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ADAMS

Adams Friendship Times Reporter

116 S Main Street
PO Box 99
Adams, WI 53910-0099

County: Adams
Telephone: (608) 339-7844
Fax: (608) 339-3903

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Arial	8	102	9.00	0.4516	0.4516	0.3567
Arial	8	102	19.50	0.9784	0.9784	0.7729
Arial	8	102	30.00	1.5052	1.5052	1.1891
Arial	8	102	39.50	1.9819	1.9819	1.5656
Arial	8	102	50.00	2.5087	2.5087	1.9818
Arial	8	102	60.50	3.0356	3.0356	2.3980

ASHLAND

Bayfield County Journal The

122 W 3rd Street
PO Box 313
Ashland, WI 54806-1661

County: Ashland
Telephone: (715) 682-2313
Fax: (715) 682-4699

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Email: presslegals@ashlanddailynews.net

Web: www.bayfieldcountyjournal.com

Comments: Was the Bayfield County Journal

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.83	0.4931	0.4931	0.3895
Arial	8	102	20.26	1.0163	1.0163	0.8029
Arial	8	102	30.68	1.5396	1.5396	1.2162
Arial	8	102	41.12	2.0631	2.0631	1.6298
Arial	8	102	51.55	2.5863	2.5863	2.0431
Arial	8	102	61.98	3.1098	3.1098	2.4567
Arial Bold	8	112	9.83	0.4491	0.4491	0.3548
Arial Bold	8	112	20.26	0.9256	0.9256	0.7312
Arial Bold	8	112	30.68	1.4021	1.4021	1.1076
Arial Bold	8	112	41.12	1.8789	1.8789	1.4843
Arial Bold	8	112	51.55	2.3554	2.3554	1.8607
Arial Bold	8	112	61.98	2.8322	2.8322	2.2373
Arial Italic	8	102	9.83	0.4931	0.4931	0.3895
Arial Italic	8	102	20.26	1.0163	1.0163	0.8029
Arial Italic	8	102	30.68	1.5396	1.5396	1.2162
Arial Italic	8	102	41.12	2.0631	2.0631	1.6298
Arial Italic	8	102	51.55	2.5863	2.5863	2.0431
Arial Italic	8	102	61.98	3.1098	3.1098	2.4567

ASHLAND

Daily Press

122 3rd Street W
PO Box 313
Ashland, WI 54806-1661

County: Ashland
Telephone: (715) 682-2313
Fax: (715) 682-4699

Day(s) Published: M/W/Th/F/Sa
Paid Circulation: 4,377
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Email: presslegals@ashlanddailynews.net

Web: www.ashlandwi.com

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Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.83	0.4931	0.4931	0.3895

Arial	8	102	20.26	1.0163	1.0163	0.8029
Arial	8	102	30.68	1.5396	1.5396	1.2162
Arial	8	102	41.12	2.0631	2.0631	1.6298
Arial	8	102	51.55	2.5863	2.5863	2.0431
Arial	8	102	61.98	3.1098	3.1098	2.4567
Arial Bold	8	112	9.83	0.4491	0.4491	0.3548
Arial Bold	8	112	20.26	0.9256	0.9256	0.7312
Arial Bold	8	112	30.68	1.4021	1.4021	1.1076
Arial Bold	8	112	41.12	1.8789	1.8789	1.4843
Arial Bold	8	112	51.55	2.3554	2.3554	1.8607
Arial Bold	8	112	61.98	2.8322	2.8322	2.2373
Arial Italic	8	102	9.83	0.4931	0.4931	0.3895
Arial Italic	8	102	20.26	1.0163	1.0163	0.8029
Arial Italic	8	102	30.68	1.5396	1.5396	1.2162
Arial Italic	8	102	41.12	2.0631	2.0631	1.6298
Arial Italic	8	102	51.55	2.5863	2.5863	2.0431
Arial Italic	8	102	61.98	3.1098	3.1098	2.4567

ASHLAND

Glidden Enterprise

342 Grant Street
PO Box 128
Glidden, WI 54527-0128

County: Ashland
Telephone: (715) 264-3481
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Day(s) Published: W/
Paid Circulation: 1,278
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Email: hartpub@centurytel.net

Web:

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Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	10	122	9.50	0.3985	0.3985	0.3148
Arial	10	122	20.00	0.8390	0.8390	0.6628
Arial	10	122	30.50	1.2795	1.2795	1.0107
Arial	10	122	40.75	1.7094	1.7094	1.3504
Arial	10	122	51.00	2.1394	2.1394	1.6901
Arial	10	122	61.50	2.5799	2.5799	2.0380
Arial Bold	10	134	9.50	0.3628	0.3628	0.2866
Arial Bold	10	134	20.00	0.7639	0.7639	0.6034
Arial Bold	10	134	30.50	1.1649	1.1649	0.9202
Arial Bold	10	134	40.75	1.5564	1.5564	1.2295
Arial Bold	10	134	51.00	1.9478	1.9478	1.5387
Arial Bold	10	134	61.50	2.3488	2.3488	1.8555

ASHLAND

Mellen Weekly-Record

116 E Bennett Avenue
PO Box 678
Mellen, WI 54546-0678

County: Ashland
Telephone: (715) 274-3131
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Day(s) Published: W/
Paid Circulation: 1,119
Circulation: 0%

Email: weeklyrecord@gmail.com

Web:

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	116	9.50	0.4191	0.4191	0.3311
Arial	9	116	20.00	0.8824	0.8824	0.6971
Arial	9	116	30.50	1.3456	1.3456	1.0630
Arial	9	116	40.75	1.7979	1.7979	1.4202
Arial	9	116	51.00	2.2501	2.2501	1.7775
Arial	9	116	61.50	2.7133	2.7133	2.1434
Arial	10	128	9.50	0.3798	0.3798	0.3001
Arial	10	128	20.00	0.7997	0.7997	0.6317

Arial	10	128	30.50	1.2195	1.2195	0.9633
Arial	10	128	40.75	1.6293	1.6293	1.2871
Arial	10	128	51.00	2.0391	2.0391	1.6108
Arial	10	128	61.50	2.4590	2.4590	1.9425
Arial Bold	9	126	9.50	0.3859	0.3859	0.3048
Arial Bold	9	126	20.00	0.8124	0.8124	0.6417
Arial Bold	9	126	30.50	1.2388	1.2388	0.9786
Arial Bold	9	126	40.75	1.6552	1.6552	1.3075
Arial Bold	9	126	51.00	2.0715	2.0715	1.6364
Arial Bold	9	126	61.50	2.4980	2.4980	1.9733
Arial Bold	10	140	9.50	0.3473	0.3473	0.2743
Arial Bold	10	140	20.00	0.7311	0.7311	0.5776
Arial Bold	10	140	30.50	1.1150	1.1150	0.8808
Arial Bold	10	140	40.75	1.4897	1.4897	1.1768
Arial Bold	10	140	51.00	1.8643	1.8643	1.4728
Arial Bold	10	140	61.50	2.2482	2.2482	1.7760

BARRON

Barron News-Shield

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County: Barron

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Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	114	12.50	0.5612	0.5612	0.4433
Arial	9	114	25.50	1.1448	1.1448	0.9043
Arial	9	114	39.00	1.7508	1.7508	1.3831
Arial	9	114	52.00	2.3344	2.3344	1.8441

BARRON

Chetek Alert

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Arial	9	118	10.50	0.4554	0.4554	0.3598
Arial	9	118	21.75	0.9433	0.9433	0.7452
Arial	9	118	33.00	1.4313	1.4313	1.1306
Arial	9	118	44.25	1.9192	1.9192	1.5161
Arial	9	118	55.46	2.4055	2.4055	1.9003
Arial	9	118	67.00	2.9059	2.9059	2.2956
Arial Bold	9	130	10.50	0.4134	0.4134	0.3265
Arial Bold	9	130	21.75	0.8563	0.8563	0.6764
Arial Bold	9	130	33.00	1.2991	1.2991	1.0263
Arial Bold	9	130	44.25	1.7420	1.7420	1.3761
Arial Bold	9	130	55.46	2.1834	2.1834	1.7248
Arial Bold	9	130	67.00	2.6376	2.6376	2.0837

BARRON

Chronotype The

28 S Main Street
PO Box 30
Rice Lake, WI 54868-0030

County: Barron
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Fax: (715) 718-6421

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Email: sphillips@chronotype.com

Web: www.chronotype.com

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					First Insert	Subsequent Insert
Arial	8	102	9.40	0.4716	0.4716	0.3726
Arial	8	102	19.40	0.9734	0.9734	0.7689
Arial	8	102	29.40	1.4751	1.4751	1.1653
Arial	8	102	39.40	1.9769	1.9769	1.5617
Arial	8	102	49.40	2.4786	2.4786	1.9580
Arial	8	102	59.40	2.9804	2.9804	2.3544
Arial	9	114	9.40	0.4220	0.4220	0.3334
Arial	9	114	19.40	0.8709	0.8709	0.6880
Arial	9	114	29.40	1.3199	1.3199	1.0426
Arial	9	114	39.40	1.7688	1.7688	1.3973
Arial	9	114	49.40	2.2177	2.2177	1.7519
Arial	9	114	59.40	2.6667	2.6667	2.1066
Arial Bold	8	112	9.40	0.4295	0.4295	0.3393
Arial Bold	8	112	19.40	0.8865	0.8865	0.7003
Arial Bold	8	112	29.40	1.3434	1.3434	1.0613
Arial Bold	8	112	39.40	1.8004	1.8004	1.4222
Arial Bold	8	112	49.40	2.2573	2.2573	1.7832
Arial Bold	8	112	59.40	2.7143	2.7143	2.1442
Arial Bold	9	126	9.40	0.3818	0.3818	0.3016
Arial Bold	9	126	19.40	0.7880	0.7880	0.6225
Arial Bold	9	126	29.40	1.1942	1.1942	0.9433
Arial Bold	9	126	39.40	1.6003	1.6003	1.2642
Arial Bold	9	126	49.40	2.0065	2.0065	1.5851
Arial Bold	9	126	59.40	2.4127	2.4127	1.9059
Arial Bold Italic	8	112	9.40	0.4295	0.4295	0.3393
Arial Bold Italic	8	112	19.40	0.8865	0.8865	0.7003
Arial Bold Italic	8	112	29.40	1.3434	1.3434	1.0613
Arial Bold Italic	8	112	39.40	1.8004	1.8004	1.4222
Arial Bold Italic	8	112	49.40	2.2573	2.2573	1.7832
Arial Bold Italic	8	112	59.40	2.7143	2.7143	2.1442
Arial Bold Italic	9	126	9.40	0.3818	0.3818	0.3016
Arial Bold Italic	9	126	19.40	0.7880	0.7880	0.6225
Arial Bold Italic	9	126	29.40	1.1942	1.1942	0.9433
Arial Bold Italic	9	126	39.40	1.6003	1.6003	1.2642
Arial Bold Italic	9	126	49.40	2.0065	2.0065	1.5851
Arial Bold Italic	9	126	59.40	2.4127	2.4127	1.9059
Arial Italic	8	102	9.40	0.4716	0.4716	0.3726
Arial Italic	8	102	19.40	0.9734	0.9734	0.7689
Arial Italic	8	102	29.40	1.4751	1.4751	1.1653
Arial Italic	8	102	39.40	1.9769	1.9769	1.5617
Arial Italic	8	102	49.40	2.4786	2.4786	1.9580
Arial Italic	8	102	59.40	2.9804	2.9804	2.3544
Arial Italic	9	114	9.40	0.4220	0.4220	0.3334
Arial Italic	9	114	19.40	0.8709	0.8709	0.6880
Arial Italic	9	114	29.40	1.3199	1.3199	1.0426
Arial Italic	9	114	39.40	1.7688	1.7688	1.3973
Arial Italic	9	114	49.40	2.2177	2.2177	1.7519
Arial Italic	9	114	59.40	2.6667	2.6667	2.1066

BARRON

Cumberland Advocate

1375 2nd Avenue
PO Box 637
Cumberland, WI 54829-0637

County: Barron
Telephone: (715) 822-4469
Fax: (715) 822-4451

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Web: www.cumberland-advocate.com

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Arial	9	114	9.40	0.4220	0.4220	0.3334
Arial	9	114	19.40	0.8709	0.8709	0.6880
Arial	9	114	29.40	1.3199	1.3199	1.0426
Arial	9	114	39.40	1.7688	1.7688	1.3973
Arial	9	114	49.40	2.2177	2.2177	1.7519
Arial	9	114	59.40	2.6667	2.6667	2.1066

BARRON

Times The

419 S Maple Street
PO Box 88
Turtle Lake, WI 54889-0088

County: Barron
Telephone: (715) 986-4675
Fax: (715) 986-2363

Day(s) Published: Th/
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Email: halcopress@yahoo.com

Web:

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	110	10.16	0.4729	0.4729	0.3736
Arial	9	110	21.34	0.9927	0.9927	0.7842
Arial	9	110	32.50	1.5122	1.5122	1.1946
Arial	10	122	10.16	0.4264	0.4264	0.3368
Arial	10	122	21.34	0.8950	0.8950	0.7070
Arial	10	122	32.50	1.3634	1.3634	1.0771
Arial Bold	9	120	10.16	0.4335	0.4335	0.3424
Arial Bold	9	120	21.34	0.9099	0.9099	0.7188
Arial Bold	9	120	32.50	1.3862	1.3862	1.0950
Arial Bold	10	134	10.16	0.3882	0.3882	0.3067
Arial Bold	10	134	21.34	0.8149	0.8149	0.6437
Arial Bold	10	134	32.50	1.2413	1.2413	0.9806
Arial Italic	9	110	10.16	0.4729	0.4729	0.3736
Arial Italic	9	110	21.34	0.9927	0.9927	0.7842
Arial Italic	9	110	32.50	1.5122	1.5122	1.1946
Arial Italic	10	122	10.16	0.4264	0.4264	0.3368
Arial Italic	10	122	21.34	0.8950	0.8950	0.7070
Arial Italic	10	122	32.50	1.3634	1.3634	1.0771

BROWN

Denmark News

116 W Main Street
PO Box 728
Denmark, WI 54208-0728

County: Brown
Telephone: (920) 863-2700
Fax: (920) 863-2710

Day(s) Published: Th/
Paid Circulation: 1,397
Circulation: 0%

Email: karen@thedenmarknews.com

Web: www.thedenmarknews.com

Comments: Distributed to: Maribel, Cooperstown, Eaton, Glenmore, New Denmark, Morrison, Ledgeview, Franklin and Gisbon.

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	11.00	0.5519	0.5519	0.4360
Arial	8	102	23.00	1.1540	1.1540	0.9116
Arial	8	102	35.00	1.7561	1.7561	1.3873
Arial	8	102	47.00	2.3582	2.3582	1.8629
Arial	8	102	59.00	2.9603	2.9603	2.3385
Arial	9	114	11.00	0.4938	0.4938	0.3901
Arial	9	114	23.00	1.0325	1.0325	0.8157
Arial	9	114	35.00	1.5713	1.5713	1.2412
Arial	9	114	47.00	2.1100	2.1100	1.6668
Arial	9	114	59.00	2.6487	2.6487	2.0924
Arial Bold	8	112	11.00	0.5026	0.5026	0.3971
Arial Bold	8	112	23.00	1.0510	1.0510	0.8302
Arial Bold	8	112	35.00	1.5993	1.5993	1.2634
Arial Bold	8	112	47.00	2.1477	2.1477	1.6966
Arial Bold	8	112	59.00	2.6960	2.6960	2.1297
Arial Bold	9	126	11.00	0.4468	0.4468	0.3530
Arial Bold	9	126	23.00	0.9342	0.9342	0.7380
Arial Bold	9	126	35.00	1.4216	1.4216	1.1230
Arial Bold	9	126	47.00	1.9090	1.9090	1.5081
Arial Bold	9	126	59.00	2.3964	2.3964	1.8931

BROWN

Green Bay Press Gazette

435 E Walnut Street
PO Box 23430
Green Bay, WI 54305-3430

County: Brown
Telephone: (877) 943-0446
Fax: (877) 943-0443

Day(s) Published: Su/M/Tu/W/Th/F/Sa
Paid Circulation: 35,219
Circulation: 75%

Email: ljanowsk@gannett.com

Web: www.greenbaypressgazette.com

Comments: Includes Fox Lake and Denmark.

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	78	9.18	0.6023	1.0541	0.8327
Arial	6	78	19.36	1.2704	2.2232	1.7563
Arial	6	78	29.54	1.9385	3.3923	2.6798
Arial	6	78	39.73	2.6065	4.5615	3.6034
Arial	6	78	49.91	3.2746	5.7306	4.5270
Arial	6	78	60.09	3.9427	6.8997	5.4505

BROWN

Press The

1047 Marvella Ln
PO Box
Green Bay, WI 54304-4347

County: Brown
Telephone: (920) 499-1200
Fax: (920) 499-7408

Day(s) Published: F/
Paid Circulation: 3,741
Circulation: 0%

Email: thepress@new.rr.com

Web:

Comments: Serving Ashwaubenon, Howard-Suamico and Hobart.

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	98	9.00	0.4700	0.4700	0.3713
Arial	8	98	18.92	0.9881	0.9881	0.7805
Arial	8	98	28.83	1.5056	1.5056	1.1894
Arial	8	98	38.75	2.0236	2.0236	1.5986
Arial	8	98	48.66	2.5412	2.5412	2.0074
Arial	8	98	58.58	3.0592	3.0592	2.4167
Arial Bold	8	108	9.00	0.4265	0.4265	0.3369
Arial Bold	8	108	18.92	0.8966	0.8966	0.7083
Arial Bold	8	108	28.83	1.3662	1.3662	1.0792
Arial Bold	8	108	38.75	1.8363	1.8363	1.4506
Arial Bold	8	108	48.66	2.3059	2.3059	1.8216
Arial Bold	8	108	58.58	2.7759	2.7759	2.1929
Arial Bold Italic	8	108	9.00	0.4265	0.4265	0.3369
Arial Bold Italic	8	108	18.92	0.8966	0.8966	0.7083
Arial Bold Italic	8	108	28.83	1.3662	1.3662	1.0792
Arial Bold Italic	8	108	38.75	1.8363	1.8363	1.4506
Arial Bold Italic	8	108	48.66	2.3059	2.3059	1.8216
Arial Bold Italic	8	108	58.58	2.7759	2.7759	2.1929
Arial Italic	8	98	9.00	0.4700	0.4700	0.3713
Arial Italic	8	98	18.92	0.9881	0.9881	0.7805
Arial Italic	8	98	28.83	1.5056	1.5056	1.1894
Arial Italic	8	98	38.75	2.0236	2.0236	1.5986
Arial Italic	8	98	48.66	2.5412	2.5412	2.0074
Arial Italic	8	98	58.58	3.0592	3.0592	2.4167

BUFFALO

Buffalo County Journal

PO Box 40
Cochrane, WI 54622-0040

County: Buffalo
Telephone: (608) 248-2451
Fax: (608) 248-2422

Day(s) Published: Th/
Paid Circulation: 502
Circulation: 0%

Email: durandpublishing@nelson-tel.net

Web:

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	10	128	9.13	0.3648	0.3648	0.2882
Arial	10	128	19.17	0.7665	0.7665	0.6055
Arial	10	128	30.15	1.2055	1.2055	0.9523
Arial	10	128	40.60	1.6233	1.6233	1.2824
Arial	10	128	50.11	2.0033	2.0033	1.5826
Arial	10	128	60.15	2.4050	2.4050	1.8999
Arial Bold	10	140	9.13	0.3336	0.3336	0.2635
Arial Bold	10	140	19.17	0.7008	0.7008	0.5536
Arial Bold	10	140	30.15	1.1022	1.1022	0.8707
Arial Bold	10	140	40.60	1.4842	1.4842	1.1724
Arial Bold	10	140	50.11	1.8316	1.8316	1.4469
Arial Bold	10	140	60.15	2.1988	2.1988	1.7370
Arial Italic	10	128	9.13	0.3648	0.3648	0.2882

Arial Italic	10	128	19.17	0.7665	0.7665	0.6055
Arial Italic	10	128	30.15	1.2055	1.2055	0.9523
Arial Italic	10	128	40.60	1.6233	1.6233	1.2824
Arial Italic	10	128	50.11	2.0033	2.0033	1.5826
Arial Italic	10	128	60.15	2.4050	2.4050	1.8999

BUFFALO

Cochrane-Fountain City Recorder

PO Box 40
Cochrane, WI 54622-0040

County: Buffalo
Telephone: (608) 248-2451
Fax: (608) 248-2422

Day(s) Published: Th/
Paid Circulation: 1,145
Circulation: 0%

Email: durandpublishing@nelson-tel.net

Web:

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	10	128	9.13	0.3648	0.3648	0.2882
Arial	10	128	19.17	0.7665	0.7665	0.6055
Arial	10	128	30.15	1.2055	1.2055	0.9523
Arial	10	128	40.60	1.6233	1.6233	1.2824
Arial	10	128	50.11	2.0033	2.0033	1.5826
Arial	10	128	60.15	2.4050	2.4050	1.8999
Arial Bold	10	140	9.13	0.3336	0.3336	0.2635
Arial Bold	10	140	19.17	0.7008	0.7008	0.5536
Arial Bold	10	140	30.15	1.1022	1.1022	0.8707
Arial Bold	10	140	40.60	1.4842	1.4842	1.1724
Arial Bold	10	140	50.11	1.8316	1.8316	1.4469
Arial Bold	10	140	60.15	2.1988	2.1988	1.7370
Arial Italic	10	128	9.13	0.3648	0.3648	0.2882
Arial Italic	10	128	19.17	0.7665	0.7665	0.6055
Arial Italic	10	128	30.15	1.2055	1.2055	0.9523
Arial Italic	10	128	40.60	1.6233	1.6233	1.2824
Arial Italic	10	128	50.11	2.0033	2.0033	1.5826
Arial Italic	10	128	60.15	2.4050	2.4050	1.8999

BUFFALO

Mondovi Herald-News

123 W Main Street
PO Box
Mondovi, WI 54755

County: Buffalo
Telephone: (715) 926-4970
Fax: (715) 672-4254

Day(s) Published: Th/
Paid Circulation: 3,175
Circulation: 0%

Email: durandpublishing@nelson-tel.net

Web:

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	10	128	9.13	0.3648	0.3648	0.2882
Arial	10	128	19.17	0.7665	0.7665	0.6055
Arial	10	128	30.15	1.2055	1.2055	0.9523
Arial	10	128	40.60	1.6233	1.6233	1.2824
Arial	10	128	50.11	2.0033	2.0033	1.5826
Arial	10	128	60.15	2.4050	2.4050	1.8999
Arial Bold	10	140	9.13	0.3336	0.3336	0.2635
Arial Bold	10	140	19.17	0.7008	0.7008	0.5536
Arial Bold	10	140	30.15	1.1022	1.1022	0.8707
Arial Bold	10	140	40.60	1.4842	1.4842	1.1724
Arial Bold	10	140	50.11	1.8316	1.8316	1.4469
Arial Bold	10	140	60.15	2.1988	2.1988	1.7370
Arial Italic	10	128	9.13	0.3648	0.3648	0.2882
Arial Italic	10	128	19.17	0.7665	0.7665	0.6055

Arial Italic	10	128	30.15	1.2055	1.2055	0.9523
Arial Italic	10	128	40.60	1.6233	1.6233	1.2824
Arial Italic	10	128	50.11	2.0033	2.0033	1.5826
Arial Italic	10	128	60.15	2.4050	2.4050	1.8999

BURNETT

Burnett County Sentinel

114 W Madison Ave

PO Box 397

Grantsburg, WI 54840-0397

County: Burnett

Telephone: (715) 463-2341

Fax: (715) 463-5138

Email: office@burnettcountysentinel.com

Web: www.burnettcountysentinel.com

Comments:

Day(s) Published: W/

Paid Circulation: 1,614

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	110	10.00	0.4653	0.4653	0.3675
Arial	9	110	20.00	0.9305	0.9305	0.7351
Arial	9	110	30.00	1.3958	1.3958	1.1026
Arial	9	110	40.00	1.8610	1.8610	1.4701
Arial	9	110	50.00	2.3263	2.3263	1.8377
Arial	9	110	60.00	2.7915	2.7915	2.2052
Arial Bold	10	134	10.00	0.3819	0.3819	0.3017
Arial Bold	10	134	20.00	0.7639	0.7639	0.6034
Arial Bold	10	134	30.00	1.1458	1.1458	0.9051
Arial Bold	10	134	40.00	1.5277	1.5277	1.2068
Arial Bold	10	134	50.00	1.9096	1.9096	1.5085
Arial Bold	10	134	60.00	2.2916	2.2916	1.8103

CALUMET

Brillion News

425 W Ryan Street

PO Box

Brillion, WI 54110-1037

County: Calumet

Telephone: (920) 756-2222

Fax: (920) 756-2701

Email: darcy@zanderpressinc.com

Web: www.thebrillionnews.com

Comments: Covering Brillion, Reedsville, and surrounding areas.

