

2025 Advertising Column Inches

Advisor, The Democrat Tribune & Pecatonica Valley Leader

Tabloid - 5 Columns

- 1 Column - 2 Inches
- 2 Columns - 4.25 Inches
- 3 Columns - 6.44 Inches
- 4 Columns - 8.5 Inches
- 5 Columns - 10.75 Inches

The Dodgeville Chronicle Broad Sheet - 6 Columns

- 1 Column - 2 Inches
- 2 Columns - 4.25 Inches
- 3 Columns - 6.44 Inches
- 4 Columns - 8.5 Inches
- 5 Columns - 10.75 Inches
- 6 Columns - 13

INSERTS

Chronicle-Leader-Democrat

6.5¢ per copy for first page,
1¢ each additional page.
Maximum Size - 10x13 Chronicle
8½x11 Leader-Democrat

CLASSIFIED ADS

\$6.00 for the 1st 10 words. 25¢ per each
word beyond 10. Monday 10 a.m. deadline.
Ad will appear in one newspaper & The Ad-Visor.

MISCELLANEOUS CHARGES

Per Publication

Name Change - Legal Notice

\$110 - Publishes 3 weeks

Card of Thanks

\$10.00 first 10 lines 50¢ each additional line.

Birth Announcements

\$20 (with or without picture)

Wedding, Engagements, Anniversaries

\$50 - 2 Columns

Obituaries

\$60 - First 10 inches; \$10 for every inch after

Laminating

\$6.00 first foot, \$4.00 each additional foot

Subscriptions*

	In State	Out of State
Dodgeville Chronicle	\$52.00	\$59.00
Pecatonica Valley Leader	\$49.00	\$56.00
Democrat Tribune	\$49.00	\$56.00

The Dodgeville Chronicle and The Ad-Visor

106 West Merrimac Street
Dodgeville, WI 53533

Email:

news@thedodgevillechronicle.com
ad@thedodgevillechronicle.com
subscription@thedodgevillechronicle.com

(608) 935-2331

FAX (608) 935-9531

The Democrat-Tribune

334 High Street
Mineral Point, WI 53565

(608) 987-2141

news@thedemocrattribune.com

Pecatonica Valley Leader

101 North State Street, P.O. Box 220
Argyle, WI 53504

(608) 543-9500

FAX (608) 543-9011

news@thepecvalleyleader.com

ADVERTISING DEADLINES:

AD-VISOR - Monday 10 a.m.

Publication date: Tuesdays

CHRONICLE, DEMOCRAT, LEADER

Tuesday 10 a.m.

Publication date: Thursdays

www.thedodgevillechronicle.com

Website Advertising

www.thedodgevillechronicle.com

	Monthly Charge
Home Page	
Left Constant Tile	\$100
Right Rotating Tile, Constant	\$100
Bottom Banner, Constant	\$250
News & News Articles	
Left Constant Tile	\$75
Right Rotating Tile, Alternating	\$75
Bottom Banner, Constant	\$250
Sports & Sports Articles	
Left Constant Tile	\$75
Right Rotating Tile, Alternating	\$75
Bottom Banner, Constant	\$250
Occasions	
Left Constant Tile	\$75
Right Rotating Tile, Alternating	\$75
Bottom Banner, Constant	\$250
In Story Banner	
In Story Sports, Constant	\$250
In Story News, Constant	\$250
Obituaries & Listings	
Left Constant Tile	\$100
Right Rotating <u>Large</u> Tile, Alt.	\$100
Bottom Banner, Constant	\$250
Calendar	
Left Constant Tile	\$25
Right Rotating Tile, Constant	\$25
Bottom Banner, Constant	\$50

Rotating Tile - Varies placement on the page (140x250 pixels)

Bottom Banner - Ad location at bottom of page (600x100 pixels)

In Story Banner - Ad location middle of story (600x100 pixels)

Constant - Always visible (140x250 pixels)

Alternating - Shares placement with other ads (140x250 pixels)

Large Tile - Obituary page only (140x375 pixels)

Circulation Coverage

Area Covered

(City, Town, Iowa County and Surrounding Area)

Location	Zip	Dodgeville Chronicle	(On-Line) Ad-Visor
Arena	53503	23	
Avoca	53506	17	
Barneveld	53507	148	
Belmont	53510	5	
Blanchardville	53516	16	
Blue Mounds	53517	10	
Cobb	53526	90	
Darlington	53530	12	
Dodgeville	53533	1160	
Edmund	53535	6	
Highland	53543	199	
Hollandale	53544	89	
Linden	53553	42	
Livingston	53554	85	
Mineral Point	53565	444	
Montfort	53569	93	
Mount Horeb	53572	14	
Muscoda	53573	6	
Platteville	53818	17	
Rewey	53580	16	
Ridgeway	53582	85	
Spring Green	53588	40	
Wisconsin		231	
Out of State		77	

TOTALS **2,925**

DEMOCRAT-TRIBUNE CIRCULATION

Mineral Point	465
Wisconsin	121
Out of State	25
TOTAL	611

PECATONICA VALLEY LEADER CIRCULATION

Argyle	238
Blanchardville	329
Hollandale	130
Wisconsin	262
Out of State	41
TOTAL	1,000

www.thedodgevillechronicle.com

Advertising Rates

EFFECTIVE JANUARY 1, 2025

PUBLICATION	CIRCULATION	COLUMN INCH RATE
The Dodgeville Chronicle (Newspaper)	2,925	\$11.00
The Ad-Visor (Shopper) www.thedodgevillechronicle.com		\$9.55
Pecatonica Valley Leader (Newspaper)	1,000	\$8.25
The Democrat-Tribune (Newspaper)	611	\$8.25

Combination Rates

For a combination rate, take the newspaper of your choice from the above list and add on the following:

Pecatonica Valley Leader	\$5.90
The Democrat Tribune	\$5.90
The Ad-Visor	\$5.90

PREFERRED POSITION REQUEST

\$50 fee (up to 15" ad space)
\$1.00 per inch additional over 15"

COLOR INK

\$100.00 1 color, \$150 Full Color