

MARKETING SOLUTIONS FOR SOUTHERN WISCONSIN

2022 Media Guide

Beloit Daily News | Stateline News
Cambridge News & Deerfield Independent
Daily Jefferson County Union | Union Extra
DeForest Times-Tribune
The Gazette | Janesville Messenger
Herald-Independent & McFarland Thistle
Hometown Advertiser
Hometown Shopper
Lake Mills Leader
Lodi Enterprise & Poynette Press
Milton Courier
Sun Prairie Star
Walworth County SmartShop
Waterloo-Marshall Courier
Watertown Daily Times | TimeSaver
Waunakee Tribune



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

NEWSPAPER | WEB | MOBILE | DIGITAL EDITIONS | E-NEWSLETTERS | MAGAZINES | CLASSIFIEDS | PREPRINTS | EVENTS | AND MORE

APG Media of Southern Wisconsin

provides news coverage to the communities in Columbia, Dane, Dodge, Green, Jefferson, Kenosha, Racine, Rock, Walworth Counties in Wisconsin and Winnebago County in Illinois. We publish four daily newspapers, eight weekly newspapers, one biweekly newspaper, seven free weekly advertising shoppers and sixteen newspaper websites.

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, leisure activities and advertising. 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



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Websites:

BeloitDailyNews.com
CambridgeENews.com
CourierENews.com
DailyUnion.com
DeForestTimes.com
GazetteXtra.com
Herald-Independent.com
HNGNews.com

LakeMillsLeader.com
LodiENews.com
McFarlandThistle.com
MiltonCourier.com
Poynettepress.com
SunPrairieStar.com
WaunakeeTribune.com
WDTimes.com

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, Sullivan, Palmyra

Zip codes: 53538, 53549, 53190, 53038, 53137, 53523, 53551, 53178, 53156

LAKE MILLS LEADER

Community: Lake Mills

Zip code: 53551

CAMBRIDGE NEWS & DEERFIELD INDEPENDENT

Communities: Cambridge, Deerfield

Zip codes: 53523, 53531

WATERTOWN DAILY TIMES & TIMESEVER

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

WATERLOO/MARSHALL COURIER

Communities: Waterloo, Marshall

Zip codes: 53594, 53559

HOMETOWN ADVERTISER

Communities: Sun Prairie, Deerfield, Marshall, Waterloo

Zip codes: 53590, 53531, 53559, 53594

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, Poyette, Arlington, Dane

Zip codes: 53555, 53955, 53911, 53529

HOMETOWN SHOPPER

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

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

MILTON COURIER

Communities: Milton, Janesville

Zip codes: 53563, 53546

THE GAZETTE

Communities: Afton, Albany, Avalon, Beloit, Brodhead, Clinton, Darien, Delavan, East Troy, Edgerton, Elkhorn, Evansville, Fontana, Footville, Fort Atkinson, Janesville, Lake Geneva, Milton, Orfordville, Palmyra, Sharon, Walworth, Whitewater, Williams Bay

Zip codes: 53501, 53502, 53505, 53511, 53520, 53525, 53114, 53115, 53120, 53534, 53121, 53536, 53125, 53537, 53538, 53545, 53546, 53548, 53147, 53563, 53576, 53156, 53585, 53184, 53190, 53191

JANESVILLE MESSENGER

Communities: Afton, Avalon, Brodhead, Edgerton, Footville, Janesville, Milton, Orfordville, Whitewater

Zip codes: 53501, 53505, 53520, 53534, 53537, 53545, 53546, 53548, 53563, 53576, 53190

WALWORTH COUNTY SMARTSHOP

Communities: Burlington, Delavan, Darien, Sharon, Elkhorn, Genoa City, Lake Geneva, Walworth, Fontana, Williams Bay, Whitewater

Zip codes: 53105, 53115, 53114, 53121, 53147, 53184, 53125, 53191, 53190

BELOIT DAILY NEWS

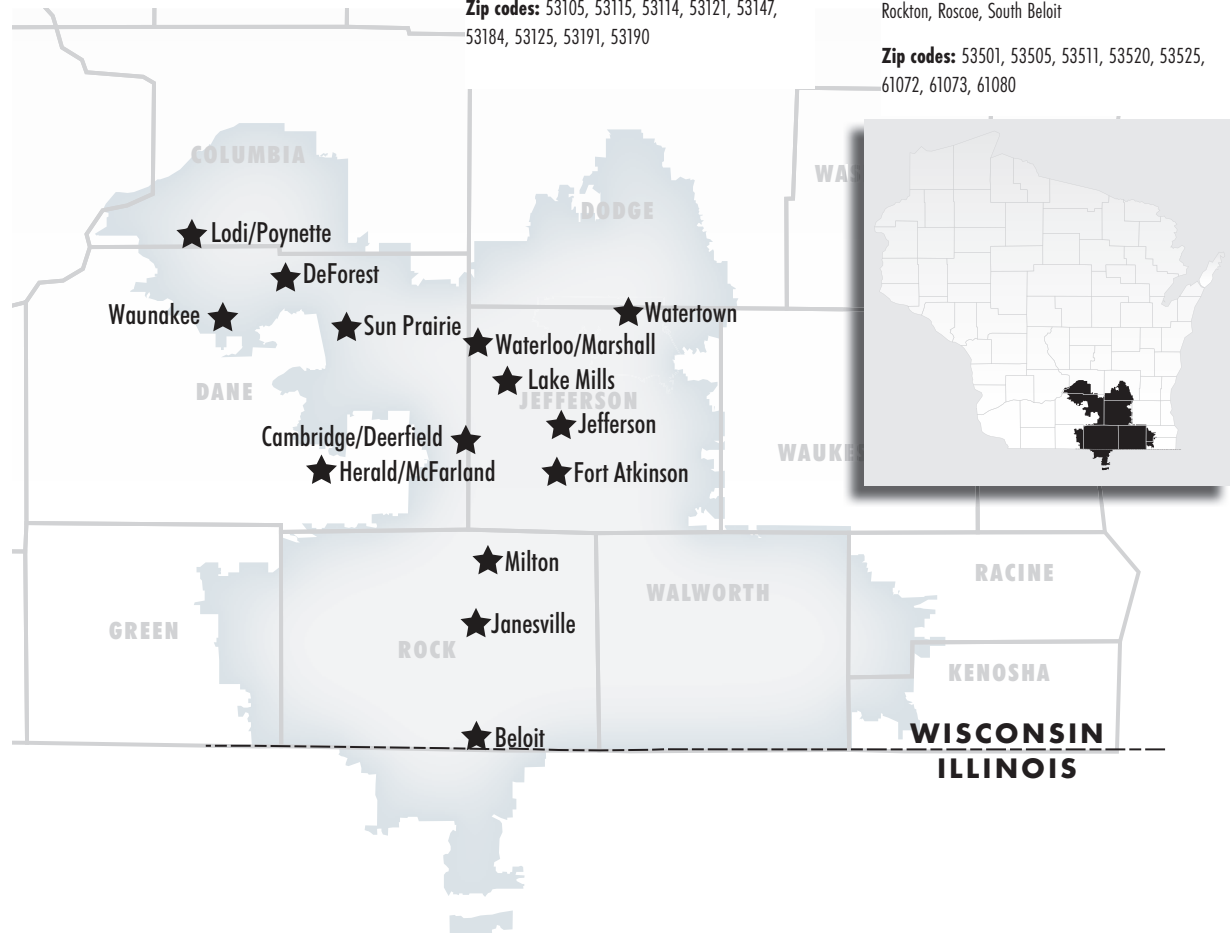
Communities: Afton, Avalon, Beloit, Brodhead, Clinton, Footville, Janesville, Loves Park, Machesney Park, Orfordville, Rockford, Rockton, Roscoe, South Beloit