Day(s) Published: Th/

Paid Circulation: 1,651

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	10.11	0.5072	0.5072	0.4007
Arial	8	102	22.95	1.1515	1.1515	0.9097
Arial	8	102	34.80	1.7461	1.7461	1.3793
Arial	8	102	46.70	2.3432	2.3432	1.8510
Arial	8	102	58.60	2.9402	2.9402	2.3227
Arial	12	154	10.11	0.3359	0.3359	0.2654
Arial	12	154	22.95	0.7627	0.7627	0.6025
Arial	12	154	34.80	1.1565	1.1565	0.9136
Arial	12	154	46.70	1.5520	1.5520	1.2260
Arial	12	154	58.60	1.9474	1.9474	1.5384
Arial Bold	8	112	10.11	0.4619	0.4619	0.3649
Arial Bold	8	112	22.95	1.0487	1.0487	0.8284
Arial Bold	8	112	34.80	1.5902	1.5902	1.2562
Arial Bold	8	112	46.70	2.1339	2.1339	1.6857
Arial Bold	8	112	58.60	2.6777	2.6777	2.1153
Arial Bold	12	168	10.11	0.3079	0.3079	0.2433
Arial Bold	12	168	22.95	0.6991	0.6991	0.5523
Arial Bold	12	168	34.80	1.0601	1.0601	0.8375
Arial Bold	12	168	46.70	1.4226	1.4226	1.1238
Arial Bold	12	168	58.60	1.7851	1.7851	1.4102
Arial Bold Italic	8	112	10.11	0.4619	0.4619	0.3649

Arial Bold Italic	8	112	22.95	1.0487	1.0487	0.8284
Arial Bold Italic	8	112	34.80	1.5902	1.5902	1.2562
Arial Bold Italic	8	112	46.70	2.1339	2.1339	1.6857
Arial Bold Italic	8	112	58.60	2.6777	2.6777	2.1153
Arial Bold Italic	12	168	10.11	0.3079	0.3079	0.2433
Arial Bold Italic	12	168	22.95	0.6991	0.6991	0.5523
Arial Bold Italic	12	168	34.80	1.0601	1.0601	0.8375
Arial Bold Italic	12	168	46.70	1.4226	1.4226	1.1238
Arial Bold Italic	12	168	58.60	1.7851	1.7851	1.4102
Arial Italic	8	102	10.11	0.5072	0.5072	0.4007
Arial Italic	8	102	22.95	1.1515	1.1515	0.9097
Arial Italic	8	102	34.80	1.7461	1.7461	1.3793
Arial Italic	8	102	46.70	2.3432	2.3432	1.8510
Arial Italic	8	102	58.60	2.9402	2.9402	2.3227
Arial Italic	12	154	10.11	0.3359	0.3359	0.2654
Arial Italic	12	154	34.80	1.1565	1.1565	0.9136
Arial Italic	12	154	46.70	1.5520	1.5520	1.2260
Arial Italic	12	154	58.60	1.9474	1.9474	1.5384
Arial Italic	12	154	58.60	1.9474	1.9474	1.5384

CALUMET

Chilton Times-Journal

19 E Main Street
PO Box 227
Chilton, WI 53014-0227

County: Calumet
Telephone: (920) 849-4551
Fax: (920) 849-4651

Day(s) Published: Th/
Paid Circulation: 1,700
Circulation: 0%

Email: calumetpress@gmail.com
Web: www.chiltontimesjournal.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	98	12.00	0.6267	0.6267	0.4951
Arial	8	98	25.00	1.3056	1.3056	1.0314
Arial	8	98	39.00	2.0367	2.0367	1.6089
Arial	8	98	52.00	2.7156	2.7156	2.1452
Arial	8	98	66.00	3.4467	3.4467	2.7228
Arial Bold	8	108	12.00	0.5686	0.5686	0.4492
Arial Bold	8	108	25.00	1.1847	1.1847	0.9359
Arial Bold	8	108	39.00	1.8481	1.8481	1.4599
Arial Bold	8	108	52.00	2.4641	2.4641	1.9466
Arial Bold	8	108	66.00	3.1276	3.1276	2.4707
Arial Bold Italic	8	108	12.00	0.5686	0.5686	0.4492
Arial Bold Italic	8	108	25.00	1.1847	1.1847	0.9359
Arial Bold Italic	8	108	39.00	1.8481	1.8481	1.4599
Arial Bold Italic	8	108	52.00	2.4641	2.4641	1.9466
Arial Bold Italic	8	108	66.00	3.1276	3.1276	2.4707
Arial Italic	8	98	12.00	0.6267	0.6267	0.4951
Arial Italic	8	98	25.00	1.3056	1.3056	1.0314
Arial Italic	8	98	39.00	2.0367	2.0367	1.6089
Arial Italic	8	98	52.00	2.7156	2.7156	2.1452
Arial Italic	8	98	66.00	3.4467	3.4467	2.7228

CHIPPEWA

Bloomer Advance

1210 15th Avenue
PO Box 25
Bloomer, WI 54724-0025

County: Chippewa
Telephone: (715) 568-3100
Fax: (715) 568-3111

Day(s) Published: W/
Paid Circulation: 2,399
Circulation: 0%

Email: ads@bloomeradvance.com

Web: www.bloomeradvance.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	116	12.00	0.5294	0.5294	0.4182
Arial	9	116	25.50	1.1250	1.1250	0.8887
Arial	9	116	39.00	1.7206	1.7206	1.3593
Arial	9	116	52.00	2.2942	2.2942	1.8123
Arial	9	116	65.00	2.8677	2.8677	2.2654
Arial	9	116	78.00	3.4413	3.4413	2.7185

CHIPPEWA

Chippewa Herald

321 Frenette Dr
PO Box 69
Chippewa Falls, WI 54729-0069

County: Chippewa
Telephone: (608) 791-8300
Fax: (608) 791-8238

Day(s) Published: Su/M/Tu/W/Th/Sa
Paid Circulation: 3,483
Circulation: 0%

Email: lisa.faulkner@lee.net

Web: www.chippewa.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial Light	6.8	80	9.40	0.6013	0.6013	0.4750
Arial Light	6.8	80	19.40	1.2411	1.2411	0.9804
Arial Light	6.8	80	29.40	1.8808	1.8808	1.4858
Arial Light	6.8	80	39.40	2.5205	2.5205	1.9911
Arial Light	8	94	9.40	0.5118	0.5118	0.4043
Arial Light	8	94	19.40	1.0562	1.0562	0.8344
Arial Light	8	94	29.40	1.6007	1.6007	1.2645
Arial Light	8	94	39.40	2.1451	2.1451	1.6946
Arial Light	9	110	9.40	0.4373	0.4373	0.3455
Arial Light	9	110	19.40	0.9026	0.9026	0.7130
Arial Light	9	110	29.40	1.3679	1.3679	1.0806
Arial Light	9	110	39.40	1.8331	1.8331	1.4481
Arial Light Bold	6.8	92	9.40	0.5229	0.5229	0.4131
Arial Light Bold	6.8	92	19.40	1.0792	1.0792	0.8525
Arial Light Bold	6.8	92	29.40	1.6355	1.6355	1.2920
Arial Light Bold	6.8	92	39.40	2.1918	2.1918	1.7314
Arial Light Bold	8	104	9.40	0.4626	0.4626	0.3654
Arial Light Bold	8	104	19.40	0.9547	0.9547	0.7542
Arial Light Bold	8	104	29.40	1.4468	1.4468	1.1429
Arial Light Bold	8	104	39.40	1.9389	1.9389	1.5316
Arial Light Bold	9	122	9.40	0.3943	0.3943	0.3115
Arial Light Bold	9	122	19.40	0.8138	0.8138	0.6429
Arial Light Bold	9	122	29.40	1.2333	1.2333	0.9743
Arial Light Bold	9	122	39.40	1.6528	1.6528	1.3057

CHIPPEWA

Courier Sentinel

121 Main Street
PO Box 546
Cornell, WI 54732-0546

County: Chippewa
Telephone: (715) 861-4414
Fax: (715) 239-6200

Day(s) Published: Th/
Paid Circulation: 1,542
Circulation: 0%

Email: cornellcourier@centurytel.net
Web: www.couriersentinelnews.com

Comments: Covers Cadott, Cornet and Lake Holcome

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.50	0.4767	0.4767	0.3765
Arial	8	102	20.00	1.0035	1.0035	0.7927
Arial	8	102	30.50	1.5303	1.5303	1.2089
Arial	8	102	41.00	2.0572	2.0572	1.6251
Arial	8	102	51.50	2.5840	2.5840	2.0413
Arial	8	102	62.00	3.1108	3.1108	2.4575
Arial	10	128	9.50	0.3798	0.3798	0.3001
Arial	10	128	20.00	0.7997	0.7997	0.6317
Arial	10	128	30.50	1.2195	1.2195	0.9633
Arial	10	128	41.00	1.6393	1.6393	1.2950
Arial	10	128	51.50	2.0591	2.0591	1.6266
Arial	10	128	62.00	2.4789	2.4789	1.9583
Arial Bold	8	114	9.50	0.4265	0.4265	0.3369
Arial Bold	8	114	20.00	0.8979	0.8979	0.7093
Arial Bold	8	114	30.50	1.3692	1.3692	1.0817
Arial Bold	8	114	41.00	1.8406	1.8406	1.4540
Arial Bold	8	114	51.50	2.3120	2.3120	1.8264
Arial Bold	8	114	62.00	2.7834	2.7834	2.1988
Arial Bold	10	140	9.50	0.3473	0.3473	0.2743
Arial Bold	10	140	20.00	0.7311	0.7311	0.5776
Arial Bold	10	140	30.50	1.1150	1.1150	0.8808
Arial Bold	10	140	41.00	1.4988	1.4988	1.1840
Arial Bold	10	140	51.50	1.8826	1.8826	1.4872
Arial Bold	10	140	62.00	2.2665	2.2665	1.7904
Arial Bold	12	168	9.50	0.2894	0.2894	0.2286
Arial Bold	12	168	20.00	0.6093	0.6093	0.4813
Arial Bold	12	168	30.50	0.9291	0.9291	0.7340
Arial Bold	12	168	41.00	1.2490	1.2490	0.9867
Arial Bold	12	168	51.50	1.5689	1.5689	1.2393
Arial Bold	12	168	62.00	1.8887	1.8887	1.4920

CHIPPEWA

Stanley Republican

108 E Fifth Ave
PO Box 185
Stanley, WI 54768-0185

County: Chippewa
Telephone: (715) 644-5452
Fax: (877) 246-9857

Day(s) Published: Th/
Paid Circulation: 0
Circulation: %

Email: jmcloone@prescottjournal.net
Web:

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	10	122	9.29	0.3898		
Arial	10	122	19.58	0.8216		
Arial	10	122	29.88	1.2533		
Arial	10	122	40.17	1.6851		
Arial	10	122	50.46	2.1169		
Arial	10	122	60.75	2.5484		
Arial Bold	12	162	9.29	0.2936		

Arial Bold	12	162	19.58	0.6187
Arial Bold	12	162	29.88	0.9439
Arial Bold	12	162	40.17	1.2690
Arial Bold	12	162	50.46	1.5942
Arial Bold	12	162	60.75	1.9192

CLARK

Clark County Press

614 Hewett Street
PO Box 149
Neillsville, WI 54456-0149

County: Clark
Telephone: (715) 284-2600
Fax: (715) 284-4634

Day(s) Published: W/
Paid Circulation: 3,028
Circulation: 0%

Email: kathy@bannerjournal.com

Web:

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	76	9.58	0.6451	0.6451	0.5096
Arial	6	76	19.11	1.2869	1.2869	1.0166
Arial	6	76	30.40	2.0471	2.0471	1.6172
Arial	6	76	40.85	2.7508	2.7508	2.1731
Arial	6	76	51.08	3.4397	3.4397	2.7173
Arial	6	76	61.46	4.1387	4.1387	3.2694
Arial	7	88	9.58	0.5571	0.5571	0.4401
Arial	7	88	19.11	1.1114	1.1114	0.8780
Arial	7	88	30.40	1.7680	1.7680	1.3966
Arial	7	88	40.85	2.3757	2.3757	1.8767
Arial	7	88	51.08	2.9707	2.9707	2.3467
Arial	7	88	61.46	3.5743	3.5743	2.8236
Arial	8	102	9.58	0.4807	0.4807	0.3797
Arial	8	102	19.11	0.9588	0.9588	0.7575
Arial	8	102	30.40	1.5253	1.5253	1.2049
Arial	8	102	40.85	2.0496	2.0496	1.6191
Arial	8	102	51.08	2.5629	2.5629	2.0246
Arial	8	102	61.46	3.0837	3.0837	2.4361
Arial	10	128	9.58	0.3830	0.3830	0.3026
Arial	10	128	19.11	0.7641	0.7641	0.6036
Arial	10	128	30.40	1.2155	1.2155	0.9602
Arial	10	128	40.85	1.6333	1.6333	1.2903
Arial	10	128	51.08	2.0423	2.0423	1.6134
Arial	10	128	61.46	2.4574	2.4574	1.9412
Arial Bold	6	84	9.58	0.5837	0.5837	0.4611
Arial Bold	6	84	19.11	1.1643	1.1643	0.9198
Arial Bold	6	84	30.40	1.8522	1.8522	1.4631
Arial Bold	6	84	40.85	2.4888	2.4888	1.9661
Arial Bold	6	84	51.08	3.1121	3.1121	2.4585
Arial Bold	6	84	61.46	3.7445	3.7445	2.9581
Arial Bold	7	98	9.58	0.5003	0.5003	0.3952
Arial Bold	7	98	19.11	0.9980	0.9980	0.7884
Arial Bold	7	98	30.40	1.5876	1.5876	1.2541
Arial Bold	7	98	40.85	2.1333	2.1333	1.6852
Arial Bold	7	98	51.08	2.6675	2.6675	2.1073
Arial Bold	7	98	61.46	3.2096	3.2096	2.5355
Arial Bold	8	112	9.58	0.4378	0.4378	0.3458
Arial Bold	8	112	19.11	0.8732	0.8732	0.6898
Arial Bold	8	112	30.40	1.3891	1.3891	1.0974
Arial Bold	8	112	40.85	1.8666	1.8666	1.4746
Arial Bold	8	112	51.08	2.3341	2.3341	1.8439
Arial Bold	8	112	61.46	2.8084	2.8084	2.2185
Arial Bold	10	140	9.58	0.3502	0.3502	0.2767
Arial Bold	10	140	19.11	0.6986	0.6986	0.5519

Arial Bold	10	140	30.40	1.1113	1.1113	0.8779
Arial Bold	10	140	40.85	1.4933	1.4933	1.1797
Arial Bold	10	140	51.08	1.8673	1.8673	1.4751
Arial Bold	10	140	61.46	2.2467	2.2467	1.7748

CLARK

O-W Enterprise

PO Box F
Withee, WI 54460

County: Clark
Telephone: (715) 229-2103
Fax: (715) 229-2104

Day(s) Published: W/
Paid Circulation: 772
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Email: ads@o-wenterprise.com

Web: www.facebook.com/o.w.enterprise-newspaper

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	114	9.41	0.4224	0.4224	0.3336
Arial	9	114	19.81	0.8894	0.8894	0.7026
Arial	9	114	30.22	1.3568	1.3568	1.0718
Arial	9	114	40.63	1.8241	1.8241	1.4410
Arial	9	114	51.04	2.2912	2.2912	1.8099
Arial	9	114	61.44	2.7582	2.7582	2.1789
Arial Bold	9	126	9.41	0.3821	0.3821	0.3019
Arial Bold	9	126	19.81	0.8047	0.8047	0.6357
Arial Bold	9	126	30.22	1.2275	1.2275	0.9697
Arial Bold	9	126	40.63	1.6504	1.6504	1.3037
Arial Bold	9	126	51.04	2.0730	2.0730	1.6376
Arial Bold	9	126	61.44	2.4955	2.4955	1.9714
Arial Italic	9	114	9.41	0.4224	0.4224	0.3336
Arial Italic	9	114	19.81	0.8894	0.8894	0.7026
Arial Italic	9	114	30.22	1.3568	1.3568	1.0718
Arial Italic	9	114	40.63	1.8241	1.8241	1.4410
Arial Italic	9	114	51.04	2.2912	2.2912	1.8099
Arial Italic	9	114	61.44	2.7582	2.7582	2.1789

CLARK

Sentinel & Rural News

218A N Central Ave
PO Box 415
Owen, WI 54460-0415

County: Clark
Telephone: (715) 229-2731
Fax:

Day(s) Published: Tu/
Paid Circulation: 820
Circulation: 0%

Email: sentinelruralnewsads@gmail.com

Web:

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	114	9.41	0.4224	0.4224	0.3337
Arial	9	114	19.81	0.8893	0.8893	0.7025
Arial	9	114	30.22	1.3567	1.3567	1.0717
Arial	9	114	40.98	1.8397	1.8397	1.4533
Arial	9	114	51.24	2.3003	2.3003	1.8172
Arial	9	114	61.44	2.7582	2.7582	2.1789
Arial	10	127	9.41	0.3792	0.3792	0.2996
Arial	10	127	19.81	0.7983	0.7983	0.6306
Arial	10	127	30.22	1.2178	1.2178	0.9620
Arial	10	127	40.98	1.6514	1.6514	1.3046
Arial	10	127	51.24	2.0649	2.0649	1.6312
Arial	10	127	61.44	2.4759	2.4759	1.9559
Arial	12	153	9.41	0.3148	0.3148	0.2487
Arial	12	153	19.81	0.6626	0.6626	0.5235
Arial	12	153	30.22	1.0109	1.0109	0.7985

Arial	12	153	40.98	1.3708	1.3708	1.0829
Arial	12	153	51.24	1.7140	1.7140	1.3540
Arial	12	153	61.44	2.0552	2.0552	1.6235
Arial Bold	9	126	9.41	0.3822	0.3822	0.3019
Arial Bold	9	126	19.81	0.8046	0.8046	0.6356
Arial Bold	9	126	30.22	1.2275	1.2275	0.9697
Arial Bold	9	126	40.98	1.6645	1.6645	1.3149
Arial Bold	9	126	51.24	2.0812	2.0812	1.6441
Arial Bold	9	126	61.44	2.4955	2.4955	1.9714
Arial Bold	10	140	9.41	0.3440	0.3440	0.2717
Arial Bold	10	140	19.81	0.7242	0.7242	0.5721
Arial Bold	10	140	30.22	1.1047	1.1047	0.8727
Arial Bold	10	140	40.98	1.4981	1.4981	1.1834
Arial Bold	10	140	51.24	1.8731	1.8731	1.4797
Arial Bold	10	140	61.44	2.2460	2.2460	1.7743
Arial Bold	12	168	9.41	0.2867	0.2867	0.2265
Arial Bold	12	168	19.81	0.6035	0.6035	0.4767
Arial Bold	12	168	30.22	0.9206	0.9206	0.7272
Arial Bold	12	168	40.98	1.2484	1.2484	0.9862
Arial Bold	12	168	51.24	1.5609	1.5609	1.2331
Arial Bold	12	168	61.44	1.8717	1.8717	1.4785
Arial Italic	9	114	9.41	0.4224	0.4224	0.3337
Arial Italic	9	114	19.81	0.8893	0.8893	0.7025
Arial Italic	9	114	30.22	1.3567	1.3567	1.0717
Arial Italic	9	114	40.98	1.8397	1.8397	1.4533
Arial Italic	9	114	51.24	2.3003	2.3003	1.8172
Arial Italic	9	114	61.44	2.7582	2.7582	2.1789

CLARK

Thorp Courier

403 N Washington Street
PO Box 487
Thorp, WI 54771-0487

County: Clark
Telephone: (715) 669-5525
Fax: (715) 669-5596

Day(s) Published: W/
Paid Circulation: 1,525
Circulation: 0%

Email: thorpcourier@centurytel.net

Web:

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	7	90	9.50	0.5402	0.5402	0.4268
Arial	7	90	20.00	1.1373	1.1373	0.8984
Arial	7	90	30.50	1.7344	1.7344	1.3701
Arial	7	90	41.00	2.3315	2.3315	1.8418
Arial	7	90	51.50	2.9285	2.9285	2.3134
Arial	7	90	62.00	3.5256	3.5256	2.7851

CLARK

Tribune Record Gleaner

318 N Main Street
PO Box 187
Loyal, WI 54446-0187

County: Clark
Telephone: (715) 255-8531
Fax: (715) 255-8357

Day(s) Published: W/
Paid Circulation: 1,709
Circulation: 0%

Email: legals@tpprinting.com

Web: www.centralwinews.com/trg

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.50	0.4767	0.4767	0.3765
Arial	8	102	20.00	1.0035	1.0035	0.7927
Arial	8	102	30.50	1.5303	1.5303	1.2089
Arial	8	102	41.00	2.0572	2.0572	1.6251

Arial	8	102	51.50	2.5840	2.5840	2.0413
Arial	8	102	62.00	3.1108	3.1108	2.4575
Arial Bold	8	112	9.50	0.4341	0.4341	0.3429
Arial Bold	8	112	20.00	0.9139	0.9139	0.7219
Arial Bold	8	112	30.50	1.3937	1.3937	1.1010
Arial Bold	8	112	41.00	1.8735	1.8735	1.4800
Arial Bold	8	112	51.50	2.3533	2.3533	1.8590
Arial Bold	8	112	62.00	2.8331	2.8331	2.2380

CLARK

Tribune-Phonograph

103 W Spruce Street

PO Box 677

Abbotsford, WI 54405-0677

Email: legals@tpprinting.com

Web: www.centralwinews.com/tribune

Comments:

