



THE DENMARK NEWS

[Rate Card]

The Denmark News has been in production since 2009. It is published weekly and distributed to subscribers as well as various newsstands in the area. The Denmark News fills the gap for residents looking for local stories and pictures and serves as a community bulletin for legals and notices.

Circulation: OVER 4,700*

1100 In-Home Subscribers
400 sold weekly at drop-offs
2000 weekly website views

*Figure is calculated based on average family size, website statistics, subscribers, and weekly drop offs.

Deadlines: Monday @ 3pm

**Rates: \$9/column inch B/W
\$12/column inch COLOR**

Dimensions:

- 1 column = 1.85"
- 2 column = 3.825"
- 3 column = 5.8"
- 4 column = 7.777"
- 5 column = 9.75"

RATE CALCULATION GUIDE

Take desired column multiplied by desired height to get total COLUMN/INCH. Take column inch multiplied by rate for final price.

Inserts: \$54/thousand or \$82 (1500 copies)

Classified Liner: \$3 for 15 words + 25¢ per word

Classified Display: \$6.50/column inch

Memoriam: \$20 flat rate (average size)

Thank You Ads: \$5 /column inch

Obituaries: \$7.50 /column inch



The Denmark News is part of the Wisconsin Newspaper Association

We also publish a number of special sections highlighting sports, community events, giveaways, and holidays throughout the year offering unique advertising opportunities