CENTRAL WISCONSIN RESORTER

Mailed throughout Wausahra County - Published Weekly Tuesdays Year Round

DISPLAY RATES

OPEN RATE 5 inches or less	\$12.75
6-15 inches	\$11.15
16-32 inches	\$10.65
33 inches	\$10.50

COMBINATION RATE WITH ARGUS \$9.00

Page Size = 9.75×14.75 inches

Ad Deadline:

Classifieds and Display 3p.m. Thursday

OVER 22,000 PUBLISHED WEEKLY Memorial Day through Labor Day

OVER 17,000 PUBLISHED WEEKLY
September through May

MAILED WEEKLY TO:

Wautoma, Wild Rose, Redgranite, Saxeville, Poy Sippi, Plainfield, Pine River, Neshkoro, Hancock, Coloma, Montello & Westfield



Our Best Deal Includes Full Color! FULL PAGE \$650 1/2 PAGE \$395

Waushara Argus

Published by Multi Media Channels LLC - Circulation 3,800
Thursday Public Date

DISPLAY RATES

OPEN RATE 5 inches or less	\$11.00
6-15 inches	\$10.50
16-32 inches	\$10.00
33 inches	\$9.50

Page Size: 9.75 x 19.5 inches

OPEN RATE FOR POLITICAL ADVERTISING

NON-PROFIT G ORGANIZATIONS

\$13.00/inch (Argus or Resorter) \$9.00/inch (Argus or Resorter)

Display Ad Deadlines: Mondays 2p.m.

Classified Display.....\$16.50

Classified ads are due by 3p.m. on Thursday in order to make both papers

50¢ per word • \$8.00 minimum per week









Single Sheet Insert Rates

Resorter or Argus **\$65 per thousand** Contact our Office for Higher Page Counts

Position Requests

Ad placement position requests subject to additonal 20% charge. Please contact your sales rep for availability.

Contact Your Sales Rep

920-787-3334

jdittl@mmclocal.com

Jeff

sdroeger@mmclocal.com

Stew

Electronic File Requirements Recommended Format: PDF

PDF should be created through Acrobat Distiller with all transparencies flattened, all fonts fully embedded and all colors as CMYK colorspace.

We recommend PDF/X-1 setting be used with Adobe Distiller, and discourage the use of rich black or four color black.

Advertising Column Sizes

1 Col. = 1.5"

2 Col. = 3.15" 3 Col. = 4.8"

4 Col. = 6.45"

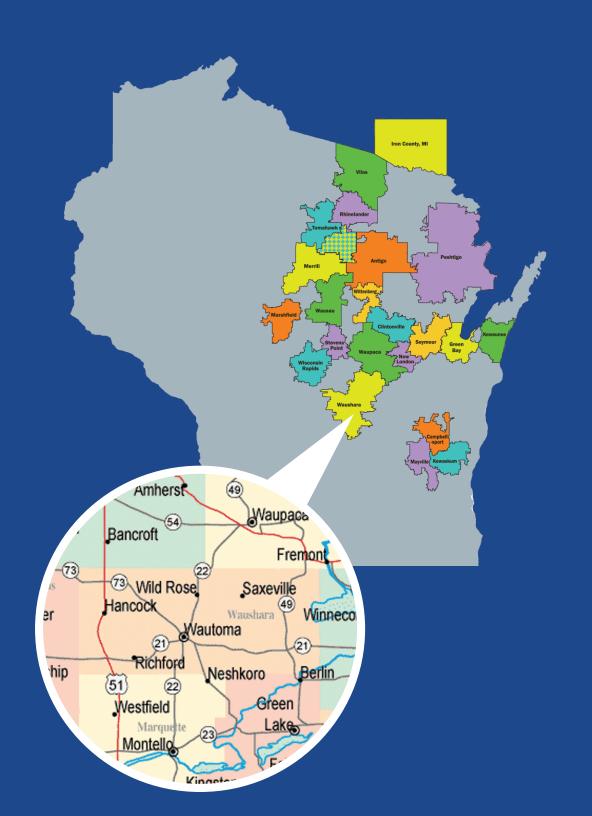
5 Col. = 8.1"

6 Col. = 9.75"

Ask me how your ad can reach over 300,000 homes throughout Central & Northeast Wisconsin with our network of other papers.

The Waushara
Argus & Central
Wisconsin are
published by
Multi Media
Channels, LLC.





Waushara Argus & Central Wisconsin Resorter

W7781 Hwy. 21 & 73 PO Box 838 Wautoma, WI 54982

Phone 920-787-3334

www.wausharaargus.com

Jeff Dittl

jdittl@mmclocal.com

Stew Droeger

sdroeger@mmclocal.com

January 1, 2024 Advertising Rates