Zip codes: 53501, 53505, 53511, 53520, 53525, 53537, 53545, 53546, 53548, 61111, 61115, 53576, 61108, 61114, 61072, 61073, 61080

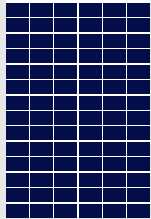
STATELINE NEWS

Communities: Afton, Avalon, Beloit, Brodhead, Clinton, Rockton, Roscoe, South Beloit

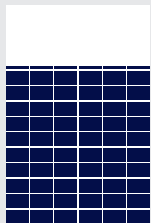
Zip codes: 53501, 53505, 53511, 53520, 53525, 61072, 61073, 61080



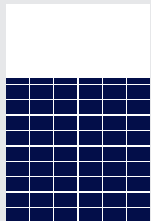
DOMINANCE



Full Page
6 col. x 13.75"
(9.25" x 13.75")

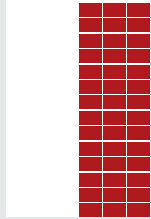


3/4 Page
6 col. x 10"
(9.25" x 10")

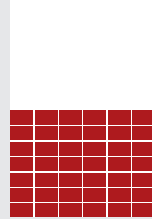


2/3 Horizontal
6 col. x 9.25"
(9.25" x 9.25")

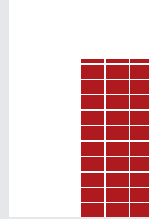
PRESENCE



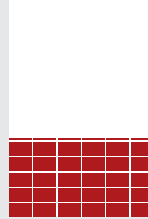
1/2 Vertical
3 col. x 13.75"
(4.5625" x 13.75")



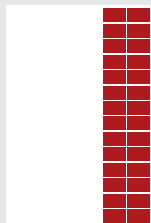
1/2 Horizontal
6 col. x 6.75"
(9.25" x 6.75")



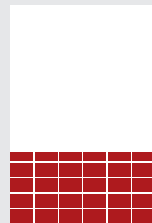
3/8 Vertical
3 col. x 10"
(4.5625" x 10")



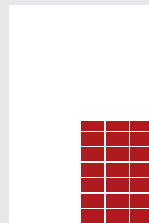
3/8 Horizontal
6 col. x 5"
(9.25" x 5")



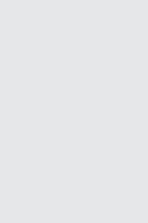
1/3 Vertical
2 col. x 13.75"
(3" x 13.75")



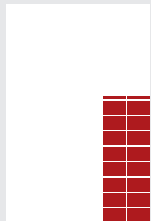
1/3 Horizontal
6 col. x 4.5"
(9.25" x 4.5")



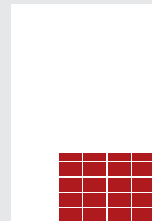
1/4 Vertical
3 col. x 6.75"
(4.5625" x 6.75")



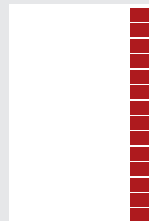
1/4 Horizontal
6 col. x 4.5"
(9.25" x 4.5")



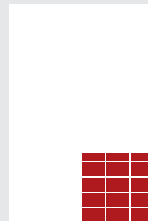
1/5 Vertical
2 col. x 8"
(3" x 8")



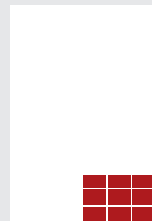
1/5 Horizontal
4 col. x 4"
(6.125" x 4")



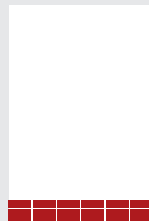
1/6 Vertical
1 col. x 13.75"
(1.4375" x 13.75")



1/6 Horizontal
3 col. x 4.5"
(4.5625" x 4.5")

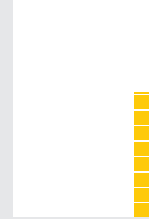


1/8 Vertical
3 col. x 3"
(4.5625" x 3")



1/8 Horizontal
6 col. x 1.5"
(9.25" x 1.5")

BRANDING



1/10 Vertical
1 col. x 8"
(1.4375" x 8")



1/10 Horizontal
2 col. x 4"
(3" x 4")



1/12 Vertical
1 col. x 6.5"
(1.4375" x 6.5")



1/12 Horizontal
2 col. x 3.25"
(3" x 3.25")

DOMINANCE

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

PRESENCE

Identity ads are designed to balance ample message space and optimize reach in a package that allows for greater frequency. Ideal for announcing events, branding, defining your market niche, small business announcements, health care and other economic, 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 repetitive branding efforts or single message call to action advertisements.