County: Clark

Telephone: (715) 223-2342

Fax: (715) 223-3505

Day(s) Published: W/

Paid Circulation: 1,909

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.50	0.4767	0.4767	0.3765
Arial	8	102	20.00	1.0035	1.0035	0.7927
Arial	8	102	30.50	1.5303	1.5303	1.2089
Arial	8	102	41.00	2.0572	2.0572	1.6251
Arial	8	102	51.50	2.5840	2.5840	2.0413
Arial	8	102	62.00	3.1108	3.1108	2.4575
Arial Bold	8	112	9.50	0.4341	0.4341	0.3429
Arial Bold	8	112	20.00	0.9139	0.9139	0.7219
Arial Bold	8	112	30.50	1.3937	1.3937	1.1010
Arial Bold	8	112	41.00	1.8735	1.8735	1.4800
Arial Bold	8	112	51.50	2.3533	2.3533	1.8590
Arial Bold	8	112	62.00	2.8331	2.8331	2.2380

COLUMBIA

Lodi Enterprise

105 S Main Street, Ste H

PO Box

Lodi, WI 53555

Email: cdrake@hngnews.com

Web: www.lodienews.com

Comments:

County: Columbia

Telephone: (608) 592-3261

Fax: (608) 592-3866

Day(s) Published: Th/

Paid Circulation: 1,547

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	116	10.50	0.4633	0.4633	0.3660
Arial	9	116	21.75	0.9596	0.9596	0.7580
Arial	9	116	33.00	1.4559	1.4559	1.1501
Arial	9	116	44.25	1.9523	1.9523	1.5422
Arial	9	116	55.50	2.4486	2.4486	1.9343
Arial	9	116	66.75	2.9450	2.9450	2.3264
Arial Bold	9	126	10.50	0.4265	0.4265	0.3369
Arial Bold	9	126	21.75	0.8834	0.8834	0.6979
Arial Bold	9	126	33.00	1.3404	1.3404	1.0589
Arial Bold	9	126	44.25	1.7973	1.7973	1.4198
Arial Bold	9	126	55.50	2.2543	2.2543	1.7808
Arial Bold	9	126	66.75	2.7112	2.7112	2.1418

COLUMBIA

Portage Daily Register

1640 La Dawn Dr
PO Box 470
Portage, WI 54901-0470

County: Columbia
Telephone: (608) 745-3553
Fax: (608) 745-3530

Day(s) Published: M/Tu/W/Th/F/Sa
Paid Circulation: 3,125
Circulation: 0%

Email: pdr-legals@madison.com

Web: www.madison.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	7	90	9.40	0.5345	0.5345	0.4223
Arial	7	90	19.40	1.1032	1.1032	0.8715
Arial	7	90	29.40	1.6718	1.6718	1.3207
Arial	7	90	39.40	2.2405	2.2405	1.7699
Arial	7	90	49.40	2.8091	2.8091	2.2191
Arial	7	90	59.40	3.3778	3.3778	2.6683
Arial Bold	7	98	9.40	0.4909	0.4909	0.3878
Arial Bold	7	98	19.40	1.0131	1.0131	0.8003
Arial Bold	7	98	29.40	1.5353	1.5353	1.2129
Arial Bold	7	98	39.40	2.0576	2.0576	1.6254
Arial Bold	7	98	49.40	2.5798	2.5798	2.0380
Arial Bold	7	98	59.40	3.1020	3.1020	2.4505

COLUMBIA

Poynette Press

105 S Main St Suite H
PO Box
Lodi, WI 53555

County: Columbia
Telephone: (608) 592-3261
Fax: (608) 592-3866

Day(s) Published: Th/
Paid Circulation: 799
Circulation: 0%

Email: cdrake@hngnews.com

Web: www.poynettepress.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	116	10.50	0.4633	0.4633	0.3660
Arial	9	116	21.75	0.9596	0.9596	0.7580
Arial	9	116	33.00	1.4559	1.4559	1.1501
Arial	9	116	44.25	1.9523	1.9523	1.5422
Arial	9	116	55.50	2.4486	2.4486	1.9343
Arial	9	116	66.75	2.9450	2.9450	2.3264
Arial Bold	9	126	10.50	0.4265	0.4265	0.3369
Arial Bold	9	126	21.75	0.8834	0.8834	0.6979
Arial Bold	9	126	33.00	1.3404	1.3404	1.0589
Arial Bold	9	126	44.25	1.7973	1.7973	1.4198
Arial Bold	9	126	55.50	2.2543	2.2543	1.7808
Arial Bold	9	126	66.75	2.7112	2.7112	2.1418

COLUMBIA

Wisconsin Dells Events

1640 La Dawn Dr
PO Box 470
Portage, WI 53901-0470

County: Columbia
Telephone: (608) 745-3530
Fax: (608) 745-3530

Day(s) Published: W/Sa
Paid Circulation: 1,476
Circulation: 0%

Email: pdr-legals@madison.com

Web: www.madison

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	114	9.40	0.4220	0.4220	0.3334
Arial	9	114	19.40	0.8709	0.8709	0.6880
Arial	9	114	29.40	1.3199	1.3199	1.0426
Arial	9	114	39.40	1.7688	1.7688	1.3973
Arial	9	114	49.40	2.2177	2.2177	1.7519
Arial	9	114	59.40	2.6667	2.6667	2.1066
Arial Bold	9	126	9.40	0.3818	0.3818	0.3016
Arial Bold	9	126	19.40	0.7880	0.7880	0.6225
Arial Bold	9	126	29.40	1.1942	1.1942	0.9433
Arial Bold	9	126	39.40	1.6003	1.6003	1.2642
Arial Bold	9	126	49.40	2.0065	2.0065	1.5851
Arial Bold	9	126	59.40	2.4127	2.4127	1.9059

CRAWFORD

Courier Press

132 S Beaumont Rd
PO Box 149
Prairie du Chien, WI 53821-0149

County: Crawford
Telephone: (608) 326-2441
Fax: (608) 326-2443

Day(s) Published: M/W/
Paid Circulation: 3,447
Circulation: 0%

Email: howeads@mhtc.net

Web: www.pdccourier.com/courier_press/home.html

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	11.50	0.5770	0.5770	0.4558
Arial	8	102	23.00	1.1540	1.1540	0.9116
Arial	8	102	34.50	1.7310	1.7310	1.3675
Arial	8	102	46.00	2.3080	2.3080	1.8233
Arial	8	102	57.50	2.8850	2.8850	2.2791
Arial Bold	8	112	11.50	0.5255	0.5255	0.4151
Arial Bold	8	112	23.00	1.0510	1.0510	0.8302
Arial Bold	8	112	34.50	1.5765	1.5765	1.2454
Arial Bold	8	112	46.00	2.1020	2.1020	1.6605
Arial Bold	8	112	57.50	2.6275	2.6275	2.0756

CRAWFORD

Crawford County Independent & Kickapoo Scout

120 Sunset Ridge Ave
PO Box 113
Gays Mills, WI 54631-8329

County: Crawford
Telephone: (608) 735-4413
Fax: (608) 735-4419

Day(s) Published: Th/
Paid Circulation: 1,701
Circulation: 0%

Email: DialAds@boscobelDial.net

Web: www.swnews4u.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	114	10.00	0.4489	0.4489	0.3546
Arial	9	114	21.00	0.9428	0.9428	0.7447
Arial	9	114	32.00	1.4366	1.4366	1.1349

Arial	9	114	43.00	1.9304	1.9304	1.5250
Arial	9	114	54.00	2.4242	2.4242	1.9151
Arial	9	114	65.00	2.9181	2.9181	2.3052
Arial	10	126	10.00	0.4062	0.4062	0.3209
Arial	10	126	21.00	0.8530	0.8530	0.6738
Arial	10	126	32.00	1.2998	1.2998	1.0268
Arial	10	126	43.00	1.7466	1.7466	1.3797
Arial	10	126	54.00	2.1934	2.1934	1.7327
Arial	10	126	65.00	2.6401	2.6401	2.0856
Arial Bold	9	124	10.00	0.4127	0.4127	0.3260
Arial Bold	9	124	21.00	0.8667	0.8667	0.6847
Arial Bold	9	124	32.00	1.3207	1.3207	1.0433
Arial Bold	9	124	43.00	1.7747	1.7747	1.4020
Arial Bold	9	124	54.00	2.2287	2.2287	1.7606
Arial Bold	9	124	65.00	2.6827	2.6827	2.1193
Arial Bold	10	138	10.00	0.3709	0.3709	0.2930
Arial Bold	10	138	21.00	0.7788	0.7788	0.6152
Arial Bold	10	138	32.00	1.1867	1.1867	0.9375
Arial Bold	10	138	43.00	1.5947	1.5947	1.2597
Arial Bold	10	138	54.00	2.0026	2.0026	1.5820
Arial Bold	10	138	65.00	2.4106	2.4106	1.9043
Arial Bold Italic	10	138	10.00	0.3709	0.3709	0.2930
Arial Bold Italic	10	138	21.00	0.7788	0.7788	0.6152
Arial Bold Italic	10	138	32.00	1.1867	1.1867	0.9375
Arial Bold Italic	10	138	43.00	1.5947	1.5947	1.2597
Arial Bold Italic	10	138	54.00	2.0026	2.0026	1.5820
Arial Bold Italic	10	138	65.00	2.4106	2.4106	1.9043
Arial Italic	10	126	10.00	0.4062	0.4062	0.3209
Arial Italic	10	126	21.00	0.8530	0.8530	0.6738
Arial Italic	10	126	32.00	1.2998	1.2998	1.0268
Arial Italic	10	126	43.00	1.7466	1.7466	1.3797
Arial Italic	10	126	54.00	2.1934	2.1934	1.7327
Arial Italic	10	126	65.00	2.6401	2.6401	2.0856

DANE

Cambridge News & Deerfield Independent The

201 W North Street
PO Box 8
Cambridge, WI 53523-0008

County: Dane
Telephone: (608) 423-3213
Fax: (608) 423-7802

Day(s) Published: Th/
Paid Circulation: 1,403
Circulation: 0%

Email: cdrake@hngnews.com

Web: www.cambridgeenews.com

Comments: Joan is located in the Sun Prairie office at (608) 837-2521

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	116	10.50	0.4633	0.4633	0.3660
Arial	9	116	21.75	0.9596	0.9596	0.7580
Arial	9	116	33.00	1.4559	1.4559	1.1501
Arial	9	116	44.25	1.9523	1.9523	1.5422
Arial	9	116	55.50	2.4486	2.4486	1.9343
Arial	9	116	66.75	2.9450	2.9450	2.3264
Arial Bold	9	126	10.50	0.4265	0.4265	0.3369
Arial Bold	9	126	21.75	0.8834	0.8834	0.6979
Arial Bold	9	126	33.00	1.3404	1.3404	1.0589
Arial Bold	9	126	44.25	1.7973	1.7973	1.4198
Arial Bold	9	126	55.50	2.2543	2.2543	1.7808
Arial Bold	9	126	66.75	2.7112	2.7112	2.1418

DANE

DeForest Times-Tribune

6616 Lake Rd

PO Box 585

Windsor, WI 53598

Email: cdrake@hngnews.com

Web: www.deforesttimes.com

Comments:

County: Dane

Telephone: (608) 846-5576

Fax: (608) 846-5757

Day(s) Published: Th/

Paid Circulation: 1,750

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	116	10.50	0.4633	0.4633	0.3660
Arial	9	116	21.75	0.9596	0.9596	0.7580
Arial	9	116	33.00	1.4559	1.4559	1.1501
Arial	9	116	44.25	1.9523	1.9523	1.5422
Arial	9	116	55.50	2.4486	2.4486	1.9343
Arial	9	116	66.75	2.9450	2.9450	2.3264
Arial Bold	9	126	10.50	0.4265	0.4265	0.3369
Arial Bold	9	126	21.75	0.8834	0.8834	0.6979
Arial Bold	9	126	33.00	1.3404	1.3404	1.0589
Arial Bold	9	126	44.25	1.7973	1.7973	1.4198
Arial Bold	9	126	55.50	2.2543	2.2543	1.7808
Arial Bold	9	126	66.75	2.7112	2.7112	2.1418

DANE

Herald-Independent and McFarland Thistle

213 W Cottage Grove Rd, Ste 9

PO Box

Cottage Grove, WI 53527

Email: cdrake@hngnews.com

Web: www.herald-independent.com

Comments:

County: Dane

Telephone: (608) 839-1544

Fax: (608) 839-8750

Day(s) Published: Th/

Paid Circulation: 3,215

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	116	10.50	0.4633	0.4633	0.3660
Arial	9	116	21.75	0.9596	0.9596	0.7580
Arial	9	116	33.00	1.4559	1.4559	1.1501
Arial	9	116	44.25	1.9523	1.9523	1.5422
Arial	9	116	55.50	2.4486	2.4486	1.9343
Arial	9	116	66.75	2.9450	2.9450	2.3264
Arial Bold	9	126	10.50	0.4265	0.4265	0.3369
Arial Bold	9	126	21.75	0.8834	0.8834	0.6979
Arial Bold	9	126	33.00	1.3404	1.3404	1.0589
Arial Bold	9	126	44.25	1.7973	1.7973	1.4198
Arial Bold	9	126	55.50	2.2543	2.2543	1.7808
Arial Bold	9	126	66.75	2.7112	2.7112	2.1418

DANE

Middleton-Cross Plains TimesTribune

1126 Mills St
PO Box 286
Black Earth, WI 53515-0286
County: Dane
Telephone: (608) 767-4032
Fax: (608) 767-2222
Email: legals@newspubinc.com
Web: www.newspubinc.com
Comments:

Day(s) Published: Th/
Paid Circulation: 1,757
Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.00	0.4516	0.4516	0.3567
Arial	8	102	19.50	0.9784	0.9784	0.7729
Arial	8	102	30.00	1.5052	1.5052	1.1891
Arial	8	102	39.50	1.9819	1.9819	1.5656
Arial	8	102	50.00	2.5087	2.5087	1.9818
Arial	8	102	60.50	3.0356	3.0356	2.3980

DANE

Mount Horeb Mail

114 East Main Street
PO Box 88
Mount Horeb, WI 53572-0088
County: Dane
Telephone: (608) 767-4032
Fax: (608) 767-2222
Email: legals@newspubinc.com
Web: www.newspubinc.com
Comments:

Day(s) Published: Th/
Paid Circulation: 2,013
Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.00	0.4516	0.4516	0.3567
Arial	8	102	19.50	0.9784	0.9784	0.7729
Arial	8	102	30.00	1.5052	1.5052	1.1891
Arial	8	102	39.50	1.9819	1.9819	1.5656
Arial	8	102	50.00	2.5087	2.5087	1.9818
Arial	8	102	60.50	3.0356	3.0356	2.3980

DANE

Oregon Observer

125 N Main Street
PO Box
Oregon, WI 53575
County: Dane
Telephone: (608) 835-6677
Fax: (608) 835-0130
Email: cschultz@wcinet.com
Web: www.connectoregonwi.com
Comments:

Day(s) Published: Th/
Paid Circulation: 1,844
Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	73	9.90	0.6941	0.6941	0.5483
Arial	6	73	20.30	1.4232	1.4232	1.1243
Arial	6	73	30.90	2.1663	2.1663	1.7113
Arial	6	73	41.30	2.8954	2.8954	2.2873
Arial	6	73	51.90	3.6386	3.6386	2.8743
Arial	6	73	62.30	4.3677	4.3677	3.4503
Arial	8	97	9.90	0.5223	0.5223	0.4126
Arial	8	97	20.30	1.0710	1.0710	0.8461
Arial	8	97	30.90	1.6303	1.6303	1.2879
Arial	8	97	41.30	2.1790	2.1790	1.7214
Arial	8	97	51.90	2.7383	2.7383	2.1632
Arial	8	97	62.30	3.2870	3.2870	2.5966
Arial Bold	6	80	9.90	0.6333	0.6333	0.5003

Arial Bold	6	80	20.30	1.2986	1.2986	1.0259
Arial Bold	6	80	30.90	1.9768	1.9768	1.5616
Arial Bold	6	80	41.30	2.6421	2.6421	2.0872
Arial Bold	6	80	51.90	3.3202	3.3202	2.6228
Arial Bold	6	80	62.30	3.9855	3.9855	3.1484
Arial Bold	8	107	9.90	0.4735	0.4735	0.3741
Arial Bold	8	107	20.30	0.9710	0.9710	0.7670
Arial Bold	8	107	30.90	1.4779	1.4779	1.1675
Arial Bold	8	107	41.30	1.9754	1.9754	1.5605
Arial Bold	8	107	51.90	2.4824	2.4824	1.9610
Arial Bold	8	107	62.30	2.9798	2.9798	2.3540
Arial Bold Italic	6	80	9.90	0.6333	0.6333	0.5003
Arial Bold Italic	6	80	20.30	1.2986	1.2986	1.0259
Arial Bold Italic	6	80	30.90	1.9768	1.9768	1.5616
Arial Bold Italic	6	80	41.30	2.6421	2.6421	2.0872
Arial Bold Italic	6	80	51.90	3.3202	3.3202	2.6228
Arial Bold Italic	6	80	62.30	3.9855	3.9855	3.1484
Arial Bold Italic	8	108	9.90	0.4691	0.4691	0.3706
Arial Bold Italic	8	108	20.30	0.9620	0.9620	0.7599
Arial Bold Italic	8	108	30.90	1.4643	1.4643	1.1567
Arial Bold Italic	8	108	41.30	1.9571	1.9571	1.5460
Arial Bold Italic	8	108	51.90	2.4594	2.4594	1.9428
Arial Bold Italic	8	108	62.30	2.9522	2.9522	2.3322

DANE

Stoughton Courier Hub

135 W Main St, Ste 102

PO Box

Stoughton, WI 53589

Email: cschultz@wcinet.com

Web: www.connectstoughton.com

Comments:

County: Dane

Telephone: (608) 873-6671

Fax: (608) 873-3473

Day(s) Published: Th/

Paid Circulation: 2,316

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	73	9.90	0.6941	0.6941	0.5483
Arial	6	73	20.30	1.4232	1.4232	1.1243
Arial	6	73	30.90	2.1663	2.1663	1.7113
Arial	6	73	41.30	2.8954	2.8954	2.2873
Arial	6	73	51.90	3.6386	3.6386	2.8743
Arial	6	73	62.30	4.3677	4.3677	3.4503
Arial	8	97	9.90	0.5223	0.5223	0.4126
Arial	8	97	20.30	1.0710	1.0710	0.8461
Arial	8	97	30.90	1.6303	1.6303	1.2879
Arial	8	97	41.30	2.1790	2.1790	1.7214
Arial	8	97	51.90	2.7383	2.7383	2.1632
Arial	8	97	62.30	3.2870	3.2870	2.5966
Arial Bold	6	80	9.90	0.6333	0.6333	0.5003
Arial Bold	6	80	20.30	1.2986	1.2986	1.0259
Arial Bold	6	80	30.90	1.9768	1.9768	1.5616
Arial Bold	6	80	41.30	2.6421	2.6421	2.0872
Arial Bold	6	80	51.90	3.3202	3.3202	2.6228
Arial Bold	6	80	62.30	3.9855	3.9855	3.1484
Arial Bold	8	107	9.90	0.4735	0.4735	0.3741
Arial Bold	8	107	20.30	0.9710	0.9710	0.7670
Arial Bold	8	107	30.90	1.4779	1.4779	1.1675
Arial Bold	8	107	41.30	1.9754	1.9754	1.5605
Arial Bold	8	107	51.90	2.4824	2.4824	1.9610
Arial Bold	8	107	62.30	2.9798	2.9798	2.3540
Arial Bold Italic	6	80	9.90	0.6333	0.6333	0.5003
Arial Bold Italic	6	80	20.30	1.2986	1.2986	1.0259

Arial Bold Italic	6	80	30.90	1.9768	1.9768	1.5616
Arial Bold Italic	6	80	41.30	2.6421	2.6421	2.0872
Arial Bold Italic	6	80	51.90	3.3202	3.3202	2.6228
Arial Bold Italic	6	80	62.30	3.9855	3.9855	3.1484
Arial Bold Italic	8	108	9.90	0.4691	0.4691	0.3706
Arial Bold Italic	8	108	20.30	0.9620	0.9620	0.7599
Arial Bold Italic	8	108	30.90	1.4643	1.4643	1.1567
Arial Bold Italic	8	108	41.30	1.9571	1.9571	1.5460
Arial Bold Italic	8	108	51.90	2.4594	2.4594	1.9428
Arial Bold Italic	8	108	62.30	2.9522	2.9522	2.3322

DANE

Sun Prairie Star

804 Liberty Blvd, Ste 201

PO Box 645

Sun Prairie, WI 53590-0645

Email: cdrake@hngnews.com

Web: www.sunprairiestar.com

Comments:

County: Dane

Telephone: (608) 837-2521

Fax: (608) 825-4460

Day(s) Published: Tu/F/

Paid Circulation: 3,035

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	116	10.50	0.4633	0.4633	0.3660
Arial	9	116	21.75	0.9596	0.9596	0.7580
Arial	9	116	33.00	1.4559	1.4559	1.1501
Arial	9	116	44.25	1.9523	1.9523	1.5422
Arial	9	116	55.50	2.4486	2.4486	1.9343
Arial	9	116	66.75	2.9450	2.9450	2.3264
Arial Bold	9	126	10.50	0.4265	0.4265	0.3369
Arial Bold	9	126	21.75	0.8834	0.8834	0.6979
Arial Bold	9	126	33.00	1.3404	1.3404	1.0589
Arial Bold	9	126	44.25	1.7973	1.7973	1.4198
Arial Bold	9	126	55.50	2.2543	2.2543	1.7808
Arial Bold	9	126	66.75	2.7112	2.7112	2.1418

DANE

Verona Press

133 Enterprise Dr

PO Box 930427

Verona, WI 53593-0427

Email: cschultz@wcinet.com

Web: www.connectverona.com

Comments:

County: Dane

Telephone: (608) 845-9559

Fax: (608) 845-9550

Day(s) Published: Th/

Paid Circulation: 1,926

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	73	9.90	0.6941	0.6941	0.5483
Arial	6	73	20.30	1.4232	1.4232	1.1243
Arial	6	73	30.90	2.1663	2.1663	1.7113
Arial	6	73	41.30	2.8954	2.8954	2.2873
Arial	6	73	51.90	3.6386	3.6386	2.8743
Arial	6	73	62.30	4.3677	4.3677	3.4503
Arial	8	97	9.90	0.5223	0.5223	0.4126
Arial	8	97	20.30	1.0710	1.0710	0.8461
Arial	8	97	30.90	1.6303	1.6303	1.2879
Arial	8	97	41.30	2.1790	2.1790	1.7214
Arial	8	97	51.90	2.7383	2.7383	2.1632
Arial	8	97	62.30	3.2870	3.2870	2.5966
Arial Bold	6	80	9.90	0.6333	0.6333	0.5003
Arial Bold	6	80	20.30	1.2986	1.2986	1.0259
Arial Bold	6	80	30.90	1.9768	1.9768	1.5616

