

2023 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

\$40 - 1 Column; \$50 - 2 Columns

Obituaries

\$60 - First 10 inches; \$8 for every inch after

Laminating

\$5.00.00 first foot, \$3.00 each additional foot

Subscriptions*

	In State	Out of State
Dodgeville Chronicle	\$45.00	\$52.00
Pecatonica Valley Leader	\$42.00	\$49.00
Democrat Tribune	\$42.00	\$49.00

*Subject to change

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 10:00 a.m.

Publication date: Thursdays

www.thedodgevillechronicle.com

Website Advertising

www.thedodgevillechronicle.com

Home Page	Monthly Charge
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	24	
Avoca	53506	23	
Barneveld	53507	156	
Belmont	53510	8	
Blanchardville	53516	16	
Blue Mounds	53517	13	
Cobb	53526	91	
Darlington	53530	11	
Dodgeville	53533	1290	
Edmund	53535	6	
Highland	53543	210	
Hollandale	53544	96	
Linden	53553	48	
Livingston	53554	88	
Mineral Point	53565	414	
Montfort	53569	101	
Mount Horeb	53572	20	
Muscoda	53573	7	
Platteville	53818	17	
Rewey	53580	21	
Ridgeway	53582	108	
Spring Green	53588	56	
Wisconsin		257	
Out of State		89	
TOTALS		3,170	

DEMOCRAT-TRIBUNE CIRCULATION

Mineral Point	421
Wisconsin	133
Out of State	33
TOTAL	587

PECATONICA VALLEY LEADER CIRCULATION

Argyle	251
Blanchardville	325
Hollandale	130
Wisconsin	282
Out of State	48
TOTAL	1,036

Advertising Rates

EFFECTIVE JANUARY 1, 2023

PUBLICATION	CIRCULATION	COLUMN INCH RATE
The Dodgeville Chronicle (Newspaper)	3,170	\$10.00
The Ad-Visor (Shopper) www.thedodgevillechronicle.com		\$9.55
Pecatonica Valley Leader (Newspaper)	1,036	\$7.85
The Democrat-Tribune (Newspaper)	587	\$7.85

Combination Rates

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

Pecatonica Valley Leader	\$5.30
The Democrat Tribune	\$5.30
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