MECHANICALS

Columns	Inches
6	9.25
5	7.6875
4	6.125
3	4.5625
2	3.00
1	1.4375

	DOMINANCE			PRESENCE								BRANDING	Non-Modular Per Column Inch
Publications	Full	3/4	2/3	1/2	3/8	1/3	1/4	1/5	1/6	1/8	1/10	1/12	
Prices shown include modular discounts of:	25%	20%	20%	15%	15%	15%	10%	10%	5%	5%	3%	3%	
JEFFERSON/ROCK COUNTIES													
Daily Jefferson County Union	\$1,102	\$855	\$784	\$613	\$454	\$409	\$325	\$257	\$229	\$153	\$139	\$113	\$17.80
Lake Mills Leader	\$1,238	\$960	\$880	\$689	\$510	\$459	\$365	\$288	\$257	\$171	\$156	\$127	\$20.00
Milton Courier	\$1,099	\$852	\$781	\$612	\$453	\$408	\$324	\$256	\$228	\$152	\$138	\$112	\$17.75
Union Extra	\$1,102	\$855	\$784	\$613	\$454	\$409	\$325	\$257	\$229	\$153	\$139	\$113	\$17.80
*Add Union Extra (no additional discounts apply)	\$551	\$428	\$392	\$307	\$227	\$205	\$163	\$129	\$115	\$77	\$70	\$57	\$8.90
WATERTOWN/DODGE COUNTY													
Watertown Daily Times	\$1,102	\$855	\$784	\$613	\$454	\$409	\$325	\$257	\$229	\$153	\$139	\$113	\$17.80
TimeSaver	\$1,102	\$855	\$784	\$613	\$454	\$409	\$325	\$257	\$229	\$153	\$139	\$113	\$17.80
*Add TimeSaver (no additional discounts apply)	\$551	\$428	\$392	\$307	\$227	\$205	\$163	\$129	\$115	\$77	\$70	\$57	\$8.90
EASTERN DANE COUNTY													
Sun Prairie Star	\$1,377	\$1,068	\$979	\$766	\$568	\$511	\$406	\$321	\$286	\$191	\$173	\$141	\$22.25
Herald-Independent/McFarland Thistle	\$1,238	\$960	\$880	\$689	\$510	\$459	\$365	\$288	\$257	\$171	\$156	\$127	\$20.00
Cambridge News/Deerfield Independent	\$1,170	\$908	\$832	\$651	\$482	\$434	\$345	\$273	\$243	\$162	\$147	\$120	\$18.90
Waterloo/Marshall Courier	\$1,170	\$908	\$832	\$651	\$482	\$434	\$345	\$273	\$243	\$162	\$147	\$120	\$18.90
Hometown Advertiser	\$1,102	\$855	\$784	\$613	\$454	\$409	\$325	\$257	\$229	\$153	\$139	\$113	\$17.80
*Add Hometown Advertiser (no additional discounts apply)	\$551	\$428	\$392	\$307	\$227	\$205	\$163	\$129	\$115	\$77	\$70	\$57	\$8.90
WESTERN DANE/COLUMBIA COUNTIES													
DeForest Times-Tribune	\$1,238	\$960	\$880	\$689	\$510	\$459	\$365	\$288	\$257	\$171	\$156	\$127	\$20.00
Waunakee Tribune	\$1,238	\$960	\$880	\$689	\$510	\$459	\$365	\$288	\$257	\$171	\$156	\$127	\$20.00
Lodi Enterprise & Poynette Press	\$1,238	\$960	\$880	\$689	\$510	\$459	\$365	\$288	\$257	\$171	\$156	\$127	\$20.00
Hometown Shopper	\$1,238	\$960	\$880	\$689	\$510	\$459	\$365	\$288	\$257	\$171	\$156	\$127	\$20.00
*Add Hometown Shopper (no additional discounts apply)	\$551	\$428	\$392	\$307	\$227	\$205	\$163	\$129	\$115	\$77	\$70	\$57	\$8.90

Multiple Run Discounts

Retail and Classified Display Advertising

Run the same ad within a 7-day period in additional publications or dates and receive even greater discounts (discount applied to each ad run):

Retail & classified display	Additional discount
2x	15%
3x	20%
4x	25%
5-9x	30%
10x	50%

- Add one shopper to any newspaper ad buy within 7 days for additional discount (see chart). No other discounts apply.

- All prices and rates include full color and ad design.

- A one time digital enhancement business listing conversion fee is not included in prices. Applicable to each new creative.

Fee for ads up to 12.75 total column inches: \$7.00

Fee for ads over 13 total column inches: \$17.00

Church and Charity Rates

All houses of worship and charity organizations qualify for a 15% discount on any ad in a single publication. For multiple days and publications, use the Multi-Market and Frequency Discounts listed above. Church and Charity rates may not be combined with any other discounts.

	DOMINANCE			PRESENCE								BRANDING	Non-Modular Per Column Inch
Publications	Full	3/4	2/3	1/2	3/8	1/3	1/4	1/5	1/6	1/8	1/10	1/12	
Prices shown include modular discounts of:	25%	20%	20%	15%	15%	15%	10%	10%	5%	5%	3%	3%	
NORTHERN ROCK/WALWORTH COUNTIES													
Janesville Gazette	\$1,838	\$1,426	\$1,307	\$1,023	\$758	\$682	\$542	\$428	\$381	\$254	\$231	\$188	\$29.70
Janesville Messenger	\$1,281	\$994	\$911	\$713	\$528	\$476	\$378	\$299	\$266	\$177	\$161	\$131	\$20.70
*Add Janesville Messenger (no additional discounts apply)	\$641	\$497	\$456	\$357	\$264	\$238	\$189	\$150	\$133	\$89	\$81	\$66	\$10.35
Milton Courier	\$1,099	\$852	\$781	\$612	\$453	\$408	\$324	\$256	\$228	\$152	\$138	\$112	\$17.75
Walworth County SmartShop	\$1,640	\$1,272	\$1,166	\$913	\$676	\$609	\$483	\$382	\$340	\$227	\$206	\$168	\$26.50
*Add Walworth County SmartShop (no additional discounts apply)	\$820	\$636	\$583	\$457	\$338	\$305	\$242	\$191	\$170	\$114	\$103	\$84	\$13.25
SOUTHERN ROCK/WALWORTH COUNTIES/NORTHERN ILLINOIS													
Beloit Daily News	\$1,281	\$994	\$911	\$713	\$528	\$476	\$378	\$299	\$266	\$177	\$161	\$131	\$20.70
Stateline News	\$1,281	\$994	\$911	\$713	\$528	\$476	\$378	\$299	\$266	\$177	\$161	\$131	\$20.70
*Add Stateline News (no additional discounts apply)	\$641	\$497	\$456	\$357	\$264	\$238	\$189	\$150	\$133	\$89	\$81	\$66	\$10.35
Walworth County SmartShop	\$1,640	\$1,272	\$1,166	\$913	\$676	\$609	\$483	\$382	\$340	\$227	\$206	\$168	\$26.50
*Add Walworth County SmartShop (no additional discounts apply)	\$820	\$636	\$583	\$457	\$338	\$305	\$242	\$191	\$170	\$114	\$103	\$84	\$13.25

Multiple Run Discounts Retail and Classified Display Advertising

Run the same ad within a 7-day period in additional publications or dates and receive even greater discounts (discount applied to each ad run):

Retail & classified display	Additional discount
2x	15%
3x	20%
4x	25%
5-9x	30%
10x	50%

- Add one shopper to any newspaper ad buy within 7 days for additional discount (see chart). No other discounts apply.
- All prices and rates include full color and ad design.
- A one time digital enhancement business listing conversion fee is not included in prices. Applicable to each new creative.