Arial Bold	6	80	41.30	2.6421	2.6421	2.0872
Arial Bold	6	80	51.90	3.3202	3.3202	2.6228
Arial Bold	6	80	62.30	3.9855	3.9855	3.1484
Arial Bold	8	107	9.90	0.4735	0.4735	0.3741
Arial Bold	8	107	20.30	0.9710	0.9710	0.7670
Arial Bold	8	107	30.90	1.4779	1.4779	1.1675
Arial Bold	8	107	41.30	1.9754	1.9754	1.5605
Arial Bold	8	107	51.90	2.4824	2.4824	1.9610
Arial Bold	8	107	62.30	2.9798	2.9798	2.3540
Arial Bold Italic	6	80	9.90	0.6333	0.6333	0.5003
Arial Bold Italic	6	80	20.30	1.2986	1.2986	1.0259
Arial Bold Italic	6	80	30.90	1.9768	1.9768	1.5616
Arial Bold Italic	6	80	41.30	2.6421	2.6421	2.0872
Arial Bold Italic	6	80	51.90	3.3202	3.3202	2.6228
Arial Bold Italic	6	80	62.30	3.9855	3.9855	3.1484
Arial Bold Italic	8	108	9.90	0.4691	0.4691	0.3706
Arial Bold Italic	8	108	20.30	0.9620	0.9620	0.7599
Arial Bold Italic	8	108	30.90	1.4643	1.4643	1.1567
Arial Bold Italic	8	108	41.30	1.9571	1.9571	1.5460
Arial Bold Italic	8	108	51.90	2.4594	2.4594	1.9428
Arial Bold Italic	8	108	62.30	2.9522	2.9522	2.3322

DANE

Waunakee Tribune

105 South Street
PO Box 128
Waunakee, WI 53597-0128

County: Dane
Telephone: (608) 849-5227
Fax: (608) 849-4225

Day(s) Published: Th/
Paid Circulation: 2,976
Circulation: 0%

Email: cdrake@hngnews.com
Web: www.waunakeetribune.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	116	10.50	0.4633	0.4633	0.3660
Arial	9	116	21.75	0.9596	0.9596	0.7580
Arial	9	116	33.00	1.4559	1.4559	1.1501
Arial	9	116	44.25	1.9523	1.9523	1.5422
Arial	9	116	55.50	2.4486	2.4486	1.9343
Arial	9	116	66.75	2.9450	2.9450	2.3264
Arial Bold	9	126	10.50	0.4265	0.4265	0.3369
Arial Bold	9	126	21.75	0.8834	0.8834	0.6979
Arial Bold	9	126	33.00	1.3404	1.3404	1.0589
Arial Bold	9	126	44.25	1.7973	1.7973	1.4198
Arial Bold	9	126	55.50	2.2543	2.2543	1.7808
Arial Bold	9	126	66.75	2.7112	2.7112	2.1418

DANE

Wisconsin State Journal

1901 Fish Hatchery Road
PO Box 8056
Madison, WI 53708-8056

County: Dane
Telephone: (608) 262-6200
Fax: (608) 252-3530

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Email: legals@madison.com

Web: www.madison.com

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Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	78	9.40	0.6168	1.0793	0.8526
Arial	6	78	19.40	1.2729	2.2276	1.7597
Arial	6	78	29.40	1.9290	3.3758	2.6668
Arial	6	78	39.40	2.5852	4.5240	3.5738
Arial	6	78	49.40	3.2413	5.6722	4.4809
Arial	6	78	59.40	3.8974	6.8205	5.3880
Arial Bold	6	84	9.40	0.5727	1.0022	0.7917
Arial Bold	6	84	19.40	1.1820	2.0685	1.6340
Arial Bold	6	84	29.40	1.7912	3.1347	2.4763
Arial Bold	6	84	39.40	2.4005	4.2009	3.3186
Arial Bold	6	84	49.40	3.0098	5.2671	4.1608
Arial Bold	6	84	59.40	3.6190	6.3333	5.0031

DODGE

Columbus Journal

805 Park Ave
PO Box 558
Beaver Dam, WI 53916-0558

County: Dodge
Telephone: (920) 623-3160
Fax: (920) 623-9283

Day(s) Published: Sa
Paid Circulation: 1,301
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Email: dc-legals@madison.com

Web: www.madison.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	78	9.40	0.6168	0.6168	0.4872
Arial	6	78	19.40	1.2729	1.2729	1.0055
Arial	6	78	29.40	1.9290	1.9290	1.5239
Arial	6	78	39.40	2.5852	2.5852	2.0422
Arial	6	78	49.40	3.2413	3.2413	2.5605
Arial	6	78	59.40	3.8974	3.8974	3.0788
Arial	7	90	9.40	0.5345	0.5345	0.4223
Arial	7	90	19.40	1.1032	1.1032	0.8715
Arial	7	90	29.40	1.6718	1.6718	1.3207
Arial	7	90	39.40	2.2405	2.2405	1.7699
Arial	7	90	49.40	2.8091	2.8091	2.2191
Arial	7	90	59.40	3.3778	3.3778	2.6683
Arial	9	114	9.40	0.4220	0.4220	0.3334
Arial	9	114	19.40	0.8709	0.8709	0.6880
Arial	9	114	29.40	1.3199	1.3199	1.0426
Arial	9	114	39.40	1.7688	1.7688	1.3973
Arial	9	114	49.40	2.2177	2.2177	1.7519
Arial	9	114	59.40	2.6667	2.6667	2.1066
Arial Bold	6	84	9.40	0.5727	0.5727	0.4524
Arial Bold	6	84	19.40	1.1820	1.1820	0.9337
Arial Bold	6	84	29.40	1.7912	1.7912	1.4150
Arial Bold	6	84	39.40	2.4005	2.4005	1.8963
Arial Bold	6	84	49.40	3.0098	3.0098	2.3776

Arial Bold	6	84	59.40	3.6190	3.6190	2.8589
Arial Bold	7	98	9.40	0.4909	0.4909	0.3878
Arial Bold	7	98	19.40	1.0131	1.0131	0.8003
Arial Bold	7	98	29.40	1.5353	1.5353	1.2129
Arial Bold	7	98	39.40	2.0576	2.0576	1.6254
Arial Bold	7	98	49.40	2.5798	2.5798	2.0380
Arial Bold	7	98	59.40	3.1020	3.1020	2.4505
Arial Bold	9	126	9.40	0.3818	0.3818	0.3016
Arial Bold	9	126	19.40	0.7880	0.7880	0.6225
Arial Bold	9	126	29.40	1.1942	1.1942	0.9433
Arial Bold	9	126	39.40	1.6003	1.6003	1.2642
Arial Bold	9	126	49.40	2.0065	2.0065	1.5851
Arial Bold	9	126	59.40	2.4127	2.4127	1.9059

DODGE

Daily Citizen

805 Park Avenue
PO Box 558
Beaver Dam, WI 53916-0558

County: Dodge
Telephone: (920) 887-4808
Fax: (920) 887-1015

Day(s) Published: M/Tu/W/Th/F/Sa
Paid Circulation: 7,354
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Email: dc-legals@madison.com

Web: www.wiscnews.com/bdc

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	78	9.40	0.6168	0.6168	0.4872
Arial	6	78	19.40	1.2729	1.2729	1.0055
Arial	6	78	29.40	1.9290	1.9290	1.5239
Arial	6	78	39.40	2.5852	2.5852	2.0422
Arial	6	78	49.40	3.2413	3.2413	2.5605
Arial	6	78	59.40	3.8974	3.8974	3.0788
Arial	7	90	9.40	0.5345	0.5345	0.4223
Arial	7	90	19.40	1.1032	1.1032	0.8715
Arial	7	90	29.40	1.6718	1.6718	1.3207
Arial	7	90	39.40	2.2405	2.2405	1.7699
Arial	7	90	49.40	2.8091	2.8091	2.2191
Arial	7	90	59.40	3.3778	3.3778	2.6683
Arial	9	114	9.40	0.4220	0.4220	0.3334
Arial	9	114	19.40	0.8709	0.8709	0.6880
Arial	9	114	29.40	1.3199	1.3199	1.0426
Arial	9	114	39.40	1.7688	1.7688	1.3973
Arial	9	114	49.40	2.2177	2.2177	1.7519
Arial	9	114	59.40	2.6667	2.6667	2.1066
Arial Bold	6	84	9.40	0.5727	0.5727	0.4524
Arial Bold	6	84	19.40	1.1820	1.1820	0.9337
Arial Bold	6	84	29.40	1.7912	1.7912	1.4150
Arial Bold	6	84	39.40	2.4005	2.4005	1.8963
Arial Bold	6	84	49.40	3.0098	3.0098	2.3776
Arial Bold	6	84	59.40	3.6190	3.6190	2.8589
Arial Bold	7	98	9.40	0.4909	0.4909	0.3878
Arial Bold	7	98	19.40	1.0131	1.0131	0.8003
Arial Bold	7	98	29.40	1.5353	1.5353	1.2129
Arial Bold	7	98	39.40	2.0576	2.0576	1.6254
Arial Bold	7	98	49.40	2.5798	2.5798	2.0380
Arial Bold	7	98	59.40	3.1020	3.1020	2.4505
Arial Bold	9	126	9.40	0.3818	0.3818	0.3016
Arial Bold	9	126	19.40	0.7880	0.7880	0.6225
Arial Bold	9	126	29.40	1.1942	1.1942	0.9433
Arial Bold	9	126	39.40	1.6003	1.6003	1.2642
Arial Bold	9	126	49.40	2.0065	2.0065	1.5851
Arial Bold	9	126	59.40	2.4127	2.4127	1.9059

DODGE

Dodge County Pionier

126 Bridge Street
PO Box 271
Mayville, WI 53050-0271

County: Dodge
Telephone: (920) 387-2211
Fax: (920) 387-5515

Day(s) Published: Th/
Paid Circulation: 3,348
Circulation: 0%

Email: dawn@dodgecountypionier.com

Web: www.dodgecountypionier.com

Comments: Includes: Horicon Reporter, Lomira News, and Mayville News.

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	7.5	96	10.00	0.5331	0.5331	0.4211
Arial	7.5	96	20.00	1.0662	1.0662	0.8423
Arial	7.5	96	31.00	1.6526	1.6526	1.3055
Arial	7.5	96	41.00	2.1857	2.1857	1.7267
Arial	7.5	96	51.00	2.7188	2.7188	2.1478
Arial	7.5	96	61.50	3.2786	3.2786	2.5900
Arial	9	118	10.00	0.4337	0.4337	0.3426
Arial	9	118	20.00	0.8674	0.8674	0.6852
Arial	9	118	31.00	1.3445	1.3445	1.0621
Arial	9	118	41.00	1.7782	1.7782	1.4047
Arial	9	118	51.00	2.2119	2.2119	1.7474
Arial	9	118	61.50	2.6673	2.6673	2.1071

DOOR

Door County Advocate

235 N 3rd Avenue
PO Box 130
Sturgeon Bay, WI 54235-0130

County: Door
Telephone: (920) 431-8298
Fax: (877) 943-0443

Day(s) Published: W/Sa
Paid Circulation: 6,684
Circulation: 0%

Email: ljanowsk@gannett.com

Web: www.doorcountyadvocate.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	78	9.18	0.6023	0.6023	0.4758
Arial	6	78	19.36	1.2704	1.2704	1.0036
Arial	6	78	29.54	1.9385	1.9385	1.5313
Arial	6	78	39.73	2.6065	2.6065	2.0591
Arial	6	78	49.91	3.2746	3.2746	2.5868
Arial	6	78	60.09	3.9427	3.9427	3.1146

DOUGLAS

Superior Telegram

1410 Tower Ave
PO Box
Superior, WI 54880

County: Douglas
Telephone: (715) 395-5000
Fax: (715) 395-5002

Day(s) Published: Tu/F/
Paid Circulation: 3,648
Circulation: 0%

Email: legals@superiortelegram.com

Web: www.superiortelegram.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	7	86	9.20	0.5475	0.5475	0.4325
Arial	7	86	19.20	1.1426	1.1426	0.9026
Arial	7	86	29.00	1.7258	1.7258	1.3633
Arial	7	86	39.00	2.3209	2.3209	1.8334
Arial	7	86	48.90	2.9100	2.9100	2.2988
Arial	7	86	58.90	3.5051	3.5051	2.7689
Arial	8	98	9.20	0.4804	0.4804	0.3795

Arial	8	98	19.20	1.0027	1.0027	0.7921
Arial	8	98	29.00	1.5145	1.5145	1.1964
Arial	8	98	39.00	2.0367	2.0367	1.6089
Arial	8	98	48.90	2.5537	2.5537	2.0173
Arial	8	98	58.90	3.0759	3.0759	2.4299
Arial	9	110	9.20	0.4280	0.4280	0.3381
Arial	9	110	19.20	0.8933	0.8933	0.7057
Arial	9	110	29.00	1.3492	1.3492	1.0659
Arial	9	110	39.00	1.8145	1.8145	1.4334
Arial	9	110	48.90	2.2751	2.2751	1.7973
Arial	9	110	58.90	2.7404	2.7404	2.1648
Arial Bold	7	94	9.20	0.5009	0.5009	0.3957
Arial Bold	7	94	19.20	1.0453	1.0453	0.8258
Arial Bold	7	94	29.00	1.5789	1.5789	1.2473
Arial Bold	7	94	39.00	2.1234	2.1234	1.6774
Arial Bold	7	94	48.90	2.6624	2.6624	2.1032
Arial Bold	7	94	58.90	3.2068	3.2068	2.5333
Arial Bold	8	108	9.20	0.4360	0.4360	0.3444
Arial Bold	8	108	19.20	0.9098	0.9098	0.7187
Arial Bold	8	108	29.00	1.3742	1.3742	1.0856
Arial Bold	8	108	39.00	1.8481	1.8481	1.4599
Arial Bold	8	108	48.90	2.3172	2.3172	1.8305
Arial Bold	8	108	58.90	2.7911	2.7911	2.2049
Arial Bold	9	120	9.20	0.3924	0.3924	0.3100
Arial Bold	9	120	19.20	0.8189	0.8189	0.6469
Arial Bold	9	120	29.00	1.2368	1.2368	0.9770
Arial Bold	9	120	39.00	1.6633	1.6633	1.3139
Arial Bold	9	120	48.90	2.0855	2.0855	1.6475
Arial Bold	9	120	58.90	2.5120	2.5120	1.9844

DUNN

Colfax Messenger

511 E Railroad Street

PO Box 517

Colfax, WI 54730-0517

County: Dunn

Telephone: (715) 962-3535

Fax: (715) 962-3413

Day(s) Published: W/

Paid Circulation: 1,062

Circulation: 0%

Email: ads@dewittmedia.com

Web: www.dewittmedia.com/

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	76	12.30	0.8283	0.8283	0.6543
Arial	6	76	25.60	1.7239	1.7239	1.3618
Arial	6	76	38.60	2.5993	2.5993	2.0534
Arial	6	76	51.90	3.4949	3.4949	2.7609
Arial	6	76	65.00	4.3771	4.3771	3.4578
Arial	6	76	78.00	5.2525	5.2525	4.1493
Arial	8	102	12.30	0.6171	0.6171	0.4875
Arial	8	102	25.60	1.2845	1.2845	1.0147
Arial	8	102	38.60	1.9367	1.9367	1.5300
Arial	8	102	51.90	2.6041	2.6041	2.0571
Arial	8	102	65.00	3.2614	3.2614	2.5764
Arial	8	102	78.00	3.9136	3.9136	3.0916
Arial	10	128	12.30	0.4918	0.4918	0.3885
Arial	10	128	25.60	1.0236	1.0236	0.8086
Arial	10	128	38.60	1.5433	1.5433	1.2192
Arial	10	128	51.90	2.0751	2.0751	1.6393
Arial	10	128	65.00	2.5989	2.5989	2.0530
Arial	10	128	78.00	3.1187	3.1187	2.4636
Arial Bold	6	84	12.30	0.7494	0.7494	0.5920
Arial Bold	6	84	25.60	1.5597	1.5597	1.2321

Arial Bold	6	84	38.60	2.3518	2.3518	1.8578
Arial Bold	6	84	51.90	3.1621	3.1621	2.4979
Arial Bold	6	84	65.00	3.9602	3.9602	3.1284
Arial Bold	6	84	78.00	4.7523	4.7523	3.7541
Arial Bold	8	112	12.30	0.5620	0.5620	0.4440
Arial Bold	8	112	25.60	1.1698	1.1698	0.9241
Arial Bold	8	112	38.60	1.7638	1.7638	1.3934
Arial Bold	8	112	51.90	2.3716	2.3716	1.8735
Arial Bold	8	112	65.00	2.9702	2.9702	2.3463
Arial Bold	8	112	78.00	3.5642	3.5642	2.8156
Arial Bold	10	140	12.30	0.4496	0.4496	0.3552
Arial Bold	10	140	25.60	0.9358	0.9358	0.7393
Arial Bold	10	140	38.60	1.4111	1.4111	1.1147
Arial Bold	10	140	51.90	1.8972	1.8972	1.4988
Arial Bold	10	140	65.00	2.3761	2.3761	1.8771
Arial Bold	10	140	78.00	2.8514	2.8514	2.2525

DUNN

Dunn County News

710 E Main Street
PO Box 40
Menomonie, WI 54751

County: Dunn
Telephone: (608) 791-8300
Fax: (608) 791-8238

Day(s) Published: Su/W/
Paid Circulation: 1,818
Circulation: 0%

Email: lisa.faulkner@lee.net

Web: www.chippewa.com/dunnconnect

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial Light	6.8	80	9.40	0.6013	0.6013	0.4750
Arial Light	6.8	80	19.40	1.2411	1.2411	0.9804
Arial Light	6.8	80	29.40	1.8808	1.8808	1.4858
Arial Light	6.8	80	39.40	2.5205	2.5205	1.9911
Arial Light	8	94	9.40	0.5118	0.5118	0.4043
Arial Light	8	94	19.40	1.0562	1.0562	0.8344
Arial Light	8	94	29.40	1.6007	1.6007	1.2645
Arial Light	8	94	39.40	2.1451	2.1451	1.6946
Arial Light	9	110	9.40	0.4373	0.4373	0.3455
Arial Light	9	110	19.40	0.9026	0.9026	0.7130
Arial Light	9	110	29.40	1.3679	1.3679	1.0806
Arial Light	9	110	39.40	1.8331	1.8331	1.4481
Arial Light Bold	6.8	92	9.40	0.5229	0.5229	0.4131
Arial Light Bold	6.8	92	19.40	1.0792	1.0792	0.8525
Arial Light Bold	6.8	92	29.40	1.6355	1.6355	1.2920
Arial Light Bold	6.8	92	39.40	2.1918	2.1918	1.7314
Arial Light Bold	8	104	9.40	0.4626	0.4626	0.3654
Arial Light Bold	8	104	19.40	0.9547	0.9547	0.7542
Arial Light Bold	8	104	29.40	1.4468	1.4468	1.1429
Arial Light Bold	8	104	39.40	1.9389	1.9389	1.5316
Arial Light Bold	9	122	9.40	0.3943	0.3943	0.3115
Arial Light Bold	9	122	19.40	0.8138	0.8138	0.6429
Arial Light Bold	9	122	29.40	1.2333	1.2333	0.9743
Arial Light Bold	9	122	39.40	1.6528	1.6528	1.3057

EAU CLAIRE

Leader-Telegram

701 S Farwell St
PO Box 570
Eau Claire, WI 54702-0570

County: Eau Claire
Telephone: (715) 833-9238
Fax: (715) 833-9244

Day(s) Published: Su/M/Tu/W/Th/F/Sa
Paid Circulation: 20,381
Circulation: 60%

Email: legal@ecpc.com

Web: www.leadertelegram.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	80	6.10	0.3902	0.6244	0.4932
Arial	6	80	12.11	0.7747	1.2395	0.9792
Arial	6	80	19.90	1.2731	2.0369	1.6091
Arial	6	80	26.70	1.7081	2.7329	2.1589
Arial	6	80	35.50	2.2710	3.6337	2.8705
Arial	6	80	40.30	2.5781	4.1250	3.2586
Arial	8	102	6.10	0.3061	0.4897	0.3869
Arial	8	102	12.11	0.6076	0.9722	0.7680
Arial	8	102	19.90	0.9985	1.5976	1.2620
Arial	8	102	26.70	1.3397	2.1435	1.6933
Arial	8	102	35.50	1.7812	2.8499	2.2513
Arial	8	102	40.30	2.0220	3.2353	2.5558
Arial Bold	6	84	6.10	0.3717	0.5946	0.4697
Arial Bold	6	84	12.11	0.7378	1.1805	0.9326
Arial Bold	6	84	19.90	1.2124	1.9399	1.5325
Arial Bold	6	84	26.70	1.6267	2.6028	2.0561
Arial Bold	6	84	35.50	2.1629	3.4606	2.7338
Arial Bold	6	84	40.30	2.4553	3.9285	3.1034
Arial Bold	8	112	6.10	0.2787	0.4460	0.3523
Arial Bold	8	112	12.11	0.5534	0.8854	0.6994
Arial Bold	8	112	19.90	0.9093	1.4549	1.1493
Arial Bold	8	112	26.70	1.2201	1.9521	1.5421
Arial Bold	8	112	35.50	1.6222	2.5955	2.0503
Arial Bold	8	112	40.30	1.8415	2.9464	2.3276

FLORENCE

Florence Mining News

640 Central Ave
PO Box 79
Florence, WI 54121-0079

County: Florence
Telephone: (715) 528-3276
Fax: (715) 528-5976

Day(s) Published: Th/
Paid Circulation: 1,773
Circulation: 0%

Email: upnorth2@borderlandnet.net

Web: www.florence-forestnews.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	10.13	0.5080	0.5080	0.4013
Arial	8	102	20.25	1.0160	1.0160	0.8026
Arial	8	102	30.50	1.5303	1.5303	1.2089
Arial	8	102	41.00	2.0572	2.0572	1.6251
Arial Bold	12	168	10.13	0.3084	0.3084	0.2437
Arial Bold	12	168	20.25	0.6169	0.6169	0.4873
Arial Bold	12	168	30.50	0.9291	0.9291	0.7340
Arial Bold	12	168	41.00	1.2490	1.2490	0.9867

FOND DU LAC

Campbellsport News

101 N Fond du Lac Ave

PO Box

Campbellsport, WI 53010-0138

Email: frontdesk@thecampbellsportnews.com

Web: www.thecampbellsportnews.com

Comments:

County: Fond du Lac

Telephone: (920) 533-8338

Fax: (920) 533-5579

Day(s) Published: Th/

Paid Circulation: 1,528

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	118	10.00	0.4337	0.4337	0.3426
Arial	9	118	20.00	0.8674	0.8674	0.6852
Arial	9	118	31.00	1.3445	1.3445	1.0621
Arial	9	118	41.00	1.7782	1.7782	1.4047
Arial	9	118	51.00	2.2119	2.2119	1.7474
Arial	9	118	61.50	2.6673	2.6673	2.1071

FOND DU LAC

Reporter The

N6637 Rolling Meadows Dr

PO Box 1955

Fond du Lac, WI 54937-1955

Email: ljanowski@gannett.com

Web: www.fdlreporter.com

Comments:

County: Fond du Lac

Telephone: (920) 431-8298

Fax: (877) 943-0443

Day(s) Published: Su/M/Tu/W/Th/F/

Paid Circulation: 7,663

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	78	9.18	0.6023	0.6023	0.4758
Arial	6	78	19.36	1.2704	1.2704	1.0036
Arial	6	78	29.54	1.9385	1.9385	1.5313
Arial	6	78	39.73	2.6065	2.6065	2.0591
Arial	6	78	49.91	3.2746	3.2746	2.5868
Arial	6	78	60.09	3.9427	3.9427	3.1146

FOND DU LAC

Ripon Commonwealth Press

656 S Douglas Street

PO Box 6

Ripon, WI 54971-0006

Email: rcpads@riponprinters.com

Web: www.riponpress.com

Comments:

