



HOMETOWN NEWS GROUP

Hometown News Group Publications
804 Liberty Blvd., Ste 209, Sun Prairie
608/837-2521 • Toll Free: 1-888-330-6083
Fax: 608/825-4460

COMBO CLASSIFIED RATES

CLASSIFIED DISPLAY RATES

per column inch

The Star, The Courier, The Herald-Independent,
The McFarland Thistle, Lake Mills Leader, Cambridge
News, Deerfield Independent & Hometown Advertiser
.....\$42.28

The Star, The Courier, The Herald-Independent,
The McFarland Thistle, & Hometown Advertiser
.....\$25.24

Lake Mills Leader, Cambridge News, Deerfield-
Independent & Hometown Advertiser\$25.24

Cambridge News & Deerfield Independent
& Lake Mills Leader\$17.16

Newspapers Only (The Star, The Courier,
The Herald-Independent, McFarland Thistle) ...\$18.48

CLASSIFIED LINE AD RATES (up to 20 words)

The Star, The Courier, The Herald-Independent, McFarland
Thistle, Lake Mills Leader, Cambridge News & Deerfield
Independent, Hometown Advertiser & www.hngnews.com:
\$34.40; \$1.60 each additional word.

The Star, The Courier, The Herald-Independent, The McFarland
Thistle, Hometown Advertiser & www.hngnews.com: \$23.48;
\$1.08 each additional word.

Newspapers only & www.hngnews.com: \$18.24; 84¢ each
additional word. Hometown Advertiser: \$19.68; 96¢ each
additional word.

Lake Mills Leader, Cambridge News & Deerfield
Independent: \$10.24; 60¢ each additional word.

Lake Mills Leader, Cambridge News & Deerfield Independent
& Hometown Advertiser \$22.96; \$1.08 each additional word.

Lodi Enterprise or Waunakee Tribune or DeForest Times or
Poynette Press & The Shopper: \$12.08. Each additional word
40¢.

www.hngnews.com

Advertising Widths for 6 column layout

1 column1.833"
2 column3.792"
3 column5.750"
4 column7.708"
5 column9.667"
6 column11.625"

Classified Widths for 8 column layout

1 column1.344"
2 column2.812"
3 column4.281"
4 column5.75"
5 column7.219"
6 column8.687"
7 column10.156"
8 column11.625"

1/4 & 1/2 Page Depth ...10.5"

Full Page Depth 21"

Color Pricing

1 color\$110

Full color\$195

Insert Pricing

\$68 per thousand



ELECTRONIC AD SUBMISSION FORMATS

CAMERA READY ADS

Camera Ready Ads should be submitted in Acrobat PDF 8.0 for-
mat or older version. Please do not send PICT, JPEG or TIFF
formats unless such files are of high resolution (300dpi at proper
advertising dimension). PICT, JPEG or TIFF formatted ads will
be recreated, to the best of our Design Department's ability,
should the ad not meet our resolution requirements.

ARTWORK SUBMISSION

Any artwork to be used within an ad being produced by our
Design Department should be sent at 300dpi or higher based on
advertising dimensions. Logos should be sent as a vector graph-
ic, whenever possible, to ensure the highest resolution at print.
We accept PICT, JPEG, TIFF, PDF and EPS formats. Any fonts
used within artwork needs to be embedded or outlined.

RETAIL & CLASSIFIED CONTRACT AND COPY REGULATIONS

- a. We reserve the right to insert the word "advertisement" in all ads.
- b. Liability for errors in advertisements shall not exceed the cost of the space occupied by the error. We will provide a correction letter if we have failed to correct errors clearly marked by the advertiser on returned proofs or errors made by our staff.
- c. All advertising accepted is subject to the approval of the publisher. We shall have the right to revise or reject in whole or in part any advertisement which is not in the best interest of our newspapers or readers.
- d. Dates and times for cancellations of ads are the same as the deadlines for placing ads.
- e. Every effort will be made to meet reasonable position requests. Failure to meet these requests will not constitute cause for adjustment, refund or rerun.
- f. Hometown News Group cannot be liable for ads not run or be responsible for content of advertisements.