Fee for ads up to 12.75 total column inches: \$7.00
Fee for ads over 13 total column inches: \$17.00

Church and Charity Rates

All houses of worship and charity organizations qualify for a 15% discount on any ad in a single publication. For multiple days and publications, use the Multi-Market and Frequency Discounts listed above. Church and Charity rates may not be combined with any other discounts.

	DOMINANCE			PRESENCE								BRANDING	
Publications	Full	3/4	2/3	1/2	3/8	1/3	1/4	1/5	1/6	1/8	1/10	1/12	Non-Modular
Prices shown include modular discounts of:	25%	20%	20%	15%	15%	15%	10%	10%	5%	5%	3%	3%	Per Column Inch
Daily Jefferson County Union	\$1,102	\$855	\$784	\$613	\$454	\$409	\$325	\$257	\$229	\$153	\$139	\$113	\$17.80
Lake Mills Leader	\$1,238	\$960	\$880	\$689	\$510	\$459	\$365	\$288	\$257	\$171	\$156	\$127	\$20.00
Milton Courier	\$1,099	\$852	\$781	\$612	\$453	\$408	\$324	\$256	\$228	\$152	\$138	\$112	\$17.75
Union Extra	\$1,102	\$855	\$784	\$613	\$454	\$409	\$325	\$257	\$229	\$153	\$139	\$113	\$17.80
*Add Union Extra (no additional discounts apply)	\$551	\$428	\$392	\$307	\$227	\$205	\$163	\$129	\$115	\$77	\$70	\$57	\$8.90

Multiple Run Discounts

Retail and Classified Display Advertising

Run the same ad within a 7-day period in additional publications or dates and receive even greater discounts (discount applied to each ad run):

Retail & classified display	Additional discount
2x	15%
3x	20%
4x	25%
5-9x	30%
10x	50%

- Add one shopper to any newspaper ad buy within 7 days for additional discount (see chart). No other discounts apply.

- All prices and rates include full color and ad design.

- A one time digital enhancement business listing conversion fee is not included in prices. Applicable to each new creative.

Fee for ads up to 12.75 total column inches: \$7.00

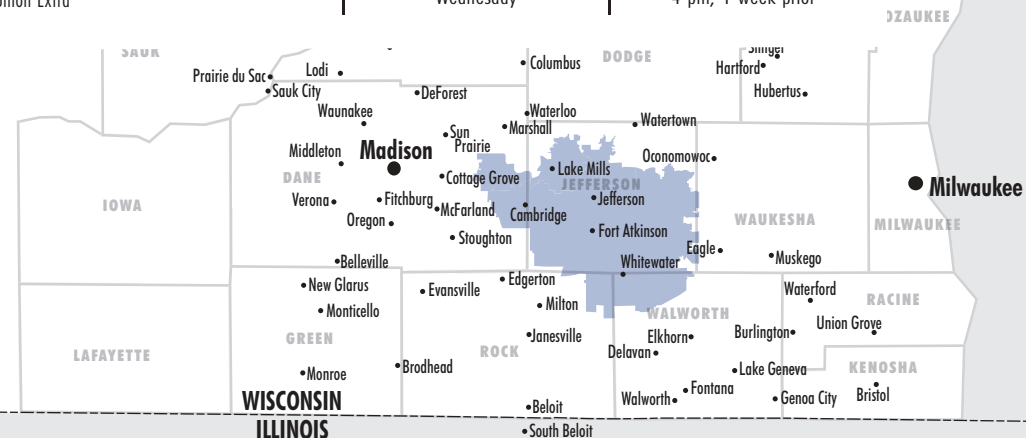
Fee for ads over 13 total column inches: \$17.00

CLASSIFIED DISPLAY ADVERTISING RATES	PER COLUMN INCH
Daily Jefferson County Union	\$17.80
Lake Mills Leader	\$26.80
Milton Courier	\$17.25
Union Extra	\$17.80
*Add Union Extra	\$ 8.90

PUBLICATION AND DEADLINE SCHEDULE	PUBLICATIONS DAYS	SCHEDULE DEADLINE
Daily Jefferson County Union	Mon.-Fri. except holidays	4 pm, 2 business days prior
Lake Mills Leader & Cambridge News/Deerfield Independent	Thursday	Noon, Monday
Milton Courier	Friday	Noon, Monday
Union Extra	Wednesday	4 pm, 1 week prior

Church and Charity Rates

All houses of worship and charity organizations qualify for a 15% discount on any ad in a single publication. For multiple days and publications, use the Multi-Market and Frequency Discounts listed above. Church and Charity rates may not be combined with any other discounts.



	DOMINANCE			PRESENCE								BRANDING		
Publications	Full	3/4	2/3	1/2	3/8	1/3	1/4	1/5	1/6	1/8	1/10	1/12	Non-Modular	
Prices shown include modular discounts of:	25%	20%	20%	15%	15%	15%	10%	10%	5%	5%	3%	3%	Per Column Inch	
Watertown Daily Times	\$1,102	\$855	\$784	\$613	\$454	\$409	\$325	\$257	\$229	\$153	\$139	\$113	\$17.80	
TimeSaver	\$1,102	\$855	\$784	\$613	\$454	\$409	\$325	\$257	\$229	\$153	\$139	\$113	\$17.80	
*Add TimeSaver (no additional discounts apply)	\$551	\$428	\$392	\$307	\$227	\$205	\$163	\$129	\$115	\$77	\$70	\$57	\$8.90	

Multiple Run Discounts

Retail and Classified Display Advertising

Run the same ad within a 7-day period in additional publications or dates and receive even greater discounts (discount applied to each ad run):

Retail & classified display	Additional discount
2x	15%
3x	20%
4x	25%
5-9x	30%
10x	50%

- Add one shopper to any newspaper ad buy within 7 days for additional discount (see chart). No other discounts apply.
- All prices and rates include full color and ad design.
- A one time digital enhancement business listing conversion fee is not included in prices. Applicable to each new creative.