County: Fond du Lac

Telephone: (920) 748-3017

Fax: (920) 748-3028

Day(s) Published: Th/

Paid Circulation: 2,267

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	12.00	0.6021	0.6021	0.4756
Arial	8	102	24.00	1.2042	1.2042	0.9513
Arial	8	102	36.00	1.8063	1.8063	1.4269
Arial	8	102	48.00	2.4084	2.4084	1.9025
Arial	8	102	60.00	3.0105	3.0105	2.3782
Arial	8	102	72.00	3.6126	3.6126	2.8538
Arial Bold	6	84	12.00	0.7311	0.7311	0.5776
Arial Bold	6	84	24.00	1.4622	1.4622	1.1551
Arial Bold	6	84	36.00	2.1934	2.1934	1.7327
Arial Bold	6	84	48.00	2.9245	2.9245	2.3102
Arial Bold	6	84	60.00	3.6556	3.6556	2.8878
Arial Bold	6	84	72.00	4.3867	4.3867	3.4654
Arial Bold	12	168	12.00	0.3656	0.3656	0.2888

Arial Bold	12	168	24.00	0.7311	0.7311	0.5776
Arial Bold	12	168	36.00	1.0967	1.0967	0.8663
Arial Bold	12	168	48.00	1.4622	1.4622	1.1551
Arial Bold	12	168	60.00	1.8278	1.8278	1.4439
Arial Bold	12	168	72.00	2.1934	2.1934	1.7327

FOREST

Forest Republican

103 S Hazeldell Ave
PO Box
Crandon, WI 54520

County: Forest
Telephone: (715) 478-3315
Fax: (715) 478-5385

Day(s) Published: Th/
Paid Circulation: 2,269
Circulation: 0%

Email: news@forestrepublican.com
Web: www.florence-forestnews.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	10.13	0.5080	0.5080	0.4013
Arial	8	102	20.25	1.0160	1.0160	0.8026
Arial	8	102	30.50	1.5303	1.5303	1.2089
Arial	8	102	41.00	2.0572	2.0572	1.6251
Arial Bold	12	168	10.13	0.3084	0.3084	0.2437
Arial Bold	12	168	20.25	0.6169	0.6169	0.4873
Arial Bold	12	168	30.50	0.9291	0.9291	0.7340
Arial Bold	12	168	41.00	1.2490	1.2490	0.9867

GRANT

Boscobel Dial

901 Wisconsin Avenue
PO Box
Boscobel, WI 53805-1531

County: Grant
Telephone: (608) 375-4458
Fax: (608) 375-2369

Day(s) Published: Th/
Paid Circulation: 3,423
Circulation: 0%

Email: DialAds@boscobelDial.net
Web: www.swnews4u.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	114	10.00	0.4489	0.4489	0.3546
Arial	9	114	21.00	0.9428	0.9428	0.7447
Arial	9	114	32.00	1.4366	1.4366	1.1349
Arial	9	114	43.00	1.9304	1.9304	1.5250
Arial	9	114	54.00	2.4242	2.4242	1.9151
Arial	9	114	65.00	2.9181	2.9181	2.3052
Arial	10	126	10.00	0.4062	0.4062	0.3209
Arial	10	126	21.00	0.8530	0.8530	0.6738
Arial	10	126	32.00	1.2998	1.2998	1.0268
Arial	10	126	43.00	1.7466	1.7466	1.3797
Arial	10	126	54.00	2.1934	2.1934	1.7327
Arial	10	126	65.00	2.6401	2.6401	2.0856
Arial Bold	9	124	10.00	0.4127	0.4127	0.3260
Arial Bold	9	124	21.00	0.8667	0.8667	0.6847
Arial Bold	9	124	32.00	1.3207	1.3207	1.0433
Arial Bold	9	124	43.00	1.7747	1.7747	1.4020
Arial Bold	9	124	54.00	2.2287	2.2287	1.7606
Arial Bold	9	124	65.00	2.6827	2.6827	2.1193
Arial Bold	10	138	10.00	0.3709	0.3709	0.2930
Arial Bold	10	138	21.00	0.7788	0.7788	0.6152
Arial Bold	10	138	32.00	1.1867	1.1867	0.9375
Arial Bold	10	138	43.00	1.5947	1.5947	1.2597
Arial Bold	10	138	54.00	2.0026	2.0026	1.5820
Arial Bold	10	138	65.00	2.4106	2.4106	1.9043

Arial Bold Italic	10	138	10.00	0.3709	0.3709	0.2930
Arial Bold Italic	10	138	21.00	0.7788	0.7788	0.6152
Arial Bold Italic	10	138	32.00	1.1867	1.1867	0.9375
Arial Bold Italic	10	138	43.00	1.5947	1.5947	1.2597
Arial Bold Italic	10	138	54.00	2.0026	2.0026	1.5820
Arial Bold Italic	10	138	65.00	2.4106	2.4106	1.9043
Arial Italic	10	126	10.00	0.4062	0.4062	0.3209
Arial Italic	10	126	21.00	0.8530	0.8530	0.6738
Arial Italic	10	126	32.00	1.2998	1.2998	1.0268
Arial Italic	10	126	43.00	1.7466	1.7466	1.3797
Arial Italic	10	126	54.00	2.1934	2.1934	1.7327
Arial Italic	10	126	65.00	2.6401	2.6401	2.0856

GRANT

Fennimore Times

1150 Lincoln Avenue

PO Box 177

Fennimore, WI 53809-0177

Email: jinge@tds.net

Web: www.swnews4u.com

Comments:

County: Grant

Telephone: (608) 822-3912

Fax: (608) 822-3916

Day(s) Published: Th/

Paid Circulation: 1,150

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	114	10.00	0.4489	0.4489	0.3546
Arial	9	114	21.00	0.9428	0.9428	0.7447
Arial	9	114	31.00	1.3917	1.3917	1.0994
Arial	9	114	43.00	1.9304	1.9304	1.5250
Arial	9	114	53.00	2.3793	2.3793	1.8796
Arial	9	114	64.00	2.8732	2.8732	2.2697
Arial	10	128	10.00	0.3998	0.3998	0.3159
Arial	10	128	21.00	0.8396	0.8396	0.6633
Arial	10	128	31.00	1.2395	1.2395	0.9791
Arial	10	128	43.00	1.7193	1.7193	1.3582
Arial	10	128	53.00	2.1191	2.1191	1.6740
Arial	10	128	64.00	2.5589	2.5589	2.0215
Arial Bold	9	126	10.00	0.4062	0.4062	0.3209
Arial Bold	9	126	21.00	0.8530	0.8530	0.6738
Arial Bold	9	126	31.00	1.2591	1.2591	0.9947
Arial Bold	9	126	43.00	1.7466	1.7466	1.3797
Arial Bold	9	126	53.00	2.1527	2.1527	1.7006
Arial Bold	9	126	64.00	2.5995	2.5995	2.0535
Arial Bold	10	140	10.00	0.3656	0.3656	0.2888
Arial Bold	10	140	21.00	0.7677	0.7677	0.6064
Arial Bold	10	140	31.00	1.1332	1.1332	0.8952
Arial Bold	10	140	43.00	1.5719	1.5719	1.2418
Arial Bold	10	140	53.00	1.9375	1.9375	1.5305
Arial Bold	10	140	64.00	2.3396	2.3396	1.8482

GRANT

Grant County Herald Independent

208 W Cherry Street

PO Box 310

Lancaster, WI 53813-0310

Email: jinge@tds.net

Web: www.swnews4u.com

Comments:

County: Grant

Telephone: (608) 723-2151

Fax: (608) 723-7272

Day(s) Published: Th/

Paid Circulation: 2,646

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	10.00	0.5017	0.5017	0.3964
Arial	8	102	21.00	1.0537	1.0537	0.8324
Arial	8	102	31.00	1.5554	1.5554	1.2287
Arial	8	102	43.00	2.1575	2.1575	1.7044
Arial	8	102	53.00	2.6593	2.6593	2.1007
Arial	8	102	64.00	3.2112	3.2112	2.5367
Arial	10	128	10.00	0.3998	0.3998	0.3159
Arial	10	128	21.00	0.8396	0.8396	0.6633
Arial	10	128	31.00	1.2395	1.2395	0.9791
Arial	10	128	43.00	1.7193	1.7193	1.3582
Arial	10	128	53.00	2.1191	2.1191	1.6740
Arial	10	128	64.00	2.5589	2.5589	2.0215

GRANT

Muscoda Progressive

226 W Nebraska Avenue

PO Box 247

Muscoda, WI 53573-0247

Email: DialAds@boscobelDial.net

Web: www.swnews4u.com

Comments:

County: Grant

Telephone: (608) 375-4458

Fax: (608) 375-2369

Day(s) Published: Th/

Paid Circulation: 1,205

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	114	10.00	0.4489	0.4489	0.3546
Arial	9	114	21.00	0.9428	0.9428	0.7447
Arial	9	114	32.00	1.4366	1.4366	1.1349
Arial	9	114	43.00	1.9304	1.9304	1.5250
Arial	9	114	54.00	2.4242	2.4242	1.9151
Arial	9	114	65.00	2.9181	2.9181	2.3052
Arial	10	126	10.00	0.4062	0.4062	0.3209
Arial	10	126	21.00	0.8530	0.8530	0.6738
Arial	10	126	32.00	1.2998	1.2998	1.0268
Arial	10	126	43.00	1.7466	1.7466	1.3797
Arial	10	126	54.00	2.1934	2.1934	1.7327
Arial	10	126	65.00	2.6401	2.6401	2.0856
Arial Bold	9	124	10.00	0.4127	0.4127	0.3260
Arial Bold	9	124	21.00	0.8667	0.8667	0.6847
Arial Bold	9	124	32.00	1.3207	1.3207	1.0433
Arial Bold	9	124	43.00	1.7747	1.7747	1.4020
Arial Bold	9	124	54.00	2.2287	2.2287	1.7606
Arial Bold	9	124	65.00	2.6827	2.6827	2.1193
Arial Bold	10	138	10.00	0.3709	0.3709	0.2930
Arial Bold	10	138	21.00	0.7788	0.7788	0.6152
Arial Bold	10	138	32.00	1.1867	1.1867	0.9375
Arial Bold	10	138	43.00	1.5947	1.5947	1.2597
Arial Bold	10	138	54.00	2.0026	2.0026	1.5820
Arial Bold	10	138	65.00	2.4106	2.4106	1.9043
Arial Bold Italic	10	138	10.00	0.3709	0.3709	0.2930

Arial Bold Italic	10	138	21.00	0.7788	0.7788	0.6152
Arial Bold Italic	10	138	32.00	1.1867	1.1867	0.9375
Arial Bold Italic	10	138	43.00	1.5947	1.5947	1.2597
Arial Bold Italic	10	138	54.00	2.0026	2.0026	1.5820
Arial Bold Italic	10	138	65.00	2.4106	2.4106	1.9043
Arial Italic	10	126	10.00	0.4062	0.4062	0.3209
Arial Italic	10	126	21.00	0.8530	0.8530	0.6738
Arial Italic	10	126	32.00	1.2998	1.2998	1.0268
Arial Italic	10	126	43.00	1.7466	1.7466	1.3797
Arial Italic	10	126	54.00	2.1934	2.1934	1.7327
Arial Italic	10	126	65.00	2.6401	2.6401	2.0856

GRANT

Platteville Journal

25 E Main Street
PO Box 266
Platteville, WI 53818-0266

County: Grant
Telephone: (608) 348-3006
Fax: (608) 348-7979

Day(s) Published: W/
Paid Circulation: 2,901
Circulation: 0%

Email: journalads@centurytel.net

Web: www.swnews4u.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	10	126	10.00	0.4062	0.4062	0.3209
Arial	10	126	21.00	0.8530	0.8530	0.6738
Arial	10	126	31.00	1.2591	1.2591	0.9947
Arial	10	126	43.00	1.7466	1.7466	1.3797
Arial	10	126	53.00	2.1527	2.1527	1.7006
Arial	10	126	64.00	2.5995	2.5995	2.0535
Arial Bold	10	140	10.00	0.3656	0.3656	0.2888
Arial Bold	10	140	21.00	0.7677	0.7677	0.6064
Arial Bold	10	140	31.00	1.1332	1.1332	0.8952
Arial Bold	10	140	43.00	1.5719	1.5719	1.2418
Arial Bold	10	140	53.00	1.9375	1.9375	1.5305
Arial Bold	10	140	64.00	2.3396	2.3396	1.8482

GRANT

Tri-County Press

223 S. Main Street
PO Box 869
Cuba City, WI 53807-1543

County: Grant
Telephone: (608) 744-2107
Fax: (608) 744-2108

Day(s) Published: Th/
Paid Circulation: 1,729
Circulation: 0%

Email: tcpads@yousq.net

Web: www.swnews4u.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	10.00	0.5017	0.5017	0.3964
Arial	8	102	21.00	1.0537	1.0537	0.8324
Arial	8	102	31.00	1.5554	1.5554	1.2287
Arial	8	102	43.00	2.1575	2.1575	1.7044
Arial	8	102	53.00	2.6593	2.6593	2.1007
Arial	8	102	64.00	3.2112	3.2112	2.5367
Arial	10	128	10.00	0.3998	0.3998	0.3159
Arial	10	128	21.00	0.8396	0.8396	0.6633
Arial	10	128	31.00	1.2395	1.2395	0.9791
Arial	10	128	43.00	1.7193	1.7193	1.3582
Arial	10	128	53.00	2.1191	2.1191	1.6740
Arial	10	128	64.00	2.5589	2.5589	2.0215
Arial Narrow	8	84	10.00	0.6093	0.6093	0.4813
Arial Narrow	8	84	21.00	1.2795	1.2795	1.0107

Arial Narrow	8	84	31.00	1.8887	1.8887	1.4920
Arial Narrow	8	84	43.00	2.6198	2.6198	2.0696
Arial Narrow	8	84	53.00	3.2291	3.2291	2.5509
Arial Narrow	8	84	64.00	3.8993	3.8993	3.0803
Arial Narrow	10	104	10.00	0.4921	0.4921	0.3887
Arial Narrow	10	104	21.00	1.0334	1.0334	0.8164
Arial Narrow	10	104	31.00	1.5255	1.5255	1.2051
Arial Narrow	10	104	43.00	2.1160	2.1160	1.6716
Arial Narrow	10	104	53.00	2.6081	2.6081	2.0603
Arial Narrow	10	104	64.00	3.1494	3.1494	2.4879

GREEN

Hometown Herald

203 Oak Street
PO Box 341
Albany, WI 53502-0341

County: Green
Telephone: (815) 742-5985
Fax:

Day(s) Published: Th/
Paid Circulation: 348
Circulation: 0%

Email: hometownherald@gmail.com

Web:

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	11.50	0.5770	0.5770	0.4558
Arial	8	102	24.00	1.2042	1.2042	0.9513
Arial	8	102	36.50	1.8314	1.8314	1.4467
Arial	8	102	48.50	2.4335	2.4335	1.9224
Arial	8	102	60.50	3.0356	3.0356	2.3980
Arial	9	116	11.50	0.5074	0.5074	0.4008
Arial	9	116	24.00	1.0589	1.0589	0.8365
Arial	9	116	36.50	1.6103	1.6103	1.2721
Arial	9	116	48.50	2.1398	2.1398	1.6904
Arial	9	116	60.50	2.6692	2.6692	2.1086
Arial Bold	8	112	11.50	0.5255	0.5255	0.4151
Arial Bold	8	112	24.00	1.0967	1.0967	0.8663
Arial Bold	8	112	36.50	1.6679	1.6679	1.3176
Arial Bold	8	112	48.50	2.2162	2.2162	1.7507
Arial Bold	8	112	60.50	2.7645	2.7645	2.1839
Arial Bold	9	126	11.50	0.4671	0.4671	0.3690
Arial Bold	9	126	24.00	0.9748	0.9748	0.7701
Arial Bold	9	126	36.50	1.4825	1.4825	1.1712
Arial Bold	9	126	48.50	1.9700	1.9700	1.5562
Arial Bold	9	126	60.50	2.4574	2.4574	1.9412

GREEN

Monroe Times

1065 4th Ave West
PO Box
Monroe, WI 53566

County: Green
Telephone: (608) 328-4202
Fax:

Day(s) Published: M/Tu/W/Th/F/Sa
Paid Circulation: 3,266
Circulation: 0%

Email: officemgr@themonroetimes.com

Web: www.themonroetimes.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	76	6.90	0.4646	0.4646	0.3671
Arial	6	76	14.30	0.9630	0.9630	0.7607
Arial	6	76	21.90	1.4747	1.4747	1.1650
Arial	6	76	29.30	1.9731	1.9731	1.5586
Arial	6	76	36.90	2.4848	2.4848	1.9629
Arial	6	76	44.30	2.9831	2.9831	2.3566
Arial	7	90	6.90	0.3924	0.3924	0.3100

Arial	7	90	14.30	0.8132	0.8132	0.6424
Arial	7	90	21.90	1.2453	1.2453	0.9838
Arial	7	90	29.30	1.6661	1.6661	1.3162
Arial	7	90	36.90	2.0983	2.0983	1.6576
Arial	7	90	44.30	2.5191	2.5191	1.9900
Arial	8	102	6.90	0.3462	0.3462	0.2735
Arial	8	102	14.30	0.7175	0.7175	0.5668
Arial	8	102	21.90	1.0988	1.0988	0.8680
Arial	8	102	29.30	1.4701	1.4701	1.1613
Arial	8	102	36.90	1.8514	1.8514	1.4626
Arial	8	102	44.30	2.2227	2.2227	1.7559
Arial	9	114	6.90	0.3098	0.3098	0.2447
Arial	9	114	14.30	0.6420	0.6420	0.5071
Arial	9	114	21.90	0.9832	0.9832	0.7767
Arial	9	114	29.30	1.3154	1.3154	1.0391
Arial	9	114	36.90	1.6566	1.6566	1.3086
Arial	9	114	44.30	1.9888	1.9888	1.5711
Arial	10	128	6.90	0.2759	0.2759	0.2179
Arial	10	128	14.30	0.5718	0.5718	0.4517
Arial	10	128	21.90	0.8756	0.8756	0.6917
Arial	10	128	29.30	1.1715	1.1715	0.9254
Arial	10	128	36.90	1.4754	1.4754	1.1655
Arial	10	128	44.30	1.7712	1.7712	1.3992
Arial	11	140	6.90	0.2522	0.2522	0.1993
Arial	11	140	14.30	0.5227	0.5227	0.4130
Arial	11	140	21.90	0.8006	0.8006	0.6324
Arial	11	140	29.30	1.0711	1.0711	0.8461
Arial	11	140	36.90	1.3489	1.3489	1.0656
Arial	11	140	44.30	1.6194	1.6194	1.2793
Arial	12	154	6.90	0.2293	0.2293	0.1811
Arial	12	154	14.30	0.4752	0.4752	0.3754
Arial	12	154	21.90	0.7278	0.7278	0.5749
Arial	12	154	29.30	0.9737	0.9737	0.7692
Arial	12	154	36.90	1.2263	1.2263	0.9687
Arial	12	154	44.30	1.4722	1.4722	1.1630
Arial Bold	6	84	6.90	0.4204	0.4204	0.3321
Arial Bold	6	84	14.30	0.8712	0.8712	0.6883
Arial Bold	6	84	21.90	1.3343	1.3343	1.0540
Arial Bold	6	84	29.30	1.7851	1.7851	1.4102
Arial Bold	6	84	36.90	2.2482	2.2482	1.7760
Arial Bold	6	84	44.30	2.6990	2.6990	2.1322
Arial Bold	7	98	6.90	0.3603	0.3603	0.2847
Arial Bold	7	98	14.30	0.7468	0.7468	0.5899
Arial Bold	7	98	21.90	1.1437	1.1437	0.9035
Arial Bold	7	98	29.30	1.5301	1.5301	1.2087
Arial Bold	7	98	36.90	1.9270	1.9270	1.5223
Arial Bold	7	98	44.30	2.3135	2.3135	1.8276
Arial Bold	8	112	6.90	0.3153	0.3153	0.2491
Arial Bold	8	112	14.30	0.6534	0.6534	0.5162
Arial Bold	8	112	21.90	1.0007	1.0007	0.7905
Arial Bold	8	112	29.30	1.3389	1.3389	1.0577
Arial Bold	8	112	36.90	1.6861	1.6861	1.3320
Arial Bold	8	112	44.30	2.0243	2.0243	1.5991
Arial Bold	9	126	6.90	0.2803	0.2803	0.2214
Arial Bold	9	126	14.30	0.5808	0.5808	0.4588
Arial Bold	9	126	21.90	0.8895	0.8895	0.7027
Arial Bold	9	126	29.30	1.1901	1.1901	0.9401
Arial Bold	9	126	36.90	1.4988	1.4988	1.1840
Arial Bold	9	126	44.30	1.7994	1.7994	1.4214
Arial Bold	10	140	6.90	0.2522	0.2522	0.1993
Arial Bold	10	140	14.30	0.5227	0.5227	0.4130

Arial Bold	10	140	21.90	0.8006	0.8006	0.6324
Arial Bold	10	140	29.30	1.0711	1.0711	0.8461
Arial Bold	10	140	36.90	1.3489	1.3489	1.0656
Arial Bold	10	140	44.30	1.6194	1.6194	1.2793
Arial Bold	11	154	6.90	0.2293	0.2293	0.1811
Arial Bold	11	154	14.30	0.4752	0.4752	0.3754
Arial Bold	11	154	21.90	0.7278	0.7278	0.5749
Arial Bold	11	154	29.30	0.9737	0.9737	0.7692
Arial Bold	11	154	36.90	1.2263	1.2263	0.9687
Arial Bold	11	154	44.30	1.4722	1.4722	1.1630
Arial Bold	12	168	6.90	0.2102	0.2102	0.1660
Arial Bold	12	168	14.30	0.4356	0.4356	0.3441
Arial Bold	12	168	21.90	0.6671	0.6671	0.5270
Arial Bold	12	168	29.30	0.8926	0.8926	0.7051
Arial Bold	12	168	36.90	1.1241	1.1241	0.8880
Arial Bold	12	168	44.30	1.3495	1.3495	1.0661

GREEN

Post Messenger Recorder

109 Fifth Avenue Unit A

PO Box 65

New Glarus, WI 53574-0065

Email: legals@newspubinc.com

Web: www.newspubinc.com

Comments:

County: Green

Telephone: (608) 767-4032

Fax: (608) 767-2222

Day(s) Published: Th/

Paid Circulation: 1,713

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.00	0.4516	0.4516	0.3567
Arial	8	102	19.50	0.9784	0.9784	0.7729
Arial	8	102	30.00	1.5052	1.5052	1.1891
Arial	8	102	39.50	1.9819	1.9819	1.5656
Arial	8	102	50.00	2.5087	2.5087	1.9818
Arial	8	102	60.50	3.0356	3.0356	2.3980

GREEN LAKE

Berlin Journal

301 June Street

PO Box 10

Berlin, WI 54923-0010

Email: ads@theberlinjournal.com

Web:

Comments:

