

# Neenah News

Serving Neenah & Fox Crossing

Delivered to over 21,000 mailboxes every Friday with readership over 37,500!



Put the power of direct mail and local news to work for you.  
Total circulation: 21,500

## ADVERTISING RATES & SPECS

Rates are based on an annual agreement and are shown PER INSERTION.

(Ex: Quarter page B&W 52x agreement \$200.54 x 52 for an annual investment of only \$10,428.08)

\*Political advertising is open rate, pre-pay. Entertainment is pre-pay.

**FULL PAGE**

10.375" W x 15.75" H

	C	B/W
Open Rate	\$1,447.64	\$1,318.28
52x	\$747.12	\$633.32
26x	\$926.44	\$801.99
13x	\$1,055.25	\$971.50
6x	\$1,304.49	\$1,181.88

**3/4 PAGE**

7.718" W x 15.75" H

	C	B/W
Open Rate	\$1,207.58	\$1,084.39
52x	\$597.71	\$506.32
26x	\$747.12	\$633.15
13x	\$981.65	\$854.75
6x	\$1,090.56	\$981.38

**1/2 PAGE**

5.0625" W x 15.75" H or 10.375" W x 7.875" H

	C	B/W
Open Rate	\$933.36	\$807.98
52x	\$423.37	\$358.79
26x	\$523.00	\$443.21
13x	\$722.23	\$612.05
6x	\$831.91	\$717.57

**3/8 PAGE**

5.0625" W x 11.875" H or 7.718" W x 7.875" H

	C	B/W
Open Rate	\$769.50	\$641.25
52x	\$338.02	\$286.43
26x	\$413.09	\$350.08
13x	\$563.30	\$477.38
6x	\$657.17	\$557.27

**1/4 PAGE**

2.4" W x 15.75" H or 10.375" W x 3.875" H or 5.0625" W x 7.875" H

	C	B/W
Open Rate	\$535.82	\$446.51
52x	\$236.58	\$200.54
26x	\$286.43	\$242.71
13x	\$398.48	\$337.68
6x	\$460.73	\$390.44

**1/8 PAGE**

2.4" W x 7.875" H or 5.0625" W x 3.875" H

	C	B/W
Open Rate	\$282.49	\$235.41
52x	\$122.54	\$103.85
26x	\$153.20	\$129.81
13x	\$208.34	\$176.55
6x	\$238.96	\$202.51

**1/12 PAGE**

2.4" W x 5.137" H or 5.0625" W x 2.5" H

	C	B/W
Open Rate	\$190.35	\$158.63
52x	\$86.97	\$73.70
26x	\$102.78	\$87.10
13x	\$142.31	\$120.60
6x	\$169.98	\$144.05

**1/24 PAGE**

2.4" W x 2.5" H

	C	B/W
Open Rate	\$101.25	\$84.38
52x	\$45.46	\$38.53
26x	\$53.37	\$45.23
13x	\$74.87	\$61.98
6x	\$83.01	\$70.35

**PREMIUM FRONT-PAGE POSITIONS**

10.375" W x 2.0" H

Front page "ear" 2.4" W x 2.5" H

**\$130** Per insertion

Includes Color

Front page banner

	C
Open Rate	\$535.82
52x	\$236.58
26x	\$386.43
13x	\$398.48
6x	\$460.73

# DEADLINES & PREPRINT INFO

**Space/Copy Deadline:** 12:00 Noon Tuesday  
**Camera Ready Materials Deadline:** 12:00 Noon Wednesday  
**Obituary Deadline:** 12:00 Noon Wednesday  
**Classified Liner Deadline:** 4:00pm Tuesday  
**Insert Deadline:** 10 days prior to publication date.  
 21,250 inserts delivered freight-paid to Christiansen Marketing Partners  
 (1211 E. Richmond St., Shawano, WI 54166)  
 Maximum size is 8.25" x 11" folded tab-size newspaper.

Inserts:	Size	CPM
	Single sheet .....	\$35.00
	4-page tab .....	\$35.00
	8-page tab .....	\$35.00
	12-page tab .....	\$61.10
	16-page tab .....	\$71.70

**Print & Insert or larger inserts – Call for pricing.**  
**Neenah News is mailed and received in home on Friday.\***

\*If a holiday falls on Friday, early deadlines apply and we are delivered in-home Thursday.

## Reach potential customers every week in the Business & Service Directory

Business & Service Directory

52x **\$22**

26x **\$32**

13x **\$42**

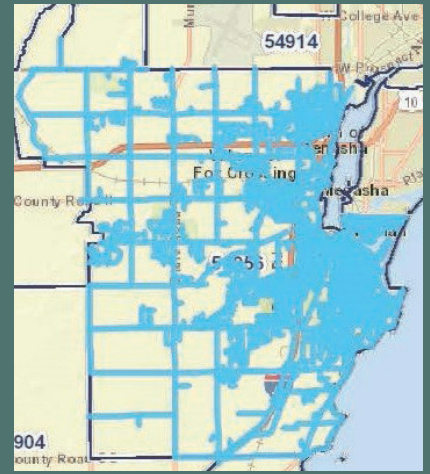
\*consecutive weeks/B&W  
 Limited to one change per quarter.

### Classified Advertising

\$15 for first 20 words  
 \$0.50 per word thereafter  
**BOLD** \$5 per ad (all or part)  
 Logo or photo \$10  
 10% rerun discount,  
 consecutive weeks, no changes  
 Prepay required.

**Deadline:** 4pm Tuesday

Neenah News covers business, government, schools and prep sports in the Neenah Joint School District footprint.



## Ad Specs

**Submitting artwork:** All halftone screens should be output at 100-line ruling with a minimum resolution of 200 dpi with standard screen angles for both Color and B/W images. Dot gain compensation should be set at 25%. Total ink limit should not exceed 220. Digital files may be sent via email to advertise@neenahnewsnow.com

Design is provided free of charge. Proofs are issued upon request only and limited to two revisions. Color must be designated as CMYK process color. Other color designations may result in black & white printing. Please check type is 100% black, not four-color process black.

Fonts must be converted to paths/outlines before submission OR printer and screen fonts must be included with the ad. If the ad contains missing fonts, the art department will substitute a font as close in appearance to the original as possible. No credit or adjustments will be given due to font substitution. Fonts cannot be True Type.

All ad materials must be submitted in the following formats: Adobe InDesign, Adobe Illustrator or Photoshop, EPS or PDF. PDF is preferred.

Submit to advertise@neenahnewsnow.com with client name and publication date in subject line please

**Neenah News**

Neenah, WI 54956

**920-486-1616**

**www.neenahnewsnow.com**

