



# 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](http://www.hngnews.com)

### Advertising Widths for 6 column layout

1 column	.....1.833"
2 column	.....3.792"
3 column	.....5.750"
4 column	.....7.708"
5 column	.....9.667"
6 column	.....11.625"

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

Full Page Depth ..... 21"

### Classified Widths for 8 column layout

1 column	.....1.344"
2 column	.....2.812"
3 column	.....4.281"
4 column	.....5.75"
5 column	.....7.219"
6 column	.....8.687"
7 column	.....10.156"
8 column	.....11.625"

### 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.

Effective Nov. 1, 2011

## 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.

<b>Publication</b>	<b>Town</b>	<b>Zip Code</b>	<b>Circulation</b>	<b>Retail</b> column inch rate	<b>Classified</b> column inch rate	<b>Publication Date</b>	<b>Proof Advertising Deadline</b>
<b>The Star</b> <i>The Star/Advertiser Combo</i>	Sun Prairie	53590	4,400 29,050	\$14.20 \$17.20	*	Thursday	Friday Noon
<b>The Courier</b> <i>The Courier/Advertiser Combo</i>	Marshall / Waterloo	53559 / 53594	1,600 26,250	\$11.36 \$14.36	*	Thursday	Friday Noon
<b>Herald-Independent</b> <i>Herald-Ind./Advertiser Combo</i>	Cottage Grove/ Monona	53527 / 53716	1,750 26,350	\$10.40 \$13.40	*	Thursday	Friday Noon
<b>McFarland Thistle</b> <i>McF. Thistle/Advertiser Combo</i>	McFarland	53558	1,450 26,100	\$11.36 \$14.36	*	Thursday	Friday Noon
<b>Cambridge News/ Deerfield Independent CN/DI/Advertiser Combo</b>	Cambridge / Deerfield	53523 / 53531	2,200 26,850	\$10.40 \$13.40	\$10.40 *	Thursday	Friday Noon
<b>Lake Mills Leader</b> <i>LM Leader/Advertiser Combo</i>	Lake Mills	53551	2,400 27,050	\$11.60 \$14.60	\$11.60 *	Thursday	Friday Noon
<b>Waunakee Tribune</b> <i>Shopper/Tribune Combo</i>	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
<b>DeForest Times</b> <i>Shopper/Times Combo</i>	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
<b>Poynette Press</b> <i>Shopper/Press Combo</i>	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
<b>Lodi Enterprise</b> <i>Shopper/Enterprise Combo</i>	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
<b>Hometown Advertiser</b>	See Map	See Map	24,650	\$12.64	\$10.00	Monday	Tuesday Noon
<b>The Shopper</b> (TMC)	Lodi / Waunakee DeForest / Poynette	53555 / 53597 53532 / 53955	21,335	\$12.48	\$9.88	Tuesday	Tuesday Noon
<b>Whitewater</b> (TMC) <i>Good Morning Advertiser</i>	Whitewater	53190	20,634	\$9.92	n/a	Monday	Wednesday 5pm
<b>Daily Jefferson Co. Union</b>	Fort Atkinson / Jefferson	53549 / 53538	8,277	\$13.08	\$9.80	Mon.-Fri.	2 Days Prior 11am
<b>Milton Courier</b>	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**.

*Effective Nov. 1, 2011*

• 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.