Fee for ads up to 12.75 total column inches: \$7.00
Fee for ads over 13 total column inches: \$17.00

Church and Charity Rates

All houses of worship and charity organizations qualify for a 15% discount on any ad in a single publication. For multiple days and publications, use the Multi-Market and Frequency Discounts listed above. Church and Charity rates may not be combined with any other discounts.

CLASSIFIED DISPLAY ADVERTISING RATES	PER COLUMN INCH
Watertown Daily Times	\$17.80
TimeSaver	\$17.80
*Add TimeSaver	\$ 8.90

PUBLICATION AND DEADLINE SCHEDULE	PUBLICATIONS DAYS	SCHEDULE DEADLINE
Watertown Daily Times	Mon.-Fri. except holidays	4 pm, 2 business days prior
TimeSaver	Saturday	4 pm, Monday prior



	DOMINANCE			PRESENCE								BRANDING	
Publications	Full	3/4	2/3	1/2	3/8	1/3	1/4	1/5	1/6	1/8	1/10	1/12	Non-Modular
Prices shown include modular discounts of:	25%	20%	20%	15%	15%	15%	10%	10%	5%	5%	3%	3%	Per Column Inch
Sun Prairie Star	\$1,377	\$1,068	\$979	\$766	\$568	\$511	\$406	\$321	\$286	\$191	\$173	\$141	\$22.25
Herald-Independent/McFarland Thistle	\$1,238	\$960	\$880	\$689	\$510	\$459	\$365	\$288	\$257	\$171	\$156	\$127	\$20.00
Cambridge News/Deerfield Independent	\$1,170	\$908	\$832	\$651	\$482	\$434	\$345	\$273	\$243	\$162	\$147	\$120	\$18.90
Waterloo/Marshall Courier	\$1,170	\$908	\$832	\$651	\$482	\$434	\$345	\$273	\$243	\$162	\$147	\$120	\$18.90
Hometown Advertiser	\$1,102	\$855	\$784	\$613	\$454	\$409	\$325	\$257	\$229	\$153	\$139	\$113	\$17.80
*Add Hometown Advertiser (no additional discounts apply)	\$551	\$428	\$392	\$307	\$227	\$205	\$163	\$129	\$115	\$77	\$70	\$57	\$8.90

Multiple Run Discounts

Retail and Classified Display Advertising

Run the same ad within a 7-day period in additional publications or dates and receive even greater discounts (discount applied to each ad run):

Retail & classified display	Additional discount
2x	15%
3x	20%
4x	25%
5-9x	30%
10x	50%

- Add one shopper to any newspaper ad buy within 7 days for additional discount (see chart). No other discounts apply.
- All prices and rates include full color and ad design.
- A one time digital enhancement business listing conversion fee is not included in prices. Applicable to each new creative.

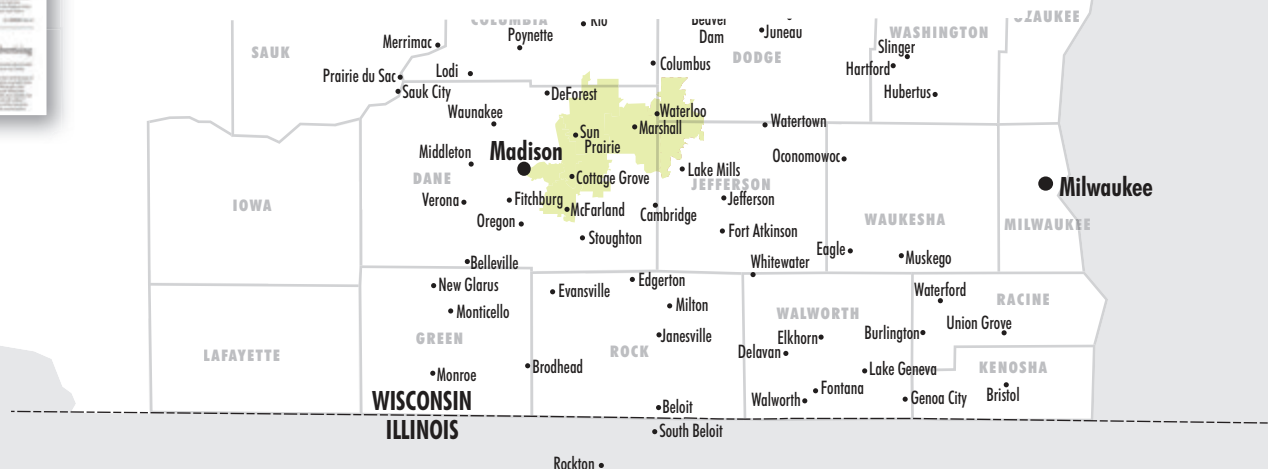
Fee for ads up to 12.75 total column inches: \$7.00
Fee for ads over 13 total column inches: \$17.00

CLASSIFIED DISPLAY ADVERTISING RATES	PER COLUMN INCH
Sun Prairie Star	\$17.25
Herald-Independent/McFarland/Waterloo	\$26.80
Cambridge News/Deerfield Independent & Lake Mills Leader	\$26.80
Waterloo/Marshall Courier	\$26.80
Hometown Advertiser	\$17.80
*Add Hometown Advertiser	\$ 8.90

PUBLICATION AND DEADLINE SCHEDULE	PUBLICATIONS DAYS	SCHEDULE DEADLINE
Sun Prairie Star	Friday	Noon, Wednesday
Herald-Independent/McFarland Thistle	Thursday	Noon, Monday
Cambridge News/Deerfield Independent	Thursday	Noon, Monday
Waterloo/Marshall Courier	Thursday	Noon, Monday
Hometown Advertiser	Tuesday	9 am, Thursday

Church and Charity Rates

All houses of worship and charity organizations qualify for a 15% discount on any ad in a single publication. For multiple days and publications, use the Multi-Market and Frequency Discounts listed above. Church and Charity rates may not be combined with any other discounts.



