

Advertising Column Inches

Advisor, The Democrat Tribune & Pecatonica Valley Leader Tabloid - 5 Columns

- 1 Column - 2 Inches
- 2 Columns - 4.25 Inches
- 3 Columns - 6.44 Inches
- 4 Columns - 8.5 Inches
- 5 Columns - 10.75 Inches

The Dodgeville Chronicle Broad Sheet - 6 Columns

- 1 Column - 2 Inches
- 2 Columns - 4.25 Inches
- 3 Columns - 6.44 Inches
- 4 Columns - 8.5 Inches
- 5 Columns - 10.75 Inches
- 6 Columns - 13

INSERTS

Ad-Visor

6.5¢ per copy, selective area delivery
Maximum Size - 8½x11

Chronicle-Leader-Democrat

6.5¢ per copy for first page,
1¢ each additional page.

Maximum Size - 10x13 Chronicle
8½x11 Leader-Democrat

CLASSIFIED ADS

\$6.00 for the 1st 10 words. 25¢ per each word beyond 10. Thursday 3 p.m. deadline.
Ad will appear in one newspaper & The Ad-Visor.

MISCELLANEOUS CHARGES

Per Publication

Card of Thanks

\$10.00 first 10 lines 50¢ each additional line.

Birth Announcements

\$20 (with or without picture)

Wedding, Engagements, Anniversaries

\$30 - 1 Column; \$40 - 2 Columns

Obituaries

\$50 - First 10 inches; \$7 for every inch after

Subscriptions

	In State	Out of State
Dodgeville Chronicle	\$45.00	\$52.00
Pecatonica Valley Leader	\$42.00	\$49.00
Democrat Tribune	\$42.00	\$49.00

The Dodgeville Chronicle

and

The Ad-Visor

106 West Merrimac Street
Dodgeville, WI 53533

Email:

news@thedodgevillechronicle.com
ad@thedodgevillechronicle.com
subscription@thedodgevillechronicle.com

(608) 935-2331

FAX (608) 935-9531

The Democrat-Tribune

334 High Street
Mineral Point, WI 53565

(608) 987-2141

news@thedemocrattribune.com

Pecatonica Valley Leader

101 North State Street, P.O. Box 220
Argyle, WI 53504

(608) 543-9500

FAX (608) 543-9011

news@thepecvalleyleader.com

ADVERTISING DEADLINES:

AD-VISOR - Thursday 3 p.m.

Publication date: Tuesdays

CHRONICLE, DEMOCRAT, LEADER

Tuesday 10:00 a.m.

Publication date: Thursdays

www.thedodgevillechronicle.com

Website Advertising

www.thedodgevillechronicle.com

	Monthly Charge	Ad Spots
Home Page		
Left Constant Tile	\$50	2
Right Rotating Tile, Constant	\$50	4
Bottom Banner, Constant	\$100	1
News & News Articles		
Left Constant Tile	\$37.50	3
Right Rotating Tile, Alternating	\$37.50	8
Bottom Banner, Constant	\$100	1
Sports & Sports Articles		
Left Constant Tile	\$37.50	3
Right Rotating Tile, Alternating	\$37.50	8
Bottom Banner, Constant	\$100	1
Occasions		
Left Constant Tile	\$37.50	3
Right Rotating Tile, Alternating	\$37.50	8
Bottom Banner, Constant	\$100	1
In Story Banner		
In Story Sports, Constant	\$150	1
In Story News, Constant	\$150	1
Obituaries & Listings		
Left Constant Tile	\$50	1
Right Rotating <u>Large</u> Tile, Alt.	\$50	4
Bottom Banner, Constant	\$100	1
Calendar		
Left Constant Tile	\$25	2
Right Rotating Tile, Constant	\$25	4
Bottom Banner, Constant	\$50	1

Rotating Tile - Varies placement on the page (140x250 pixels)

Bottom Banner - Ad location at bottom of page (600x100 pixels)

In Story Banner - Ad location middle of story (600x100 pixels)

Constant - Always visible (140x250 pixels)

Alternating - Shares placement with other ads (140x250 pixels)

Large Tile - Obituary page only (140x375 pixels)

Circulation Coverage

Area Covered

(City, Town, Iowa County and Surrounding Area)

Location	Zip	Dodgeville Chronicle	Ad-Visor
Arena	53503	43	0
Avoca	53506	45	0
Barneveld	53507	168	937
Belmont	53510	9	655
Blanchardville	53516	23	464
Blue Mounds	53517	18	0
Cobb	53526	100	266
Darlington	53530	10	0
Dodgeville	53533	1624	3309
Edmund	53535	3	33
Highland	53543	229	688
Hollandale	53544	99	347
Linden	53553	52	247
Livingston	53554	87	428
Mineral Point	53565	596	2238
Montfort	53569	145	500
Mount Horeb	53572	24	0
Muscoda	53573	13	0
Platteville	53818	28	0
Rewey	53580	27	221
Ridgeway	53582	115	475
Spring Green	53588	71	(Rt. 3) 0
Wisconsin		359	0
Out of State		131	0
TOTALS		4,019	10,818

DEMOCRAT-TRIBUNE CIRCULATION

Mineral Point	683
Wisconsin	175
Out of State	50
TOTAL	908

PECATONICA VALLEY LEADER CIRCULATION

Argyle	325
Blanchardville	389
Hollandale	129
Wisconsin	250
Out of State	172
TOTAL	1,265

Advertising Rates

EFFECTIVE JANUARY 1, 2019

PUBLICATION	CIRCULATION	COLUMN INCH RATE
*The Dodgeville Chronicle (Newspaper)	4,019	\$10.00
*The Ad-Visor (Shopper)	8,994	\$9.55
Pecatonica Valley Leader (Newspaper)	1,265	\$7.85
The Democrat-Tribune (Newspaper)	908	\$7.85

Combination Rates

For a combination rate, take the **newspaper** of your choice from the above list and add on the following:

Pecatonica Valley Leader	\$5.30
The Democrat Tribune	\$5.30
The Ad-Visor	\$5.90

PREFERRED POSITION REQUEST

\$1.00 per inch additional each publication

FRONT PAGE AD-VISOR

\$40.00 additional

COLOR INK

\$100.00 1 color, \$150 Full Color

Discounts

*5% if account is current by 10th of the month.

Inch Discount Schedule (per month):

Discount only valid for combinations which include at least The Dodgeville Chronicle or Ad-Visor.

2% 25-50" 5% 50-99" 7% 100" and over