

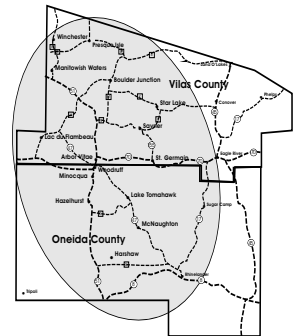
# 2021 DISPLAY ADVERTISING RATES

## The Northwoods **SUPER** shopper

510 Chippewa Street  
P.O. Box 790 Minocqua, WI 54548  
**WWW.LAKELANDTIMES.COM**  
Phone: (715) 356-5236  
Fax: (715) 358-2121  
E-mail: [sales@lakelandtimes.com](mailto:sales@lakelandtimes.com)

**PUBLISHED ONCE - WEEKLY - WEDNESDAYS**

*The Northwoods Super Shopper* is a **FREE** "shopper," inserted with numerous sales flyers, that is delivered to each and every local mailbox in the entire Lakeland area and Rhinelander area, blanketing the majority of Oneida and Vilas counties. With a current press run of 28,000+, the *Super Shopper* offers weekly TV Listings, Classifieds, Horoscopes, Crossword Puzzle, and great local information for the community.



**Open Rate**  
**\$7.75**  
per column inch

Same ad published  
within 5 Business days  
= Discount Pick-up Rate

**Pick-up Rate**  
**\$5.25**  
per column inch

### ADVERTISING DEADLINE

Wednesday Super Shopper  
12 noon Thursday\*  
\*subject to change due to Holidays.  
**24 hours advanced notice**  
for all proof ads.

### To Determine the COST of an Advertisement:

**Width (in columns) x Height (in 1/2" increments) = Total column inch (size).**

**Total inches x Open Rate (+ Pick-up Rate) = Cost.**

Minimum ad size: 4 total inches. See below left for additional charges.

See other page for Lakeland Times advertising information, standard ad sizes, and terms of payment.

### Color charges:

Full color (4-color process) Spot Color is Charged as Full Color

4 to 11.5 total inches	\$25 per issue
12 to 23.5 total inches	\$37.50 per issue
24 to 47.5 total inches	\$50 per issue
48 to 54 total inches	\$75 per issue
54.5 inches to 75" (full page)	\$100 per issue

### Special Position charges:

Guaranteed page placement . . . . . **\$1.00** per column inch  
Friday, main section placement . . . . . **.25¢** per column inch  
(Placement availability subject to review, specific position on page will not be honored, Right-Hand-Page placement will be \$1.00 pci)

### Camera Ready Mechanical Requirements:

1 column = 8p8 picas (1.444") Minimum total column inches = 4  
2 columns = 18p4 picas (3.056") Ad height in 1/2" increments  
3 columns = 28 picas (4.667") Full height=12.5". **11.5" billed at 12.5"**  
4 columns = 37p8 picas (6.278") Pdfs may be submitted at 300 dpi  
5 columns = 47p4 picas (7.889") 85 line screen  
6 columns = 57 picas (9.50") Offset printing process

**Cover Size - 6 col. x 10.5" - see sales rep for pricing**  
**Full Page - 6 col x 12.75" - \$720. Color is extra.**

## HERE'S MY CARD

"Business card" economy advertising  
Advertising Rate - **\$25.00** per edition\*  
**\$100.00/month**

\*minimum requirement of 4 **consecutive** editions.  
Runs in the Northwoods Super Shopper only  
**2 columns x 2 inches = 4 total inches**  
(3.056" wide by 2 inches tall - actual size)

### Special Position charges:

Guaranteed page placement . . . . . **\$1.00** per column inch  
(Placement availability subject to review,  
specific position on page will not be honored,  
Right-Hand-Page placement will be \$1.00 pci)

ADVERTISING RATES EFFECTIVE FEB. 1, 2021  
THROUGH DECEMBER 31, 2021