County: Green Lake

Telephone: (920) 361-1515

Fax: (920) 361-1518

Day(s) Published: Th/

Paid Circulation: 2,573

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	114	11.50	0.5163	0.5163	0.4078
Arial	9	114	24.00	1.0774	1.0774	0.8511
Arial	9	114	30.00	1.3468	1.3468	1.0639
Arial	9	114	36.00	1.6162	1.6162	1.2767
Arial	9	114	49.00	2.1998	2.1998	1.7377
Arial	9	114	63.00	2.8283	2.8283	2.2342
Arial Bold	9	126	11.50	0.4671	0.4671	0.3690
Arial Bold	9	126	24.00	0.9748	0.9748	0.7701
Arial Bold	9	126	30.00	1.2185	1.2185	0.9626
Arial Bold	9	126	36.00	1.4622	1.4622	1.1551
Arial Bold	9	126	49.00	1.9903	1.9903	1.5722
Arial Bold	9	126	63.00	2.5589	2.5589	2.0215
Arial Bold Italic	9	126	11.50	0.4671	0.4671	0.3690
Arial Bold Italic	9	126	24.00	0.9748	0.9748	0.7701
Arial Bold Italic	9	126	30.00	1.2185	1.2185	0.9626

Arial Bold Italic	9	126	36.00	1.4622	1.4622	1.1551
Arial Bold Italic	9	126	49.00	1.9903	1.9903	1.5722
Arial Bold Italic	9	126	63.00	2.5589	2.5589	2.0215
Arial Italic	9	114	11.50	0.5163	0.5163	0.4078
Arial Italic	9	114	24.00	1.0774	1.0774	0.8511
Arial Italic	9	114	30.00	1.3468	1.3468	1.0639
Arial Italic	9	114	36.00	1.6162	1.6162	1.2767
Arial Italic	9	114	49.00	2.1998	2.1998	1.7377
Arial Italic	9	114	63.00	2.8283	2.8283	2.2342

GREEN LAKE

Green Lake Reporter

535 Mill Street
PO Box 535
Green Lake, WI 54941-0535
Email: ads@theberlinjournal.com
Web:
Comments:

County: Green Lake
Telephone: (920) 361-1515
Fax: (920) 361-1518

Day(s) Published: Th/
Paid Circulation: 865
Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	114	11.50	0.5163	0.5163	0.4078
Arial	9	114	24.00	1.0774	1.0774	0.8511
Arial	9	114	36.00	1.6162	1.6162	1.2767
Arial	9	114	49.00	2.1998	2.1998	1.7377
Arial	9	114	63.00	2.8283	2.8283	2.2342
Arial Bold	9	126	11.50	0.4671	0.4671	0.3690
Arial Bold	9	126	24.00	0.9748	0.9748	0.7701
Arial Bold	9	126	36.00	1.4622	1.4622	1.1551
Arial Bold	9	126	49.00	1.9903	1.9903	1.5722
Arial Bold	9	126	63.00	2.5589	2.5589	2.0215
Arial Bold Italic	9	126	11.50	0.4671	0.4671	0.3690
Arial Bold Italic	9	126	24.00	0.9748	0.9748	0.7701
Arial Bold Italic	9	126	36.00	1.4622	1.4622	1.1551
Arial Bold Italic	9	126	49.00	1.9903	1.9903	1.5722
Arial Bold Italic	9	126	63.00	2.5589	2.5589	2.0215
Arial Italic	9	114	11.50	0.5163	0.5163	0.4078
Arial Italic	9	114	24.00	1.0774	1.0774	0.8511
Arial Italic	9	114	36.00	1.6162	1.6162	1.2767
Arial Italic	9	114	49.00	2.1998	2.1998	1.7377
Arial Italic	9	114	63.00	2.8283	2.8283	2.2342

GREEN LAKE

Markesan Regional Reporter

33 W John Street
PO Box 218
Markesan, WI 53946-0218
Email: ads@theberlinjournal.com
Web:

County: Green Lake
Telephone: (920) 398-2313
Fax: (920) 361-1518

Day(s) Published: Th/
Paid Circulation: 1,376
Circulation: 0%

Comments: Office location: 33 W John St., P O Box 218, Markesan, WI 53946

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	114	11.50	0.5163	0.5163	0.4078
Arial	9	114	24.00	1.0774	1.0774	0.8511
Arial	9	114	36.00	1.6162	1.6162	1.2767
Arial	9	114	49.00	2.1998	2.1998	1.7377
Arial	9	114	63.00	2.8283	2.8283	2.2342
Arial Bold	9	126	11.50	0.4671	0.4671	0.3690
Arial Bold	9	126	24.00	0.9748	0.9748	0.7701
Arial Bold	9	126	36.00	1.4622	1.4622	1.1551

Arial Bold	9	126	49.00	1.9903	1.9903	1.5722
Arial Bold	9	126	63.00	2.5589	2.5589	2.0215
Arial Bold Italic	9	126	11.50	0.4671	0.4671	0.3690
Arial Bold Italic	9	126	24.00	0.9748	0.9748	0.7701
Arial Bold Italic	9	126	36.00	1.4622	1.4622	1.1551
Arial Bold Italic	9	126	49.00	1.9903	1.9903	1.5722
Arial Bold Italic	9	126	63.00	2.5589	2.5589	2.0215
Arial Italic	9	114	11.50	0.5163	0.5163	0.4078
Arial Italic	9	114	24.00	1.0774	1.0774	0.8511
Arial Italic	9	114	36.00	1.6162	1.6162	1.2767
Arial Italic	9	114	49.00	2.1998	2.1998	1.7377
Arial Italic	9	114	63.00	2.8283	2.8283	2.2342

GREEN LAKE

Princeton Times-Republic

104 E Main

PO Box 146

Princeton, WI 54968

County: Green Lake

Telephone: (920) 295-6261

Fax: (920) 361-1518

Day(s) Published: Th/

Paid Circulation: 963

Circulation: 0%

Email: ads@theberlinjournal.com

Web:

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	114	11.50	0.5163	0.5163	0.4078
Arial	9	114	24.00	1.0774	1.0774	0.8511
Arial	9	114	36.50	1.6386	1.6386	1.2944
Arial	9	114	49.00	2.1998	2.1998	1.7377
Arial	9	114	63.00	2.8283	2.8283	2.2342
Arial Bold	9	126	11.50	0.4671	0.4671	0.3690
Arial Bold	9	126	24.00	0.9748	0.9748	0.7701
Arial Bold	9	126	36.50	1.4825	1.4825	1.1712
Arial Bold	9	126	49.00	1.9903	1.9903	1.5722
Arial Bold	9	126	63.00	2.5589	2.5589	2.0215
Arial Bold Italic	9	126	11.50	0.4671	0.4671	0.3690
Arial Bold Italic	9	126	24.00	0.9748	0.9748	0.7701
Arial Bold Italic	9	126	36.50	1.4825	1.4825	1.1712
Arial Bold Italic	9	126	49.00	1.9903	1.9903	1.5722
Arial Bold Italic	9	126	63.00	2.5589	2.5589	2.0215
Arial Italic	9	114	11.50	0.5163	0.5163	0.4078
Arial Italic	9	114	24.00	1.0774	1.0774	0.8511
Arial Italic	9	114	36.50	1.6386	1.6386	1.2944
Arial Italic	9	114	49.00	2.1998	2.1998	1.7377
Arial Italic	9	114	63.00	2.8283	2.8283	2.2342

GREEN/ROCK

Independent Register

922 W Exchange Street

PO Box

Brodhead, WI 53520-1469

County: Green/Rock

Telephone: (262) 728-3411

Fax: (262) 725-7702

Day(s) Published: W/

Paid Circulation: 849

Circulation: 0%

Email: kwhittington@rvpublishing.com

Web: www.indreg.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	114	12.00	0.5387	0.5387	0.4256
Arial	9	114	24.50	1.0999	1.0999	0.8689
Arial	9	114	37.00	1.6610	1.6610	1.3122
Arial	9	114	49.50	2.2222	2.2222	1.7555
Arial	9	114	62.00	2.7834	2.7834	2.1988

Arial Bold	9	126	12.00	0.4874	0.4874	0.3850
Arial Bold	9	126	24.50	0.9951	0.9951	0.7861
Arial Bold	9	126	37.00	1.5029	1.5029	1.1872
Arial Bold	9	126	49.50	2.0106	2.0106	1.5883
Arial Bold	9	126	62.00	2.5183	2.5183	1.9894
Arial Bold Italic	9	126	12.00	0.4874	0.4874	0.3850
Arial Bold Italic	9	126	24.50	0.9951	0.9951	0.7861
Arial Bold Italic	9	126	37.00	1.5029	1.5029	1.1872
Arial Bold Italic	9	126	49.50	2.0106	2.0106	1.5883
Arial Bold Italic	9	126	62.00	2.5183	2.5183	1.9894
Arial Italic	9	114	12.00	0.5387	0.5387	0.4256
Arial Italic	9	114	24.50	1.0999	1.0999	0.8689
Arial Italic	9	114	37.00	1.6610	1.6610	1.3122
Arial Italic	9	114	49.50	2.2222	2.2222	1.7555
Arial Italic	9	114	62.00	2.7834	2.7834	2.1988

IOWA

Democrat Tribune

334 High Street
PO Box
Mineral Point, WI 53565-1219
Email: ad@thedodgevillechronicle.com
Web:
Comments:

County: Iowa
Telephone: (608) 935-2331
Fax: (608) 935-9531

Day(s) Published: Th/
Paid Circulation: 917
Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	11.50	0.5770	0.5770	0.4558
Arial	8	102	24.00	1.2042	1.2042	0.9513
Arial	8	102	36.50	1.8314	1.8314	1.4467
Arial	8	102	49.00	2.4586	2.4586	1.9422
Arial Bold	8	112	11.50	0.5255	0.5255	0.4151
Arial Bold	8	112	24.00	1.0967	1.0967	0.8663
Arial Bold	8	112	36.50	1.6679	1.6679	1.3176
Arial Bold	8	112	49.00	2.2390	2.2390	1.7688

IOWA

Dodgeville Chronicle

106 W Merrimac Street
PO Box
Dodgeville, WI 53533-1440
Email: ad@thedodgevillechronicle.com
Web: www.thedodgevillechronicle.com
Comments:

County: Iowa
Telephone: (608) 935-2331
Fax: (608) 935-9531

Day(s) Published: Th/
Paid Circulation: 4,036
Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	12.20	0.6121	0.6121	0.4836
Arial	8	102	25.50	1.2795	1.2795	1.0107
Arial	8	102	38.00	1.9066	1.9066	1.5062
Arial	8	102	51.50	2.5840	2.5840	2.0413
Arial Bold	8	112	12.20	0.5575	0.5575	0.4404
Arial Bold	8	112	25.50	1.1652	1.1652	0.9205
Arial Bold	8	112	38.00	1.7364	1.7364	1.3717
Arial Bold	8	112	51.50	2.3533	2.3533	1.8590

IRON

Iron County Miner

216 Copper Street
PO Box
Hurley, WI 54534

County: Iron
Telephone: (715) 561-3405
Fax: (715) 561-3799

Day(s) Published: Th/
Paid Circulation: 1,700
Circulation: 0%

Email: ironcountyminer@yahoo.com

Web: www.ironcountyminer.com/newspaper/

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	114	12.00	0.5387	0.5387	0.4256
Arial	9	114	25.25	1.1336	1.1336	0.8955
Arial	9	114	39.00	1.7508	1.7508	1.3831
Arial	9	114	51.00	2.2896	2.2896	1.8087
Arial	9	114	63.00	2.8283	2.8283	2.2342
Arial	9	114	78.00	3.5017	3.5017	2.7662
Arial Bold	9	126	12.00	0.4874	0.4874	0.3850
Arial Bold	9	126	25.25	1.0256	1.0256	0.8102
Arial Bold	9	126	39.00	1.5841	1.5841	1.2514
Arial Bold	9	126	51.00	2.0715	2.0715	1.6364
Arial Bold	9	126	63.00	2.5589	2.5589	2.0215
Arial Bold	9	126	78.00	3.1682	3.1682	2.5028
Arial Italic	9	114	12.00	0.5387	0.5387	0.4256
Arial Italic	9	114	25.25	1.1336	1.1336	0.8955
Arial Italic	9	114	39.00	1.7508	1.7508	1.3831
Arial Italic	9	114	51.00	2.2896	2.2896	1.8087
Arial Italic	9	114	63.00	2.8283	2.8283	2.2342
Arial Italic	9	114	78.00	3.5017	3.5017	2.7662

JACKSON

Banner Journal

409 E Main Street
PO Box
Black River Falls, WI 54615-1460

County: Jackson
Telephone: (715) 284-4304
Fax: (715) 284-4634

Day(s) Published: W/
Paid Circulation: 4,171
Circulation: 0%

Email: kathy@bannerjournal.com

Web:

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	76	9.58	0.6451	0.6451	0.5096
Arial	6	76	19.11	1.2869	1.2869	1.0166
Arial	6	76	30.40	2.0471	2.0471	1.6172
Arial	6	76	40.85	2.7508	2.7508	2.1731
Arial	6	76	51.08	3.4397	3.4397	2.7173
Arial	6	76	61.46	4.1387	4.1387	3.2694
Arial	7	88	9.58	0.5571	0.5571	0.4401
Arial	7	88	19.11	1.1114	1.1114	0.8780
Arial	7	88	30.40	1.7680	1.7680	1.3966
Arial	7	88	40.85	2.3757	2.3757	1.8767
Arial	7	88	51.08	2.9707	2.9707	2.3467
Arial	7	88	61.46	3.5743	3.5743	2.8236
Arial	8	102	9.58	0.4807	0.4807	0.3797
Arial	8	102	19.11	0.9588	0.9588	0.7575
Arial	8	102	30.40	1.5253	1.5253	1.2049
Arial	8	102	40.85	2.0496	2.0496	1.6191
Arial	8	102	51.08	2.5629	2.5629	2.0246
Arial	8	102	61.46	3.0837	3.0837	2.4361
Arial	10	128	9.58	0.3830	0.3830	0.3026

Arial	10	128	19.11	0.7641	0.7641	0.6036
Arial	10	128	30.40	1.2155	1.2155	0.9602
Arial	10	128	40.85	1.6333	1.6333	1.2903
Arial	10	128	51.08	2.0423	2.0423	1.6134
Arial	10	128	61.46	2.4574	2.4574	1.9412
Arial Bold	6	84	9.58	0.5837	0.5837	0.4611
Arial Bold	6	84	19.11	1.1643	1.1643	0.9198
Arial Bold	6	84	30.40	1.8522	1.8522	1.4631
Arial Bold	6	84	40.85	2.4888	2.4888	1.9661
Arial Bold	6	84	51.08	3.1121	3.1121	2.4585
Arial Bold	6	84	61.46	3.7445	3.7445	2.9581
Arial Bold	7	98	9.58	0.5003	0.5003	0.3952
Arial Bold	7	98	19.11	0.9980	0.9980	0.7884
Arial Bold	7	98	30.40	1.5876	1.5876	1.2541
Arial Bold	7	98	40.85	2.1333	2.1333	1.6852
Arial Bold	7	98	51.08	2.6675	2.6675	2.1073
Arial Bold	7	98	61.46	3.2096	3.2096	2.5355
Arial Bold	8	112	9.58	0.4378	0.4378	0.3458
Arial Bold	8	112	19.11	0.8732	0.8732	0.6898
Arial Bold	8	112	30.40	1.3891	1.3891	1.0974
Arial Bold	8	112	40.85	1.8666	1.8666	1.4746
Arial Bold	8	112	51.08	2.3341	2.3341	1.8439
Arial Bold	8	112	61.46	2.8084	2.8084	2.2185
Arial Bold	10	140	9.58	0.3502	0.3502	0.2767
Arial Bold	10	140	19.11	0.6986	0.6986	0.5519
Arial Bold	10	140	30.40	1.1113	1.1113	0.8779
Arial Bold	10	140	40.85	1.4933	1.4933	1.1797
Arial Bold	10	140	51.08	1.8673	1.8673	1.4751
Arial Bold	10	140	61.46	2.2467	2.2467	1.7748

JACKSON

Jackson County Chronicle

34 S First Street

PO Box

Black River Falls, WI 54615

Email: lisa.faulkner@lee.net

Web: www.jacksoncountychronicle.com

Comments:

County: Jackson

Telephone: (608) 791-8300

Fax: (608) 791-8238

Day(s) Published: W/

Paid Circulation: 953

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial Light	6.8	80	9.40	0.6013	0.6013	0.4750
Arial Light	6.8	80	19.40	1.2411	1.2411	0.9804
Arial Light	6.8	80	29.40	1.8808	1.8808	1.4858
Arial Light	6.8	80	39.40	2.5205	2.5205	1.9911
Arial Light	8	94	9.40	0.5118	0.5118	0.4043
Arial Light	8	94	19.40	1.0562	1.0562	0.8344
Arial Light	8	94	29.40	1.6007	1.6007	1.2645
Arial Light	8	94	39.40	2.1451	2.1451	1.6946
Arial Light	9	110	9.40	0.4373	0.4373	0.3455
Arial Light	9	110	19.40	0.9026	0.9026	0.7130
Arial Light	9	110	29.40	1.3679	1.3679	1.0806
Arial Light	9	110	39.40	1.8331	1.8331	1.4481
Arial Light Bold	6.8	92	9.40	0.5229	0.5229	0.4131
Arial Light Bold	6.8	92	19.40	1.0792	1.0792	0.8525
Arial Light Bold	6.8	92	29.40	1.6355	1.6355	1.2920
Arial Light Bold	6.8	92	39.40	2.1918	2.1918	1.7314
Arial Light Bold	8	104	9.40	0.4626	0.4626	0.3654
Arial Light Bold	8	104	19.40	0.9547	0.9547	0.7542
Arial Light Bold	8	104	29.40	1.4468	1.4468	1.1429
Arial Light Bold	8	104	39.40	1.9389	1.9389	1.5316

Arial Light Bold	9	122	9.40	0.3943	0.3943	0.3115
Arial Light Bold	9	122	19.40	0.8138	0.8138	0.6429
Arial Light Bold	9	122	29.40	1.2333	1.2333	0.9743
Arial Light Bold	9	122	39.40	1.6528	1.6528	1.3057

JEFFERSON

Daily Jefferson County Union

28 Milwaukee Ave West

PO Box 801

Fort Atkinson, WI 53538-0801

Email: rgrindstaff@dailyunion.com

Web: www.dailyunion.com/

Comments:

County: Jefferson

Telephone: (920) 563-5553

Fax: (920) 563-2329

Day(s) Published: M/Tu/W/Th/F/

Paid Circulation: 7,030

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	78	7.69	0.5046	0.5046	0.3986
Arial	6	78	16.12	1.0577	1.0577	0.8355
Arial	6	78	24.56	1.6115	1.6115	1.2730
Arial	6	78	33.00	2.1652	2.1652	1.7105
Arial	6	78	41.44	2.7190	2.7190	2.1479
Arial	6	78	49.87	3.2721	3.2721	2.5849
Arial	6	78	58.31	3.8259	3.8259	3.0223
Arial	6	78	66.75	4.3797	4.3797	3.4598
Arial	9	114	7.69	0.3452	0.3452	0.2727
Arial	9	114	16.12	0.7237	0.7237	0.5717
Arial	9	114	24.56	1.1026	1.1026	0.8710
Arial	9	114	33.00	1.4815	1.4815	1.1703
Arial	9	114	41.44	1.8604	1.8604	1.4696
Arial	9	114	49.87	2.2388	2.2388	1.7686
Arial	9	114	58.31	2.6177	2.6177	2.0679
Arial	9	114	66.75	2.9966	2.9966	2.3672
Arial Bold	6	84	7.69	0.4685	0.4685	0.3701
Arial Bold	6	84	16.12	0.9821	0.9821	0.7759
Arial Bold	6	84	24.56	1.4964	1.4964	1.1821
Arial Bold	6	84	33.00	2.0106	2.0106	1.5883
Arial Bold	6	84	41.44	2.5248	2.5248	1.9945
Arial Bold	6	84	49.87	3.0384	3.0384	2.4002
Arial Bold	6	84	58.31	3.5526	3.5526	2.8065
Arial Bold	6	84	66.75	4.0668	4.0668	3.2127
Arial Bold	9	126	7.69	0.3123	0.3123	0.2467
Arial Bold	9	126	16.12	0.6548	0.6548	0.5172
Arial Bold	9	126	24.56	0.9976	0.9976	0.7880
Arial Bold	9	126	33.00	1.3404	1.3404	1.0589
Arial Bold	9	126	41.44	1.6832	1.6832	1.3297
Arial Bold	9	126	49.87	2.0256	2.0256	1.6002
Arial Bold	9	126	58.31	2.3684	2.3684	1.8710
Arial Bold	9	126	66.75	2.7112	2.7112	2.1418

JEFFERSON

Dodge County Independent News

115 W Main Street

PO Box 140

Watertown, WI 53094-0140

Email: kevinc@wdtimes.com

Web: www.dcinews.com/

Comments:

County: Jefferson

Telephone: (920) 261-4949

Fax: (920) 261-5102

Day(s) Published: Th/

Paid Circulation: 522

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	10.60	0.5319	0.5319	0.4201
Arial	8	102	21.90	1.0988	1.0988	0.8680
Arial	8	102	33.00	1.6558	1.6558	1.3080
Arial	8	102	44.30	2.2227	2.2227	1.7559
Arial	8	102	55.60	2.7897	2.7897	2.2038
Arial	8	102	66.90	3.3567	3.3567	2.6517
Arial Bold	8	112	10.60	0.4844	0.4844	0.3826
Arial Bold	8	112	21.90	1.0007	1.0007	0.7905
Arial Bold	8	112	33.00	1.5079	1.5079	1.1912
Arial Bold	8	112	44.30	2.0243	2.0243	1.5991
Arial Bold	8	112	55.60	2.5406	2.5406	2.0070
Arial Bold	8	112	66.90	3.0570	3.0570	2.4149

JEFFERSON

Enterprise The

136 W Main

PO Box

Whitewater, WI 53181

Email: cjensen@southernlakesnewspapers.com

Web: www.southernlakesnewspapers.com

Comments:

County: Jefferson

Telephone: (262) 728-3411

Fax: (262) 725-7702

Day(s) Published: F/

Paid Circulation: 404

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.50	0.4766	0.4766	0.3765
Arial	8	102	19.75	0.9909	0.9909	0.7828
Arial	8	102	30.00	1.5052	1.5052	1.1891
Arial	8	102	40.25	2.0195	2.0195	1.5953
Arial	8	102	50.50	2.5338	2.5338	2.0016
Arial	8	102	60.75	3.0481	3.0481	2.4079
Arial Bold	8	112	9.50	0.4341	0.4341	0.3429
Arial Bold	8	112	19.75	0.9024	0.9024	0.7129
Arial Bold	8	112	30.00	1.3708	1.3708	1.0829
Arial Bold	8	112	40.25	1.8392	1.8392	1.4529
Arial Bold	8	112	50.50	2.3076	2.3076	1.8229
Arial Bold	8	112	60.75	2.7760	2.7760	2.1929

JEFFERSON

Lake Mills Leader

320 N Main Street

PO Box 310

Lake Mills, WI 53551-0310

Email: cdrake@hngnews.com

Web: www.lakemillsleader.com

Comments:

County: Jefferson

Telephone: (920) 648-2334

Fax: (920) 648-8187

Day(s) Published: Th/

Paid Circulation: 1,712

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	116	10.50	0.4633	0.4633	0.3660
Arial	9	116	21.75	0.9596	0.9596	0.7580
Arial	9	116	33.00	1.4559	1.4559	1.1501
Arial	9	116	44.25	1.9523	1.9523	1.5422
Arial	9	116	55.50	2.4486	2.4486	1.9343
Arial	9	116	66.75	2.9450	2.9450	2.3264
Arial Bold	9	126	10.50	0.4265	0.4265	0.3369
Arial Bold	9	126	21.75	0.8834	0.8834	0.6979
Arial Bold	9	126	33.00	1.3404	1.3404	1.0589
Arial Bold	9	126	44.25	1.7973	1.7973	1.4198
Arial Bold	9	126	55.50	2.2543	2.2543	1.7808
Arial Bold	9	126	66.75	2.7112	2.7112	2.1418

