

Inter-County Leader - Published Wednesday

DISPLAY NET ADVERTISING RATES

Price Per Column Inch - Effective 3-1-2025

	2"	2.5 - 12"	12.5 - 23"	23.5 - 47"	47.5 - 95"	95.5" & up
One Paper	\$13.45	\$11.00	\$10.55	\$10.00	\$9.60	\$8.50
Two Papers	\$19.70	\$16.10	\$15.65	\$15.00	\$14.65	\$13.25
Three Papers	\$25.70	\$21.30	\$20.80	\$20.10	\$19.45	\$17.95
Four Papers	\$31.85	\$26.45	\$25.90	\$25.25	\$24.45	\$22.70
Five Papers	\$38.00	\$31.65	\$31.05	\$30.20	\$29.65	\$27.55
Six Papers	\$44.20	\$36.90	\$36.35	\$35.30	\$34.35	\$32.45

There is an additional \$3 per paper service fee on top of the cost of the ad in any and all papers. Classified ads - minimum charge \$22 (up to 25 words) 75¢ each additional word over 25, phone number = 2 words, Web or Email address = 3 words

DEADLINES

Deadline for Ads - 10 a.m. Tuesday
 Deadline for News Copy - 10 a.m. Monday
 Deadlines are subject to change during holiday weeks.

CIRCULAR INSERT RATES

Circular Size	Circulars Per Pound	Weight Per Circular	Cost
Single Sheet or Folded Flyer	32 or More	1/2 oz. or less	\$58 per M
4-Page Tab	24 to 31	1/2 to 2/3 oz.	\$63 per M
8- to 12-Page Tab	16 to 23	2/3 to 1 oz.	\$68 per M

Under 5,000 Pieces Add \$2 Per M
 Insert Printed by ICCPA Deduct \$5 Per M
 Partial Circulation Add \$15 per M

Minimum Size: 3-1/2 x 5-1/2
 Maximum Size: 8-1/2 x 11
 Circular Insert Deadline - Noon Tuesday

FOUR COLOR PRICING

4"-6" (1/16 page)	\$20 per paper
7"-12" (1/8 page)	\$45 per paper
13"-24" (1/4 page)	\$55 per paper
25"-48" (1/2 page)	\$75 per paper
49"-72" (3/4 page)	\$110 per paper
73"-96" (full page)	\$130 per paper

MECHANICS

Page Size: 10.375" x 16"
 Column Width: 1.625"
 6 Columns Per Page



An introduction to the new county administrator
 By Sarah Beth Rademsky | Reporter
 POLK COUNTY - In November 2023, former Administrator Vince Nerthory stepped down from Polk County and took the reins of the new county administrator's office. He was replaced by Mike Nerthory, who has a wealth of experience in the field. He was named to the position in my corner. I thought I'd share his story.

First Day Hikes at State Parks



Continued lack of snow in Northwest Wisconsin could cause harm to crops

Updates on local ag projects from 2023

McFaggen helps Webster stay within striking distance

Every Step You Take, We'll Take Care of You
 NEW! Orthopedic Services at Burnett Medical Center



Mike Nerthory, county administrator of Polk County, stands in front of a building. He is wearing a dark jacket and a light-colored shirt. He is smiling at the camera.

Get a full subscription to the Inter-County Leader for the lowest price. Call 715-327-4236 or go online to leadericcpa.com to sign up.

The Leader mobile app is here.



Take a peek at our daily photos.

COMING UP NEXT WEEK IN THE LEADER



Local Yoga Classes Gain Popularity in January

Press Run - 5,400

A weekly newspaper covering Polk and Burnett counties with news, legal notices and sports.

Email ads to: ads@iccpawi.com

Fax news releases to: 715-327-4117

Email news releases to: editor@leadericcpa.com
 editor@lakeland.ws

www.iccpaonline.com



Inter-County Cooperative Publishing Association

Publishers of the Indianhead, Wild Rivers North & South, Tri-County North & South & St. Croix Valley Advertisers & Inter-County Leader Newspaper

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