	DOMINANCE			PRESENCE								BRANDING	
Publications	Full	3/4	2/3	1/2	3/8	1/3	1/4	1/5	1/6	1/8	1/10	1/12	Non-Modular
Prices shown include modular discounts of:	25%	20%	20%	15%	15%	15%	10%	10%	5%	5%	3%	3%	Per Column Inch
DeForest Times-Tribune	\$1,238	\$960	\$880	\$689	\$510	\$459	\$365	\$288	\$257	\$171	\$156	\$127	\$20.00
Waunakee Tribune	\$1,238	\$960	\$880	\$689	\$510	\$459	\$365	\$288	\$257	\$171	\$156	\$127	\$20.00
Lodi Enterprise & Poynette Press	\$1,238	\$960	\$880	\$689	\$510	\$459	\$365	\$288	\$257	\$171	\$156	\$127	\$20.00
Hometown Shopper	\$1,238	\$960	\$880	\$689	\$510	\$459	\$365	\$288	\$257	\$171	\$156	\$127	\$20.00
*Add Hometown Shopper (no additional discounts apply)	\$551	\$428	\$392	\$307	\$227	\$205	\$163	\$129	\$115	\$77	\$70	\$57	\$8.90

Multiple Run Discounts

Retail and Classified Display Advertising

Run the same ad within a 7-day period in additional publications or dates and receive even greater discounts (discount applied to each ad run):

Retail & classified display	Additional discount
2x	15%
3x	20%
4x	25%
5-9x	30%
10x	50%

- Add one shopper to any newspaper ad buy within 7 days for additional discount (see chart). No other discounts apply.
- All prices and rates include full color and ad design.
- A one time digital enhancement business listing conversion fee is not included in prices. Applicable to each new creative.

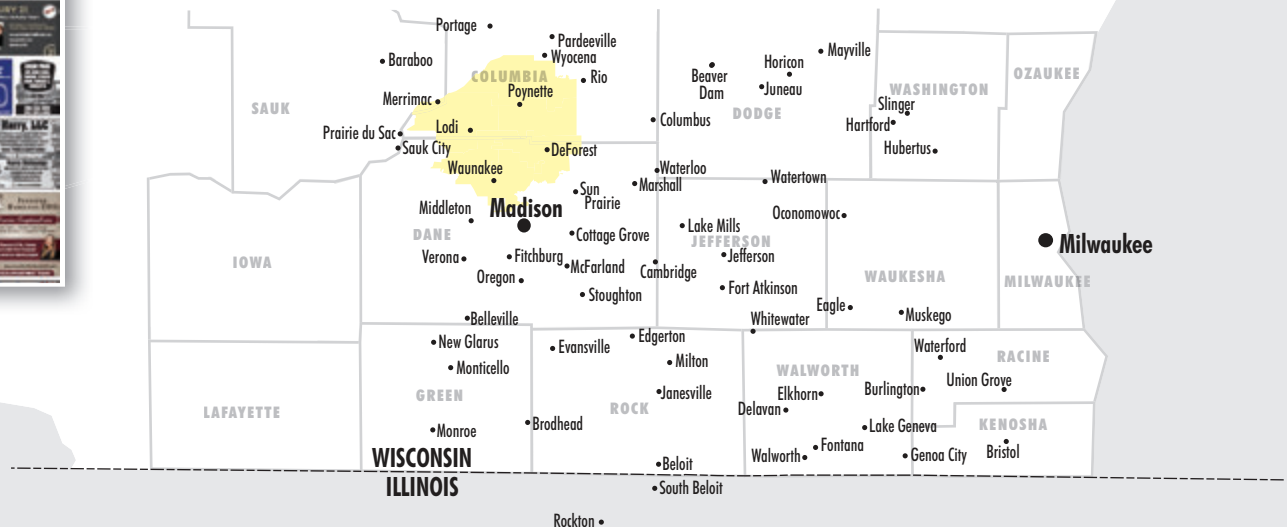
Fee for ads up to 12.75 total column inches: \$7.00
Fee for ads over 13 total column inches: \$17.00

CLASSIFIED DISPLAY ADVERTISING RATES	PER COLUMN INCH
DeForest Times-Tribune	\$17.25
Waunakee Tribune	\$17.25
Lodi Enterprise & Poynette Press	\$17.25
Hometown Shopper	\$17.80
*Add Hometown Shopper	\$ 8.90

PUBLICATION AND DEADLINE SCHEDULE	PUBLICATIONS DAYS	SCHEDULE DEADLINE
DeForest Times-Tribune	Friday	Noon, Monday
Waunakee Tribune	Friday	Noon, Monday
Lodi Enterprise & Poynette Press	Friday	Noon, Monday
Hometown Shopper	Tuesday	9 am, Thursday

Church and Charity Rates

All houses of worship and charity organizations qualify for a 15% discount on any ad in a single publication. For multiple days and publications, use the Multi-Market and Frequency Discounts listed above. Church and Charity rates may not be combined with any other discounts.



	DOMINANCE			PRESENCE							BRANDING		
Publications	Full	3/4	2/3	1/2	3/8	1/3	1/4	1/5	1/6	1/8	1/10	1/12	Non-Modular
Prices shown include modular discounts of:	25%	20%	20%	15%	15%	15%	10%	10%	5%	5%	3%	3%	Per Column Inch
The Gazette	\$1,838	\$1,426	\$1,307	\$1,023	\$758	\$682	\$542	\$428	\$381	\$254	\$231	\$188	\$29.70
Janesville Messenger	\$1,281	\$994	\$911	\$713	\$528	\$476	\$378	\$299	\$266	\$177	\$161	\$131	\$20.70
*Add Janesville Messenger (no additional discounts apply)	\$641	\$497	\$456	\$357	\$264	\$238	\$189	\$150	\$133	\$89	\$81	\$66	\$10.35
Milton Courier	\$1,099	\$852	\$781	\$612	\$453	\$408	\$324	\$256	\$228	\$152	\$138	\$112	\$17.75
Walworth County SmartShop	\$1,640	\$1,272	\$1,166	\$913	\$676	\$609	\$483	\$382	\$340	\$227	\$206	\$168	\$26.50
*Add Walworth County SmartShop (no additional discounts apply)	\$820	\$636	\$583	\$457	\$338	\$305	\$242	\$191	\$170	\$114	\$103	\$84	\$13.25

Multiple Run Discounts

Retail and Classified Display Advertising

Run the same ad within a 7-day period in additional publications or dates and receive even greater discounts (discount applied to each ad run):

Retail & classified display	Additional discount
2x	15%
3x	20%
4x	25%
5-9x	30%
10x	50%

- Add one shopper to any newspaper ad buy within 7 days for additional discount (see chart). No other discounts apply.

- All prices and rates include full color and ad design.

- A one time digital enhancement business listing conversion fee is not included in prices. Applicable to each new creative.