JEFFERSON

Waterloo Courier

123 N Monroe Street

PO Box 6

Waterloo, WI 53594-0006

Email: cdrake@hngnews.com

Web: www.couriernews.com

Comments:

County: Jefferson

Telephone: (920) 478-2188

Fax: (920) 478-3618

Day(s) Published: Th/

Paid Circulation: 1,207

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	116	10.50	0.4633	0.4633	0.3660
Arial	9	116	21.75	0.9596	0.9596	0.7580
Arial	9	116	33.00	1.4559	1.4559	1.1501
Arial	9	116	44.25	1.9523	1.9523	1.5422
Arial	9	116	55.50	2.4486	2.4486	1.9343
Arial	9	116	66.75	2.9450	2.9450	2.3264
Arial Bold	9	126	10.50	0.4265	0.4265	0.3369
Arial Bold	9	126	21.75	0.8834	0.8834	0.6979
Arial Bold	9	126	33.00	1.3404	1.3404	1.0589
Arial Bold	9	126	44.25	1.7973	1.7973	1.4198
Arial Bold	9	126	55.50	2.2543	2.2543	1.7808
Arial Bold	9	126	66.75	2.7112	2.7112	2.1418

JEFFERSON

Watertown Daily Times

115 W Main Street

PO Box 140

Watertown, WI 53094-0140

Email: kevinc@wdtimes.com

Web: www.wdtimes.com

Comments:

County: Jefferson

Telephone: (920) 261-4949

Fax: (920) 261-5102

Day(s) Published: M/Tu/W/Th/F/

Paid Circulation: 6,482

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	78	10.60	0.6955	0.6955	0.5494
Arial	6	78	21.90	1.4369	1.4369	1.1351
Arial	6	78	33.00	2.1652	2.1652	1.7105
Arial	6	78	44.30	2.9067	2.9067	2.2962
Arial	6	78	55.60	3.6481	3.6481	2.8819
Arial	6	78	66.90	4.3895	4.3895	3.4676
Arial	8	102	10.60	0.5319	0.5319	0.4201
Arial	8	102	21.90	1.0988	1.0988	0.8680
Arial	8	102	33.00	1.6558	1.6558	1.3080
Arial	8	102	44.30	2.2227	2.2227	1.7559
Arial	8	102	55.60	2.7897	2.7897	2.2038
Arial	8	102	66.90	3.3567	3.3567	2.6517
Arial	9	116	10.60	0.4677	0.4677	0.3694
Arial	9	116	21.90	0.9662	0.9662	0.7633
Arial	9	116	33.00	1.4559	1.4559	1.1501
Arial	9	116	44.30	1.9545	1.9545	1.5440
Arial	9	116	55.60	2.4530	2.4530	1.9378
Arial	9	116	66.90	2.9516	2.9516	2.3316
Arial	10	128	10.60	0.4238	0.4238	0.3348
Arial	10	128	21.90	0.8756	0.8756	0.6917
Arial	10	128	33.00	1.3194	1.3194	1.0423
Arial	10	128	44.30	1.7712	1.7712	1.3992
Arial	10	128	55.60	2.2231	2.2231	1.7561
Arial	10	128	66.90	2.6749	2.6749	2.1131
Arial	12	152	10.60	0.3569	0.3569	0.2819
Arial	12	152	21.90	0.7374	0.7374	0.5825
Arial	12	152	33.00	1.1111	1.1111	0.8777
Arial	12	152	44.30	1.4916	1.4916	1.1783
Arial	12	152	55.60	1.8720	1.8720	1.4789
Arial	12	152	66.90	2.2525	2.2525	1.7794
Arial Bold	6	84	10.60	0.6458	0.6458	0.5102
Arial Bold	6	84	21.90	1.3343	1.3343	1.0540
Arial Bold	6	84	33.00	2.0106	2.0106	1.5883
Arial Bold	6	84	44.30	2.6990	2.6990	2.1322
Arial Bold	6	84	55.60	3.3875	3.3875	2.6760
Arial Bold	6	84	66.90	4.0760	4.0760	3.2199
Arial Bold	8	112	10.60	0.4844	0.4844	0.3826
Arial Bold	8	112	21.90	1.0007	1.0007	0.7905
Arial Bold	8	112	33.00	1.5079	1.5079	1.1912
Arial Bold	8	112	44.30	2.0243	2.0243	1.5991
Arial Bold	8	112	55.60	2.5406	2.5406	2.0070
Arial Bold	8	112	66.90	3.0570	3.0570	2.4149
Arial Bold	9	126	10.60	0.4305	0.4305	0.3401
Arial Bold	9	126	21.90	0.8895	0.8895	0.7027
Arial Bold	9	126	33.00	1.3404	1.3404	1.0589
Arial Bold	9	126	44.30	1.7994	1.7994	1.4214
Arial Bold	9	126	55.60	2.2583	2.2583	1.7840
Arial Bold	9	126	66.90	2.7173	2.7173	2.1466
Arial Bold	10	140	10.60	0.3875	0.3875	0.3061

Arial Bold	10	140	21.90	0.8006	0.8006	0.6324
Arial Bold	10	140	33.00	1.2063	1.2063	0.9530
Arial Bold	10	140	44.30	1.6194	1.6194	1.2793
Arial Bold	10	140	55.60	2.0325	2.0325	1.6056
Arial Bold	10	140	66.90	2.4456	2.4456	1.9319
Arial Bold	12	168	10.60	0.3229	0.3229	0.2551
Arial Bold	12	168	21.90	0.6671	0.6671	0.5270
Arial Bold	12	168	33.00	1.0053	1.0053	0.7941
Arial Bold	12	168	44.30	1.3495	1.3495	1.0661
Arial Bold	12	168	55.60	1.6938	1.6938	1.3380
Arial Bold	12	168	66.90	2.0380	2.0380	1.6099

JUNEAU

Juneau County Star Times

PO Box 220

Mauston, WI 53948-0220

County: Juneau

Telephone: (608) 745-3500

Fax: (608) 745-3530

Day(s) Published: W/Sa

Paid Circulation: 1,563

Circulation: 0%

Email: pdr-legals@madison.com

Web: www.madison.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	114	9.40	0.4220	0.4220	0.3334
Arial	9	114	19.40	0.8709	0.8709	0.6880
Arial	9	114	29.40	1.3199	1.3199	1.0426
Arial	9	114	39.40	1.7688	1.7688	1.3973
Arial	9	114	49.40	2.2177	2.2177	1.7519
Arial	9	114	59.40	2.6667	2.6667	2.1066
Arial Bold	9	126	9.40	0.3818	0.3818	0.3016
Arial Bold	9	126	19.40	0.7880	0.7880	0.6225
Arial Bold	9	126	29.40	1.1942	1.1942	0.9433
Arial Bold	9	126	39.40	1.6003	1.6003	1.2642
Arial Bold	9	126	49.40	2.0065	2.0065	1.5851
Arial Bold	9	126	59.40	2.4127	2.4127	1.9059

JUNEAU

Messenger of Juneau County

229 Main Street

PO Box

Elroy, WI 53929

County: Juneau

Telephone: (608) 462-4902

Fax: (608) 462-4903

Day(s) Published: Th/

Paid Circulation: 1,911

Circulation: 0%

Email: themessenger@centurytel.net

Web: www.juneaumessenger.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8.5	152	10.00	0.3367	0.3367	0.2660
Arial	8.5	152	20.00	0.6734	0.6734	0.5320
Arial	8.5	152	30.00	1.0101	1.0101	0.7979
Arial	8.5	152	40.00	1.3468	1.3468	1.0639
Arial	8.5	152	50.00	1.6835	1.6835	1.3299
Arial	8.5	152	60.00	2.0202	2.0202	1.5959

KENOSHA

Kenosha News

5800 7th Avenue
PO Box 190
Kenosha, WI 53140-4194

County: Kenosha
Telephone: (262) 657-1000
Fax: (262) 657-5101

Day(s) Published: Su/M/Tu/W/Th/F/Sa
Paid Circulation: 18,517
Circulation: 45%

Email: rrickman@kenoshanews.com

Web: www.kenoshanews.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6.5	78	9.40	0.6168	0.8943	0.7065
Arial	6.5	78	19.40	1.2729	1.8457	1.4580
Arial	6.5	78	29.40	1.9290	2.7971	2.2096
Arial	6.5	78	39.40	2.5852	3.7485	2.9612
Arial	6.5	78	49.40	3.2413	4.6999	3.7127
Arial	6.5	78	59.40	3.8974	5.6513	4.4643
Arial Bold	6.5	84	9.40	0.5727	0.8304	0.6560
Arial Bold	6.5	84	19.40	1.1820	1.7139	1.3539
Arial Bold	6.5	84	29.40	1.7912	2.5973	2.0518
Arial Bold	6.5	84	39.40	2.4005	3.4807	2.7497
Arial Bold	6.5	84	49.40	3.0098	4.3642	3.4475
Arial Bold	6.5	84	59.40	3.6190	5.2476	4.1454

KENOSHA

Twin Lakes Report

147 E Main Street
PO Box
Twin Lakes, WI 53181

County: Kenosha
Telephone: (262) 728-3411
Fax: (262) 725-7702

Day(s) Published: F/
Paid Circulation: 552
Circulation: 0%

Email: cjensen@southernlakesnewspapers.com

Web: www.southernlakesnewspapers.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.50	0.4767	0.4767	0.3765
Arial	8	102	19.75	0.9910	0.9910	0.7828
Arial	8	102	30.00	1.5052	1.5052	1.1891
Arial	8	102	40.25	2.0195	2.0195	1.5954
Arial	8	102	50.50	2.5338	2.5338	2.0016
Arial	8	102	60.75	3.0481	3.0481	2.4079
Arial Bold	8	112	9.50	0.4341	0.4341	0.3429
Arial Bold	8	112	19.75	0.9025	0.9025	0.7129
Arial Bold	8	112	30.00	1.3708	1.3708	1.0829
Arial Bold	8	112	40.25	1.8392	1.8392	1.4529
Arial Bold	8	112	50.50	2.3076	2.3076	1.8229
Arial Bold	8	112	60.75	2.7760	2.7760	2.1929

LA CROSSE

Coulee News

401 Third Street N
PO Box
La Crosse, WI 54601

County: La Crosse
Telephone: (608) 791-8300
Fax: (608) 791-8238

Day(s) Published: F/
Paid Circulation: 918
Circulation: 0%

Email: lisa.faulkner@lee.net

Web: www.lacrossetribune.com/couleenews

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial Light	6.8	80	9.40	0.6013	0.6013	0.4750
Arial Light	6.8	80	19.40	1.2411	1.2411	0.9804
Arial Light	6.8	80	29.40	1.8808	1.8808	1.4858
Arial Light	6.8	80	39.40	2.5205	2.5205	1.9911
Arial Light	8	94	9.40	0.5118	0.5118	0.4043
Arial Light	8	94	19.40	1.0562	1.0562	0.8344
Arial Light	8	94	29.40	1.6007	1.6007	1.2645
Arial Light	8	94	39.40	2.1451	2.1451	1.6946
Arial Light	9	110	9.40	0.4373	0.4373	0.3455
Arial Light	9	110	19.40	0.9026	0.9026	0.7130
Arial Light	9	110	29.40	1.3679	1.3679	1.0806
Arial Light	9	110	39.40	1.8331	1.8331	1.4481
Arial Light Bold	6.8	92	9.40	0.5229	0.5229	0.4131
Arial Light Bold	6.8	92	19.40	1.0792	1.0792	0.8525
Arial Light Bold	6.8	92	29.40	1.6355	1.6355	1.2920
Arial Light Bold	6.8	92	39.40	2.1918	2.1918	1.7314
Arial Light Bold	8	104	9.40	0.4626	0.4626	0.3654
Arial Light Bold	8	104	19.40	0.9547	0.9547	0.7542
Arial Light Bold	8	104	29.40	1.4468	1.4468	1.1429
Arial Light Bold	8	104	39.40	1.9389	1.9389	1.5316
Arial Light Bold	9	122	9.40	0.3943	0.3943	0.3115
Arial Light Bold	9	122	19.40	0.8138	0.8138	0.6429
Arial Light Bold	9	122	29.40	1.2333	1.2333	0.9743
Arial Light Bold	9	122	39.40	1.6528	1.6528	1.3057

LA CROSSE

Courier Life

401 Third Street N
PO Box
La Crosse, WI 54601

County: La Crosse
Telephone: (608) 791-8300
Fax: (608) 791-8238

Day(s) Published: F/
Paid Circulation: 1,953
Circulation: 0%

Email: lisa.faulkner@lee.net

Web: www.lacrossetribune.com/courierlifeneews

Comments: Covers Onalaska and Holmen

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial Light	6.8	80	9.40	0.6013	0.6013	0.4750
Arial Light	6.8	80	19.40	1.2411	1.2411	0.9804
Arial Light	6.8	80	29.40	1.8808	1.8808	1.4858
Arial Light	6.8	80	39.40	2.5205	2.5205	1.9911
Arial Light	8	94	9.40	0.5118	0.5118	0.4043
Arial Light	8	94	19.40	1.0562	1.0562	0.8344
Arial Light	8	94	29.40	1.6007	1.6007	1.2645
Arial Light	8	94	39.40	2.1451	2.1451	1.6946
Arial Light	9	110	9.40	0.4373	0.4373	0.3455
Arial Light	9	110	19.40	0.9026	0.9026	0.7130
Arial Light	9	110	29.40	1.3679	1.3679	1.0806
Arial Light	9	110	39.40	1.8331	1.8331	1.4481
Arial Light Bold	6.8	92	9.40	0.5229	0.5229	0.4131

Arial Light Bold	6.8	92	19.40	1.0792	1.0792	0.8525
Arial Light Bold	6.8	92	29.40	1.6355	1.6355	1.2920
Arial Light Bold	6.8	92	39.40	2.1918	2.1918	1.7314
Arial Light Bold	8	104	9.40	0.4626	0.4626	0.3654
Arial Light Bold	8	104	19.40	0.9547	0.9547	0.7542
Arial Light Bold	8	104	29.40	1.4468	1.4468	1.1429
Arial Light Bold	8	104	39.40	1.9389	1.9389	1.5316
Arial Light Bold	9	122	9.40	0.3943	0.3943	0.3115
Arial Light Bold	9	122	19.40	0.8138	0.8138	0.6429
Arial Light Bold	9	122	29.40	1.2333	1.2333	0.9743
Arial Light Bold	9	122	39.40	1.6528	1.6528	1.3057

LA CROSSE

La Crosse Tribune

401 3rd Street N
PO Box
La Crosse, WI 54601

County: La Crosse
Telephone: (608) 791-8300
Fax: (608) 791-8238

Day(s) Published: Su/M/Tu/W/Th/F/Sa
Paid Circulation: 19,847
Circulation: 45%

Email: lisa.faulkner@lee.net

Web: www.lacrossetribune.com/

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial Light	6.8	80	9.40	0.6013	0.8719	0.6888
Arial Light	6.8	80	19.40	1.2411	1.7996	1.4216
Arial Light	6.8	80	29.40	1.8808	2.7272	2.1544
Arial Light	6.8	80	39.40	2.5205	3.6548	2.8871
Arial Light	8	94	9.40	0.5118	0.7421	0.5862
Arial Light	8	94	19.40	1.0562	1.5315	1.2099
Arial Light	8	94	29.40	1.6007	2.3210	1.8335
Arial Light	8	94	39.40	2.1451	3.1104	2.4571
Arial Light	9	110	9.40	0.4373	0.6341	0.5010
Arial Light	9	110	19.40	0.9026	1.3088	1.0339
Arial Light	9	110	29.40	1.3679	1.9834	1.5668
Arial Light	9	110	39.40	1.8331	2.6580	2.0997
Arial Light Bold	6.8	92	9.40	0.5229	0.7582	0.5990
Arial Light Bold	6.8	92	19.40	1.0792	1.5648	1.2362
Arial Light Bold	6.8	92	29.40	1.6355	2.3714	1.8734
Arial Light Bold	6.8	92	39.40	2.1918	3.1781	2.5106
Arial Light Bold	8	104	9.40	0.4626	0.6707	0.5299
Arial Light Bold	8	104	19.40	0.9547	1.3843	1.0935
Arial Light Bold	8	104	29.40	1.4468	2.0978	1.6572
Arial Light Bold	8	104	39.40	1.9389	2.8114	2.2209
Arial Light Bold	9	122	9.40	0.3943	0.5718	0.4517
Arial Light Bold	9	122	19.40	0.8138	1.1800	0.9322
Arial Light Bold	9	122	29.40	1.2333	1.7883	1.4127
Arial Light Bold	9	122	39.40	1.6528	2.3966	1.8932

LAFAYETTE

Pecatonica Valley Leader

101 N State Street
PO Box 220
Argyle, WI 53504-0220

County: Lafayette
Telephone: (608) 935-2331
Fax: (608) 543-9011

Day(s) Published: Th/
Paid Circulation: 1,279
Circulation: 0%

Email: ad@thedodgevillechronicle.com

Web:

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	11.50	0.5770	0.5770	0.4558
Arial	8	102	24.00	1.2042	1.2042	0.9513
Arial	8	102	36.50	1.8314	1.8314	1.4467
Arial	8	102	49.00	2.4586	2.4586	1.9422
Arial Bold	8	112	11.50	0.5255	0.5255	0.4151
Arial Bold	8	112	24.00	1.0967	1.0967	0.8663
Arial Bold	8	112	36.50	1.6679	1.6679	1.3176
Arial Bold	8	112	49.00	2.2390	2.2390	1.7688

LAFAYETTE

Republican Journal

316 Main Street
PO Box
Darlington, WI 53530

County: Lafayette
Telephone: (608) 776-4425
Fax: (608) 776-4301

Day(s) Published: Th/
Paid Circulation: 2,431
Circulation: 0%

Email: publisher@myrjonline.com

Web: www.myrjonline.com/

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	10.00	0.5017	0.5017	0.3964
Arial	8	102	20.50	1.0286	1.0286	0.8125
Arial	8	102	31.50	1.5805	1.5805	1.2485
Arial	8	102	42.50	2.1324	2.1324	1.6845
Arial	8	102	53.50	2.6843	2.6843	2.1205
Arial	8	102	64.50	3.2363	3.2363	2.5565
Arial Bold	8	114	10.00	0.4489	0.4489	0.3546
Arial Bold	8	114	20.50	0.9203	0.9203	0.7270
Arial Bold	8	114	31.50	1.4141	1.4141	1.1171
Arial Bold	8	114	42.50	1.9080	1.9080	1.5072
Arial Bold	8	114	53.50	2.4018	2.4018	1.8973
Arial Bold	8	114	64.50	2.8956	2.8956	2.2874

LANGLADE

Antigo Daily Journal

612 Superior Street
PO Box
Antigo, WI 54409-2086

County: Langlade
Telephone: (715) 623-4191
Fax: (715) 623-4193

Day(s) Published: M/Tu/W/Th/F/Sa
Paid Circulation: 4,540
Circulation: 0%

Email: adj@dwave.net

Web: www.antigodailyjournal.com/

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	116	11.00	0.4853	0.4853	0.3834
Arial	9	116	22.90	1.0103	1.0103	0.7981
Arial	9	116	34.60	1.5265	1.5265	1.2059
Arial	9	116	46.30	2.0427	2.0427	1.6137
Arial	9	116	58.00	2.5589	2.5589	2.0215

Arial	9	116	69.90	3.0839	3.0839	2.4362
Arial Bold	9	126	11.00	0.4468	0.4468	0.3530
Arial Bold	9	126	22.90	0.9301	0.9301	0.7348
Arial Bold	9	126	34.60	1.4054	1.4054	1.1102
Arial Bold	9	126	46.30	1.8806	1.8806	1.4856
Arial Bold	9	126	58.00	2.3558	2.3558	1.8610
Arial Bold	9	126	69.90	2.8392	2.8392	2.2429
Arial Bold Italic	9	126	11.00	0.4468	0.4468	0.3530
Arial Bold Italic	9	126	22.90	0.9301	0.9301	0.7348
Arial Bold Italic	9	126	34.60	1.4054	1.4054	1.1102
Arial Bold Italic	9	126	46.30	1.8806	1.8806	1.4856
Arial Bold Italic	9	126	58.00	2.3558	2.3558	1.8610
Arial Bold Italic	9	126	69.90	2.8392	2.8392	2.2429
Arial Italic	9	114	11.00	0.4938	0.4938	0.3901
Arial Italic	9	114	22.90	1.0281	1.0281	0.8121
Arial Italic	9	114	34.60	1.5533	1.5533	1.2271
Arial Italic	9	114	46.30	2.0786	2.0786	1.6420
Arial Italic	9	114	58.00	2.6038	2.6038	2.0569
Arial Italic	9	114	69.90	3.1380	3.1380	2.4789

LINCOLN

Merrill Courier

807 E First Street
PO Box
Merrill, WI 54452

County: Lincoln
Telephone: (715) 536-7121
Fax: (715) 539-3686

Day(s) Published: F/
Paid Circulation: 894
Circulation: 0%

Email: bpatterson@mmclocal.com

Web: www.merrillcourier.net

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	76	9.00	0.6061	0.6061	0.4788
Arial	6	76	18.90	1.2727	1.2727	1.0054
Arial	6	76	28.80	1.9394	1.9394	1.5320
Arial	6	76	38.70	2.6060	2.6060	2.0587
Arial	6	76	48.60	3.2727	3.2727	2.5853
Arial	6	76	58.50	3.9394	3.9394	3.1120
Arial	8	98	9.00	0.4700	0.4700	0.3713
Arial	8	98	18.90	0.9870	0.9870	0.7797
Arial	8	98	28.80	1.5040	1.5040	1.1881
Arial	8	98	38.70	2.0210	2.0210	1.5965
Arial	8	98	48.60	2.5380	2.5380	2.0050
Arial	8	98	58.50	3.0550	3.0550	2.4134
Arial	10	122	9.00	0.3775	0.3775	0.2982
Arial	10	122	18.90	0.7928	0.7928	0.6263
Arial	10	122	28.80	1.2081	1.2081	0.9544
Arial	10	122	38.70	1.6234	1.6234	1.2825
Arial	10	122	48.60	2.0387	2.0387	1.6105
Arial	10	122	58.50	2.4540	2.4540	1.9386
Arial Bold	6	84	9.00	0.5483	0.5483	0.4332
Arial Bold	6	84	18.90	1.1515	1.1515	0.9097
Arial Bold	6	84	28.80	1.7547	1.7547	1.3861
Arial Bold	6	84	38.70	2.3579	2.3579	1.8626
Arial Bold	6	84	48.60	2.9610	2.9610	2.3391
Arial Bold	6	84	58.50	3.5642	3.5642	2.8156
Arial Bold	8	108	9.00	0.4265	0.4265	0.3369
Arial Bold	8	108	18.90	0.8956	0.8956	0.7075
Arial Bold	8	108	28.80	1.3648	1.3648	1.0781
Arial Bold	8	108	38.70	1.8339	1.8339	1.4487
Arial Bold	8	108	48.60	2.3030	2.3030	1.8193
Arial Bold	8	108	58.50	2.7722	2.7722	2.1899

