

RATE CARD



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The Pierce County Journal

The Pierce County Journal is published weekly on Thursday, 52 weeks a year. We are the official newspaper for the City of River Falls, City of Prescott, Village of Ellsworth, Village of Maiden Rock, Village of Bay City, School District of Prescott, School District of Ellsworth, Town of Clifton, Town of Diamond Bluff, Town of El Paso, Town of Martell, Town of River Falls, Town of Trimble, Town of Isabelle, Town of Salem and Town of Rock Elm. The Pierce County Journal is the legal newspaper of record for Pierce County.

Display Advertising

Open Rate per column inch \$9.95
 column inch is 1.715" wide by 1" high

Pricing is Per Paper

Book four or more weeks of the same ad and save 10% after the first week!

Standard Sizes

3 columns by 3 inches	\$89.55
1/8 of a Page : 3 columns by 5 inches	\$149.25
Quarter Page: 3 columns by 10 inches	\$295.00*
Quarter Page: 4 columns by 7.5 inches	\$295.00*
Quarter Page: 6 columns by 5 inches	\$295.00*
Half Page: 6 columns by 10.5 inches	\$595.00*
Half Page: 3 columns by 21 inches	\$595.00*
Full Page: 6 columns by 21 inches	\$995.00*

Front or Back Page Ads

Top Right of the Front Page - 2 inches by 3 inches	\$75.00
Side of Page : 1 column by 10 inches	\$140.00
Bottom or Top of Page Banner: 6 column by 2.5 inches	\$225.00

Business & Service Directory

Runs in your choice of TWO papers:
 Pierce County, Hastings or Cottage Grove!

2 columns by 2 inches	\$25
2 columns by 3 inches	\$35

Pick up or Combination Rates

Call for more information

Color

Add full color to your advertising! \$125 additional per ad.

Inserts

Standard Flyer, Full Run (Per Publication)	\$195
Larger Size: Call for Rates and Information	

Mechanical Information

1 column width.....	1.715 inches
2 column width.....	3.54 inches
3 column width.....	5.4 inches
4 column width.....	7.27 inches
5 column width.....	9.13 inches
6 column width.....	11 inches

Contract Rates

Contract rates are available for frequent advertising. Save up to 25%! Call us!