Fee for ads up to 12.75 total column inches: \$7.00

Fee for ads over 13 total column inches: \$17.00

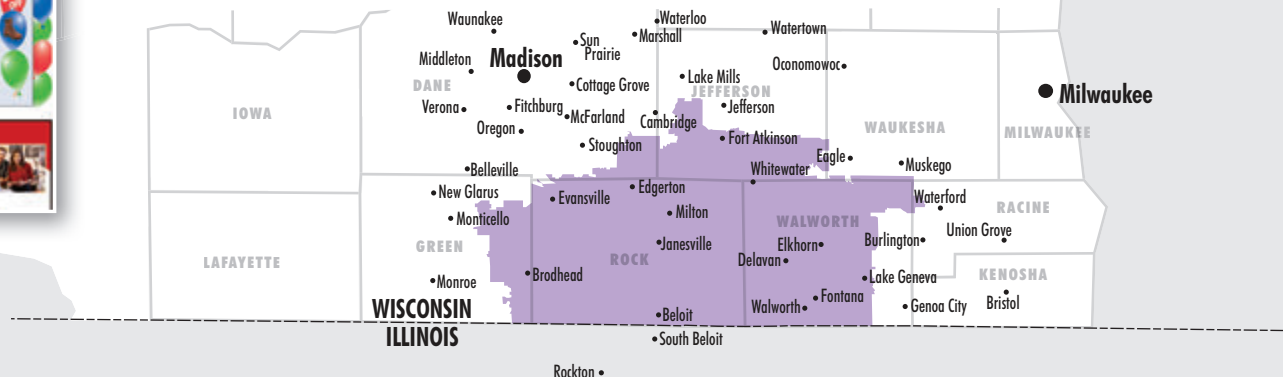
CLASSIFIED DISPLAY ADVERTISING RATES	PER COLUMN INCH
The Gazette	\$29.70
Milton Courier	\$17.75
Janesville Messenger	\$20.70
*Add Janesville Messenger	\$10.35
Walworth County SmartShop	\$26.50
*Add Walworth County SmartShop	\$13.25



PUBLICATION AND DEADLINE SCHEDULE	PUBLICATIONS DAYS	SCHEDULE DEADLINE
The Gazette	Mon.-Fri. except holidays	M-Thr: 3 pm, 2 business days prior F: 3 pm, 3 business days prior
Milton Courier	Friday	Noon, Monday
Janesville Messenger	Wednesday	10 am, Thursday prior
Walworth County SmartShop	Wednesday	10 am, Thursday prior

Church and Charity Rates

All houses of worship and charity organizations qualify for a 15% discount on any ad in a single publication. For multiple days and publications, use the Multi-Market and Frequency Discounts listed above. Church and Charity rates may not be combined with any other discounts.



	DOMINANCE			PRESENCE								BRANDING		
Publications	Full	3/4	2/3	1/2	3/8	1/3	1/4	1/5	1/6	1/8	1/10	1/12	Non-Modular	
Prices shown include modular discounts of:	25%	20%	20%	15%	15%	15%	10%	10%	5%	5%	3%	3%	Per Column Inch	
Beloit Daily News	\$1,281	\$994	\$911	\$713	\$528	\$476	\$378	\$299	\$266	\$177	\$161	\$131	\$20.70	
Stateline News	\$1,281	\$994	\$911	\$713	\$528	\$476	\$378	\$299	\$266	\$177	\$161	\$131	\$20.70	
*Add Stateline News (no additional discounts apply)	\$641	\$497	\$456	\$357	\$264	\$238	\$189	\$150	\$133	\$89	\$81	\$66	\$10.35	
Walworth County SmartShop	\$1,640	\$1,272	\$1,166	\$913	\$676	\$609	\$483	\$382	\$340	\$227	\$206	\$168	\$26.50	
*Add Walworth County SmartShop (no additional discounts apply)	\$820	\$636	\$583	\$457	\$338	\$305	\$242	\$191	\$170	\$114	\$103	\$84	\$13.25	

Multiple Run Discounts

Retail and Classified Display Advertising

Run the same ad within a 7-day period in additional publications or dates and receive even greater discounts (discount applied to each ad run):

Retail & classified display	Additional discount
2x	15%
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4x	25%
5-9x	30%
10x	50%

- Add one shopper to any newspaper ad buy within 7 days for additional discount (see chart). No other discounts apply.
- All prices and rates include full color and ad design.
- A one time digital enhancement business listing conversion fee is not included in prices. Applicable to each new creative.

Fee for ads up to 12.75 total column inches: \$7.00
Fee for ads over 13 total column inches: \$17.00

CLASSIFIED DISPLAY ADVERTISING RATES	PER COLUMN INCH
Beloit Daily News	\$20.70
Stateline News	\$20.70
*Add Stateline News	\$10.35
Walworth County SmartShop	\$26.50
*Add Walworth County SmartShop	\$13.25

PUBLICATION AND DEADLINE SCHEDULE	PUBLICATIONS DAYS	SCHEDULE DEADLINE
Beloit Daily News	Mon.-Fri. except holidays	4 pm, 3 business days prior
Stateline News	Wednesday	10 am, Thursday prior
Walworth County SmartShop	Wednesday	10 am, Thursday prior



