	87"	78"	60"	45"	39"	30"	24"	20"	15"	12"	10"	
DeForest Times-Tribune	\$1,575	\$1,250	\$1,120	\$915	\$685	\$595	\$485	\$385	\$340	\$255	\$210	\$175	\$17.95
Waunakee Tribune	\$1,575	\$1,250	\$1,120	\$915	\$685	\$595	\$485	\$385	\$340	\$255	\$210	\$175	\$17.95
Lodi Enterprise & Poynette Press	\$1,575	\$1,250	\$1,120	\$915	\$685	\$595	\$485	\$385	\$340	\$255	\$210	\$175	\$17.95
Hometown Shopper	\$1,400	\$1,115	\$995	\$815	\$610	\$530	\$430	\$345	\$300	\$225	\$185	\$155	\$16.00
*Add Hometown Shopper	\$700	\$550	\$500	\$405	\$305	\$265	\$215	\$170	\$150	\$112	\$90	\$78	\$8.00

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Waunakee Tribune	Thursday	Monday noon
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Hometown Shopper	Tuesday	Thursday noon

Advance deadlines around holidays.