IMPORTANT NOTICE TO ADVERTISERS: Proof policy for the Hometown News Group: The Hometown News Group newspapers are happy to fax or e-mail an ad proof to all advertisers who request one. Please review your proof copy carefully and contact your sales representative directly with any changes. A second and final proof will then be sent to you. We will gladly correct any obvious typographical errors, but if you desire to make other changes to the second proof, a service charge of \$20 will be applied to the original cost. This will help us serve you and all our customers quickly and efficiently.

Publication	Town	Zip Code	Circulation	Retail column inch rate	Classified column inch rate	Publication Date	Proof Advertising Deadline
The Star The Star/Advertiser Combo	Sun Prairie	53590	4,400 29,050	\$14.20 \$17.20	*	Thursday	Friday Noon
The Courier The Courier/Advertiser Combo	Marshall / Waterloo	53559 / 53594	1,600 26,250	\$11.36 \$14.36	*	Thursday	Friday Noon
Herald-Independent Herald-Ind./Advertiser Combo	Cottage Grove/ Monona	53527 / 53716	1,750 26,350	\$10.40 \$13.40	*	Thursday	Friday Noon
McFarland Thistle McF. Thistle/Advertiser Combo	McFarland	53558	1,450 26,100	\$11.36 \$14.36	*	Thursday	Friday Noon
Cambridge News/ Deerfield Independent CN/DI/Advertiser Combo	Cambridge / Deerfield	53523 / 53531	2,200 26,850	\$10.40 \$13.40	\$10.40 *	Thursday	Friday Noon
Lake Mills Leader LM Leader/Advertiser Combo	Lake Mills	53551	2,400 27,050	\$11.60 \$14.60	\$11.60 *	Thursday	Friday Noon
Waunakee Tribune Shopper/Tribune Combo	Waunakee See the Tribune & The Shopper	53597 53555 / 53597 53532 / 53955	3,550 24,885	\$11.28 \$15.28	\$7.80 \$10.64	Thursday See the Tribune & The Shopper	Friday Noon See the Tribune & The Shopper
DeForest Times Shopper/Times Combo	DeForest See the Times & The Shopper	53532 53555 / 53597 53532 / 53955	2,100 23,435	\$11.28 \$15.28	\$7.80 \$10.64	Thursday See the Times & The Shopper	Friday Noon See the Times & The Shopper
Poynette Press Shopper/Press Combo	Poynette See the Press & The Shopper	53955 53555 / 53597 53532 / 53955	1,250 22,585	\$11.28 \$15.28	\$7.80 \$10.64	Wednesday See the Press & The Shopper	Friday Noon See the Press & The Shopper
Lodi Enterprise Shopper/Enterprise Combo	Lodi See the Enterprise & The Shopper	53555 53555 / 53597 53532 / 53955	2,150 23,485	\$11.28 \$15.28	\$7.80 \$10.64	Thursday See the Enterprise & The Shopper	Friday Noon See the Enterprise & The Shopper
Hometown Advertiser	See Map	See Map	24,650	\$12.64	\$10.00	Monday	Tuesday Noon
The Shopper (TMC)	Lodi / Waunakee DeForest / Poynette	53555 / 53597 53532 / 53955	21,335	\$12.48	\$9.88	Tuesday	Tuesday Noon
Whitewater (TMC) Good Morning Advertiser	Whitewater	53190	20,634	\$9.92	n/a	Monday	Wednesday 5pm
Daily Jefferson Co. Union	Fort Atkinson / Jefferson	53549 / 53538	8,277	\$13.16	\$9.88	Mon.-Fri.	2 Days Prior 11am
Milton Courier	Milton	53563	3,000	\$10.00	\$6.84	Thursday	Friday Noon

• Run the same ad the same week in 2 of the above listed and receive **15% discount**, 3 from above list **20% discount**, 4 or more **25% discount**.

• Combo packages listed are not eligible for discount.

• Rates subject to change upon 10 day notice.

• Rates are Net.

• Not for profit rate available, ask for details.

PUT YOUR DISPLAY AD ONLINE FOR \$10

* Classified ads in these publications require placement in combo options listed on reverse side.