Publication	ALL RATES PER THOUSAND									
	Single Sheet	4	8	12	16	20	24	28	32	36
JEFFERSON/ROCK COUNTIES										
Daily Jefferson County Union	\$48.00	\$58.00	\$58.00	\$58.00	\$58.00	\$58.00	\$58.00	\$62.00	\$62.00	\$70.00
Lake Mills Leader	\$68.00	\$72.00	\$72.00	\$72.00	\$72.00	\$72.00	\$72.00	\$76.00	\$76.00	\$84.00
Cambridge News/Deerfield Independent	\$68.00	\$72.00	\$72.00	\$72.00	\$72.00	\$72.00	\$72.00	\$76.00	\$76.00	\$84.00
Milton Courier	\$68.00	\$72.00	\$72.00	\$72.00	\$72.00	\$72.00	\$72.00	\$76.00	\$76.00	\$84.00
Union Extra	\$48.00	\$58.00	\$58.00	\$58.00	\$58.00	\$58.00	\$58.00	\$62.00	\$62.00	\$70.00
WATERTOWN/DODGE COUNTY										
Watertown Daily Times	\$48.00	\$58.00	\$58.00	\$58.00	\$58.00	\$58.00	\$58.00	\$62.00	\$62.00	\$70.00
TimeSaver	\$48.00	\$58.00	\$58.00	\$58.00	\$58.00	\$58.00	\$58.00	\$62.00	\$62.00	\$70.00
EASTERN DANE COUNTY										
Sun Prairie Star	\$68.00	\$72.00	\$72.00	\$72.00	\$72.00	\$72.00	\$72.00	\$76.00	\$76.00	\$84.00
Herald-Independent/McFarland Thistle	\$68.00	\$72.00	\$72.00	\$72.00	\$72.00	\$72.00	\$72.00	\$76.00	\$76.00	\$84.00
Cambridge News/Deerfield Independent	\$68.00	\$72.00	\$72.00	\$72.00	\$72.00	\$72.00	\$72.00	\$76.00	\$76.00	\$84.00
Waterloo/Marshall Courier	\$68.00	\$72.00	\$72.00	\$72.00	\$72.00	\$72.00	\$72.00	\$76.00	\$76.00	\$84.00
Hometown Advertiser	\$48.00	\$58.00	\$58.00	\$58.00	\$58.00	\$58.00	\$58.00	\$62.00	\$62.00	\$70.00
WESTERN DANE/COLUMBIA COUNTIES										
DeForest Times-Tribune	\$68.00	\$72.00	\$72.00	\$72.00	\$72.00	\$72.00	\$72.00	\$76.00	\$76.00	\$84.00
Waunakee Tribune	\$68.00	\$72.00	\$72.00	\$72.00	\$72.00	\$72.00	\$72.00	\$76.00	\$76.00	\$84.00
Lodi Enterprise & Poynette Press	\$68.00	\$72.00	\$72.00	\$72.00	\$72.00	\$72.00	\$72.00	\$76.00	\$76.00	\$84.00
Hometown Shopper	\$48.00	\$58.00	\$58.00	\$58.00	\$58.00	\$58.00	\$58.00	\$62.00	\$62.00	\$70.00
NORTHERN ROCK/WALWORTH COUNTIES										
Janesville Gazette	\$58.25	\$74.25	\$74.25	\$86.00	\$93.25	\$101.75	\$110.25	\$117.75	\$126.25	\$126.25
Janesville Messenger	\$47.75	\$63.50	\$63.50	\$75.25	\$82.75	\$91.25	\$99.75	\$107.00	\$115.50	\$115.50
Milton Courier	\$68.00	\$72.00	\$72.00	\$72.00	\$72.00	\$72.00	\$72.00	\$76.00	\$76.00	\$84.00
Walworth County SmartShop	\$47.75	\$63.50	\$63.50	\$75.25	\$82.75	\$91.25	\$99.75	\$107.00	\$115.50	\$115.50
SOUTHERN ROCK/WALWORTH COUNTIES/NORTHERN ILLINOIS										
Beloit Daily News	\$64.75	\$72.00	\$73.25	\$74.25	\$75.25	\$76.25	\$77.25	\$78.50	\$79.50	\$80.50
Stateline News	\$47.75	\$63.50	\$63.50	\$75.25	\$82.75	\$91.25	\$99.75	\$107.00	\$115.50	\$115.50
Walworth County SmartShop	\$47.75	\$63.50	\$63.50	\$75.25	\$82.75	\$91.25	\$99.75	\$107.00	\$115.50	\$115.50

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 size: 10" x 11"

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.

Website Banners

Run-of-Site - All positions, All devices.....	\$8.50 CPM
Home Page - All positions, All devices.....	\$13.50 CPM
Home Page Takeover - All positions, All devices	\$1,000.00

Search Engine Optimization (12 month minimum)

One Location and 6 Keywords.....	\$723.50/month
Two Locations and 10 Keywords	\$1,230.00/month
Three Locations and 20 Keywords.....	\$1,953.50/month
Four Locations and 30 Keywords.....	\$2,590.00/month
Custom.....	Call for Pricing

Targeted Banner Ads

Behavioral, Contextual & Search Retargeting on a Network of Premium Websites.....	\$12.00 CPM
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Programmatic Audio

Technology to automate the selling and insertion of ads in audio content like podcasts, digital radio and music-streaming services.....	\$30.00-50.00 CPM
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E-mail Marketing

Setup	\$300.00
Up to 30K addresses	\$700.00
Each additional 1K addresses.....	\$25.00

Online Video

Youtube	\$50.00 CPM
Over the Top (OTT).....	\$50.00 CPM

Social Media Advertising

Reach Impressions Based Only.....	\$11.25 CPM
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Search Engine Marketing/PPC (6 month minimum)

Click Budget plus 30% management fee

Impact Ad

Dropdown, Run of Site.	\$25.00 CPM
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Digital Bundle Features

	Listing Management *	Basic Bundle (JVG Only)	Start Up Digital Bundle	Essential Digital Bundle	Premium Digital Bundle	Professional Digital Bundle	Social Media Digital Bundle
First Month	\$81.36	\$120.31	\$247.25	\$352.98	\$517.55	\$753.66	\$380.81
Monthly Investment			\$129.32	\$235.06	\$399.62	\$635.74	\$380.81
Facebook Page Management				X	X	X	X
Establish and optimize page				X	X	X	X
Digital Update Email on 2nd & 4th Tuesday of the Month				X	X	X	X
Up to 2 Facebook updates per month				X			
Up to 4 Facebook updates per month					X		
Up to 8 Facebook posts per month						X	X
Full Service Digital Marketing							
Monthly Marketing Strategy Meeting						X	X
Up to 8 Custom Facebook Post Development						X	X
Website + Hosting							
Professional Copywriting			X	X	X	X	X
1 Page Mobile Optimized Website + Hosting			X	X			
Up to 4 Page Mobile Optimized Website + Hosting					X		
Up to 6 Page Mobile Optimized Website + Hosting						X	

Web Display Ad Sizes

Ad Name	Dimensions (pixel x pixel)	Max File Size	File Type
Standard Campaign:			
Summit-desktop	728 x 90	39k	GIF and/or JPG back up
Summit-mobile	320 x 50	39k	JPG only
Cube	300 x 250	39k	GIF and/or JPG back up
Homepage Takeover - All Standard sizes and:			
Dropdown-desktop	1900 x 595	39k	GIF and/or JPG back up
Dropdown-mobile	800 x 250	39k	GIF and/or JPG back up
Cube-Optional	300 x 600	39k	GIF and/or JPG back up
Retargeting:			
Summit-desktop	728 x 90	39k	JPG only
Summit-mobile	320 x 50	39k	JPG only
Cube	300 x 250	39k	JPG only
Tower	160 x 600	39k	JPG only
Impact:			
Dropdown-desktop	1900 x 595	900k	GIF and/or JPG back up
Dropdown-mobile	800 x 250	400k	GIF and/or JPG back up