Arial Bold	9	120	9.00	0.3838	0.3838	0.3032
Arial Bold	9	120	18.90	0.8061	0.8061	0.6368
Arial Bold	9	120	28.80	1.2283	1.2283	0.9703
Arial Bold	9	120	38.70	1.6505	1.6505	1.3038
Arial Bold	9	120	48.60	2.0727	2.0727	1.6374
Arial Bold	9	120	58.50	2.4949	2.4949	1.9709
Arial Bold	10	134	9.00	0.3437	0.3437	0.2715
Arial Bold	10	134	18.90	0.7218	0.7218	0.5702
Arial Bold	10	134	28.80	1.0999	1.0999	0.8689
Arial Bold	10	134	38.70	1.4781	1.4781	1.1676
Arial Bold	10	134	48.60	1.8562	1.8562	1.4663
Arial Bold	10	134	58.50	2.2343	2.2343	1.7650
Arial Light	9	110	9.00	0.4187	0.4187	0.3308
Arial Light	9	110	18.90	0.8793	0.8793	0.6946
Arial Light	9	110	28.80	1.3399	1.3399	1.0585
Arial Light	9	110	38.70	1.8005	1.8005	1.4224
Arial Light	9	110	48.60	2.2611	2.2611	1.7862
Arial Light	9	110	58.50	2.7217	2.7217	2.1501

LINCOLN

Tomahawk Leader

315 W Wisconsin Avenue

PO Box 345

Tomahawk, WI 54487-0345

County: Lincoln

Telephone: (715) 453-2151

Fax: (715) 453-1865

Day(s) Published: Tu/

Paid Circulation: 3,174

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Email: kathy@tomahawkleader.com

Web: www.tomahawkleader.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	78	9.92	0.6509	0.6509	0.5142
Arial	6	78	21.00	1.3779	1.3779	1.0885
Arial	6	78	32.12	2.1075	2.1075	1.6648
Arial	7	90	9.92	0.5641	0.5641	0.4456
Arial	7	90	21.00	1.1942	1.1942	0.9433
Arial	7	90	32.12	1.8265	1.8265	1.4429
Arial	8	102	9.92	0.4977	0.4977	0.3932
Arial	8	102	21.00	1.0537	1.0537	0.8324
Arial	8	102	32.12	1.6116	1.6116	1.2731
Arial	9	114	9.92	0.4453	0.4453	0.3518
Arial	9	114	21.00	0.9428	0.9428	0.7447
Arial	9	114	32.12	1.4420	1.4420	1.1391
Arial	10	128	9.92	0.3966	0.3966	0.3133
Arial	10	128	21.00	0.8396	0.8396	0.6633
Arial	10	128	32.12	1.2843	1.2843	1.0145
Arial Bold	6	84	9.92	0.6044	0.6044	0.4774
Arial Bold	6	84	21.00	1.2795	1.2795	1.0107
Arial Bold	6	84	32.12	1.9570	1.9570	1.5459
Arial Bold	7	98	9.92	0.5180	0.5180	0.4092
Arial Bold	7	98	21.00	1.0967	1.0967	0.8663
Arial Bold	7	98	32.12	1.6774	1.6774	1.3251
Arial Bold	8	114	9.92	0.4453	0.4453	0.3518
Arial Bold	8	114	21.00	0.9428	0.9428	0.7447
Arial Bold	8	114	32.12	1.4420	1.4420	1.1391
Arial Bold	9	126	9.92	0.4029	0.4029	0.3183
Arial Bold	9	126	21.00	0.8530	0.8530	0.6738
Arial Bold	9	126	32.12	1.3046	1.3046	1.0306
Arial Bold	10	140	9.92	0.3626	0.3626	0.2865
Arial Bold	10	140	21.00	0.7677	0.7677	0.6064
Arial Bold	10	140	32.12	1.1742	1.1742	0.9276
Arial Italic	6	78	9.92	0.6509	0.6509	0.5142

Arial Italic	6	78	21.00	1.3779	1.3779	1.0885
Arial Italic	6	78	32.12	2.1075	2.1075	1.6648
Arial Italic	7	90	9.92	0.5641	0.5641	0.4456
Arial Italic	7	90	21.00	1.1942	1.1942	0.9433
Arial Italic	7	90	32.12	1.8265	1.8265	1.4429
Arial Italic	8	102	9.92	0.4977	0.4977	0.3932
Arial Italic	8	102	21.00	1.0537	1.0537	0.8324
Arial Italic	8	102	32.12	1.6116	1.6116	1.2731
Arial Italic	9	114	9.92	0.4453	0.4453	0.3518
Arial Italic	9	114	21.00	0.9428	0.9428	0.7447
Arial Italic	9	114	32.12	1.4420	1.4420	1.1391
Arial Italic	10	128	9.92	0.3966	0.3966	0.3133
Arial Italic	10	128	21.00	0.8396	0.8396	0.6633
Arial Italic	10	128	32.12	1.2843	1.2843	1.0145

MANITOWOC

Herald Times Reporter

902 Franklin Street
PO Box
Manitowoc, WI 54220

County: Manitowoc
Telephone: (920) 431-8298
Fax: (877) 943-0443

Day(s) Published: Su/M/Tu/W/Th/F/Sa
Paid Circulation: 7,665
Circulation: 0%

Email: ljanowski@gannett.com

Web: www.htrnews.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	78	9.18	0.6023	0.6023	0.4758
Arial	6	78	19.36	1.2704	1.2704	1.0036
Arial	6	78	29.54	1.9385	1.9385	1.5313
Arial	6	78	39.73	2.6065	2.6065	2.0591
Arial	6	78	49.91	3.2746	3.2746	2.5868
Arial	6	78	60.09	3.9427	3.9427	3.1146

MANITOWOC

Tri-County News-Kiel

606 Fremont Street
PO Box 237
Kiel, WI 53042-0237

County: Manitowoc
Telephone: (920) 894-2828
Fax: (920) 894-2161

Day(s) Published: Th/
Paid Circulation: 4,086
Circulation: 0%

Email: sharon@deltapublications.com

Web: www.iwantthenews.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	10	134	11.00	0.4201	0.4201	0.3319
Arial	10	134	23.00	0.8784	0.8784	0.6939
Arial	10	134	35.00	1.3367	1.3367	1.0560
Arial	10	134	46.00	1.7569	1.7569	1.3879
Arial Bold	10	146	11.00	0.3856	0.3856	0.3046
Arial Bold	10	146	23.00	0.8062	0.8062	0.6369
Arial Bold	10	146	35.00	1.2269	1.2269	0.9692
Arial Bold	10	146	46.00	1.6125	1.6125	1.2738

MANITOWOC

Valders Journal

204 N Liberty Street
PO Box 400
Valders, WI 54245-0400

County: Manitowoc
Telephone: (920) 775-4431
Fax: (920) 775-4474

Day(s) Published: Th/
Paid Circulation: 2,450
Circulation: 0%

Email: publisher@valdersjournal.com

Web:

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.50	0.4767	0.4767	0.3765
Arial	8	102	19.25	0.9659	0.9659	0.7630
Arial	8	102	29.00	1.4551	1.4551	1.1495
Arial	8	102	39.00	1.9568	1.9568	1.5458
Arial	8	102	49.00	2.4586	2.4586	1.9422
Arial	8	102	60.00	3.0105	3.0105	2.3782
Arial	9	114	9.50	0.4265	0.4265	0.3369
Arial	9	114	19.25	0.8642	0.8642	0.6827
Arial	9	114	29.00	1.3019	1.3019	1.0285
Arial	9	114	39.00	1.7508	1.7508	1.3831
Arial	9	114	49.00	2.1998	2.1998	1.7377
Arial	9	114	60.00	2.6936	2.6936	2.1278
Arial	10	128	9.50	0.3798	0.3798	0.3001
Arial	10	128	19.25	0.7697	0.7697	0.6080
Arial	10	128	29.00	1.1595	1.1595	0.9160
Arial	10	128	39.00	1.5593	1.5593	1.2318
Arial	10	128	49.00	1.9592	1.9592	1.5477
Arial	10	128	60.00	2.3990	2.3990	1.8951
Arial Bold	8	112	9.50	0.4341	0.4341	0.3429
Arial Bold	8	112	19.25	0.8796	0.8796	0.6949
Arial Bold	8	112	29.00	1.3251	1.3251	1.0468
Arial Bold	8	112	39.00	1.7821	1.7821	1.4078
Arial Bold	8	112	49.00	2.2390	2.2390	1.7688
Arial Bold	8	112	60.00	2.7417	2.7417	2.1658
Arial Bold	9	126	9.50	0.3859	0.3859	0.3048
Arial Bold	9	126	19.25	0.7819	0.7819	0.6177
Arial Bold	9	126	29.00	1.1779	1.1779	0.9305
Arial Bold	9	126	39.00	1.5841	1.5841	1.2514
Arial Bold	9	126	49.00	1.9903	1.9903	1.5722
Arial Bold	9	126	60.00	2.4371	2.4371	1.9252
Arial Bold	10	140	9.50	0.3473	0.3473	0.2743
Arial Bold	10	140	19.25	0.7037	0.7037	0.5559
Arial Bold	10	140	29.00	1.0601	1.0601	0.8375
Arial Bold	10	140	39.00	1.4257	1.4257	1.1262
Arial Bold	10	140	49.00	1.7912	1.7912	1.4150
Arial Bold	10	140	60.00	2.1934	2.1934	1.7327
Arial Italic	8	102	9.50	0.4767	0.4767	0.3765
Arial Italic	8	102	19.25	0.9659	0.9659	0.7630
Arial Italic	8	102	29.00	1.4551	1.4551	1.1495
Arial Italic	8	102	39.00	1.9568	1.9568	1.5458
Arial Italic	8	102	49.00	2.4586	2.4586	1.9422
Arial Italic	8	102	60.00	3.0105	3.0105	2.3782
Arial Italic	9	114	9.50	0.4265	0.4265	0.3369
Arial Italic	9	114	19.25	0.8642	0.8642	0.6827
Arial Italic	9	114	29.00	1.3019	1.3019	1.0285
Arial Italic	9	114	39.00	1.7508	1.7508	1.3831
Arial Italic	9	114	49.00	2.1998	2.1998	1.7377
Arial Italic	9	114	60.00	2.6936	2.6936	2.1278
Arial Italic	10	128	9.50	0.3798	0.3798	0.3001

Arial Italic	10	128	19.25	0.7697	0.7697	0.6080
Arial Italic	10	128	29.00	1.1595	1.1595	0.9160
Arial Italic	10	128	39.00	1.5593	1.5593	1.2318
Arial Italic	10	128	49.00	1.9592	1.9592	1.5477
Arial Italic	10	128	60.00	2.3990	2.3990	1.8951

MARATHON

Mosinee Times

407 Third Street
PO Box
Mosinee, WI 54455

County: Marathon
Telephone: (715) 693-2300
Fax: (715) 693-1574

Day(s) Published: Th/
Paid Circulation: 1,410
Circulation: 0%

Email: motimes@mtc.net

Web:

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	10	128	12.00	0.4798	0.4798	0.3790
Arial	10	128	25.50	1.0195	1.0195	0.8054
Arial	10	128	38.25	1.5293	1.5293	1.2081
Arial	10	128	51.00	2.0391	2.0391	1.6108
Arial	10	128	64.50	2.5788	2.5788	2.0372
Arial	10	128	78.00	3.1187	3.1187	2.4636
Arial Bold	10	140	12.00	0.4387	0.4387	0.3465
Arial Bold	10	140	25.50	0.9321	0.9321	0.7364
Arial Bold	10	140	38.25	1.3982	1.3982	1.1046
Arial Bold	10	140	51.00	1.8643	1.8643	1.4728
Arial Bold	10	140	64.50	2.3578	2.3578	1.8626
Arial Bold	10	140	78.00	2.8514	2.8514	2.2525

MARATHON

Record-Review

103 W Spruce Street
PO Box 677
Abbotsford, WI 54405-0677

County: Marathon
Telephone: (715) 223-2342
Fax: (715) 223-3505

Day(s) Published: W/
Paid Circulation: 2,445
Circulation: 0%

Email: legals@tpprinting.com

Web: www.centralwinews.com/recordreview

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.50	0.4767	0.4767	0.3765
Arial	8	102	20.00	1.0035	1.0035	0.7927
Arial	8	102	30.50	1.5303	1.5303	1.2089
Arial	8	102	41.00	2.0572	2.0572	1.6251
Arial	8	102	51.50	2.5840	2.5840	2.0413
Arial	8	102	62.00	3.1108	3.1108	2.4575
Arial Bold	8	112	9.50	0.4341	0.4341	0.3429
Arial Bold	8	112	20.00	0.9139	0.9139	0.7219
Arial Bold	8	112	30.50	1.3937	1.3937	1.1010
Arial Bold	8	112	41.00	1.8735	1.8735	1.4800
Arial Bold	8	112	51.50	2.3533	2.3533	1.8590
Arial Bold	8	112	62.00	2.8331	2.8331	2.2380

MARATHON

Wausau Daily Herald

800 Scott Street
PO Box 1286
Wausau, WI 54402-1286
Email: ljanowsk@gannett.com
Web: www.wausaudailyherald.com
Comments:

County: Marathon
Telephone: (920) 431-8298
Fax: (877) 943-0443

Day(s) Published: Su/M/Tu/W/Th/F/Sa
Paid Circulation: 11,743
Circulation: 15%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	78	9.18	0.6023	0.6927	0.5472
Arial	6	78	19.36	1.2704	1.4610	1.1541
Arial	6	78	29.54	1.9385	2.2292	1.7610
Arial	6	78	39.73	2.6065	2.9975	2.3679
Arial	6	78	49.91	3.2746	3.7658	2.9749
Arial	6	78	60.09	3.9427	4.5341	3.5818

MARINETTE

EagleHerald

1809 Dunlap Avenue
PO Box 77
Marinette, WI 54143-0077
Email: addesign@eagleherald.com
Web: www.ehextra.com/
Comments:

County: Marinette
Telephone: (715) 735-6611
Fax: (715) 735-6562

Day(s) Published: M/Tu/W/Th/F/Sa
Paid Circulation: 6,859
Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6.5	84	9.60	0.5849	0.5849	0.4620
Arial	6.5	84	19.90	1.2124	1.2124	0.9578
Arial	6.5	84	30.00	1.8278	1.8278	1.4439
Arial	6.5	84	40.30	2.4553	2.4553	1.9396
Arial	6.5	84	50.60	3.0829	3.0829	2.4354
Arial	6.5	84	60.90	3.7104	3.7104	2.9311
Arial Bold	6.5	92	9.60	0.5340	0.5340	0.4219
Arial Bold	6.5	92	19.90	1.1070	1.1070	0.8745
Arial Bold	6.5	92	30.00	1.6689	1.6689	1.3183
Arial Bold	6.5	92	40.30	2.2418	2.2418	1.7710
Arial Bold	6.5	92	50.60	2.8148	2.8148	2.2236
Arial Bold	6.5	92	60.90	3.3878	3.3878	2.6762
Arial Italic	6.5	84	9.60	0.5849	0.5849	0.4620
Arial Italic	6.5	84	19.90	1.2124	1.2124	0.9578
Arial Italic	6.5	84	30.00	1.8278	1.8278	1.4439
Arial Italic	6.5	84	40.30	2.4553	2.4553	1.9396
Arial Italic	6.5	84	50.60	3.0829	3.0829	2.4354
Arial Italic	6.5	84	60.90	3.7104	3.7104	2.9311

MARINETTE

Peshtigo Times

841 Maple Street
PO Box 187
Peshtigo, WI 54157-0187

County: Marinette
Telephone: (715) 582-4541
Fax: (715) 582-4662

Day(s) Published: W/
Paid Circulation: 10,826
Circulation: 15%

Email: cgardon@peshtigotimes.com

Web: www.peshtigotimes.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	78	8.00	0.5249	0.6036	0.4769
Arial	6	78	18.00	1.1810	1.3582	1.0729
Arial	6	78	27.50	1.8044	2.0750	1.6392
Arial	6	78	37.50	2.4605	2.8296	2.2353
Arial	6	78	47.00	3.0838	3.5464	2.8015
Arial	6	78	57.00	3.7399	4.3009	3.3976
Arial	6	78	67.00	4.3961	5.0555	3.9937
Arial	6	78	77.00	5.0522	5.8100	4.5897
Arial	8	102	8.00	0.4014	0.4616	0.3647
Arial	8	102	18.00	0.9031	1.0386	0.8205
Arial	8	102	27.50	1.3798	1.5868	1.2535
Arial	8	102	37.50	1.8816	2.1638	1.7093
Arial	8	102	47.00	2.3582	2.7119	2.1423
Arial	8	102	57.00	2.8600	3.2890	2.5982
Arial	8	102	67.00	3.3617	3.8660	3.0540
Arial	8	102	77.00	3.8635	4.4430	3.5098
Arial Bold	6	84	8.00	0.4874	0.5605	0.4428
Arial Bold	6	84	18.00	1.0967	1.2612	0.9963
Arial Bold	6	84	27.50	1.6755	1.9268	1.5221
Arial Bold	6	84	37.50	2.2847	2.6275	2.0756
Arial Bold	6	84	47.00	2.8635	3.2931	2.6014
Arial Bold	6	84	57.00	3.4728	3.9937	3.1549
Arial Bold	6	84	67.00	4.0821	4.6944	3.7084
Arial Bold	6	84	77.00	4.6913	5.3950	4.2619
Arial Bold	8	112	8.00	0.3656	0.4204	0.3321
Arial Bold	8	112	18.00	0.8225	0.9459	0.7472
Arial Bold	8	112	27.50	1.2566	1.4451	1.1416
Arial Bold	8	112	37.50	1.7136	1.9706	1.5567
Arial Bold	8	112	47.00	2.1477	2.4698	1.9511
Arial Bold	8	112	57.00	2.6046	2.9953	2.3662
Arial Bold	8	112	67.00	3.0616	3.5208	2.7813
Arial Bold	8	112	77.00	3.5185	4.0463	3.1964

MARQUETTE

Marquette County Tribune

120 Underwood Ave
PO Box 188
Montello, WI 53949-0188

County: Marquette
Telephone: (608) 767-4032
Fax: (608) 767-2222

Day(s) Published: Th/
Paid Circulation: 3,441
Circulation: 0%

Email: legals@newspubinc.com

Web: www.newspubinc.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.00	0.4516	0.4516	0.3567
Arial	8	102	19.50	0.9784	0.9784	0.7729
Arial	8	102	30.00	1.5052	1.5052	1.1891
Arial	8	102	39.50	1.9819	1.9819	1.5656
Arial	8	102	50.00	2.5087	2.5087	1.9818

Arial 8 102 60.50 3.0356 3.0356 2.3980

MILWAUKEE

Daily Reporter

225 E Michigan Street, Ste 540

PO Box

Milwaukee, WI 53202-4900

County: Milwaukee

Telephone: (414) 276-0273

Fax: (414) 276-8057

Day(s) Published: M/Tu/W/Th/F/

Paid Circulation: 1,760

Circulation: 0%

Email: david.sherman@dailyreporter.com

Web: www.dailyreporter.com

Comments: Per 985.08(4) Wis. Stats., "In all counties having a population of 500,000 or more, the fees for the publication of a legal notice may be equal to, but not in excess of, the regular publishing rate actually required of private advertisers for similar advertising matter."

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	76	12.00	0.8081	0.8081	0.6384
Arial	6	76	24.00	1.6162	1.6162	1.2767
Arial	8	102	12.00	0.6021	0.6021	0.4756
Arial	8	102	24.00	1.2042	1.2042	0.9513
Arial Bold	6	84	12.00	0.7311	0.7311	0.5776
Arial Bold	6	84	24.00	1.4622	1.4622	1.1551
Arial Bold	8	112	12.00	0.5483	0.5483	0.4332
Arial Bold	8	112	24.00	1.0967	1.0967	0.8663

MILWAUKEE

Milwaukee Community Journal

3612 N. Martin Luther King Drive

PO Box

Milwaukee, WI 53212

County: Milwaukee

Telephone: (414) 265-5300

Fax: (414) 265-1536

Day(s) Published: F/

Paid Circulation: 1,870

Circulation: 0%

Email: advertising@communityjournal.net

Web: www.communityjournal.net

Comments: Per 985.08(4) Wis. Stats., "In all counties having a population of 500,000 or more, the fees for the publication of a legal notice may be equal to, but not in excess of, the regular publishing rate actually required of private advertisers for similar advertising matter."

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	100	12.00	0.6141	0.6141	0.4851
Arial	9	100	25.00	1.2795	1.2795	1.0107
Arial	9	100	38.00	1.9448	1.9448	1.5363
Arial	9	100	51.00	2.6101	2.6101	2.0619

MILWAUKEE

Milwaukee Journal Sentinel

333 W State Street

PO Box

Milwaukee, WI 53201-0661

County: Milwaukee

Telephone: (920) 785-7281

Fax: (414) 224-2505

Day(s) Published: Su/M/Tu/W/Th/F/Sa

Paid Circulation: 169,087

Circulation: 75%

Email: kfeldmann@gannett.com

Web: www.jsonline.com

Comments: July 2016 changed column widths to be effective August 2016

Per 985.08(4) Wis. Stats., "In all counties having a population of 500,000 or more, the fees for the publication of a legal notice may be equal to, but not in excess of, the regular publishing rate actually required of private advertisers for similar advertising matter."

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6.5	82	9.17	0.5723	1.0016	0.7912
Arial	6.5	82	19.33	1.2064	2.1113	1.6678
Arial	6.5	82	29.50	1.8412	3.2220	2.5453
Arial	6.5	82	39.67	2.4759	4.3328	3.4228
Arial	6.5	82	49.83	3.1100	5.4425	4.2994
Arial	6.5	82	60.00	3.7447	6.5533	5.1769

Arial Bold	6.5	90	9.17	0.5214	0.9125	0.7209
Arial Bold	6.5	90	19.33	1.0992	1.9236	1.5196
Arial Bold	6.5	90	29.50	1.6775	2.9356	2.3191
Arial Bold	6.5	90	39.67	2.2558	3.9477	3.1185
Arial Bold	6.5	90	49.83	2.8336	4.9587	3.9172
Arial Bold	6.5	90	60.00	3.4119	5.9708	4.7167
Arial Bold Italic	6.5	90	9.17	0.5214	0.9125	0.7209
Arial Bold Italic	6.5	90	19.33	1.0992	1.9236	1.5196
Arial Bold Italic	6.5	90	29.50	1.6775	2.9356	2.3191
Arial Bold Italic	6.5	90	39.67	2.2558	3.9477	3.1185
Arial Bold Italic	6.5	90	49.83	2.8336	4.9587	3.9172
Arial Bold Italic	6.5	90	60.00	3.4119	5.9708	4.7167
Arial Italic	6.5	82	9.17	0.5723	1.0016	0.7912
Arial Italic	6.5	82	19.33	1.2064	2.1113	1.6678
Arial Italic	6.5	82	29.50	1.8412	3.2220	2.5453
Arial Italic	6.5	82	39.67	2.4759	4.3328	3.4228
Arial Italic	6.5	82	49.83	3.1100	5.4425	4.2994
Arial Italic	6.5	82	60.00	3.7447	6.5533	5.1769

MILWAUKEE

North Shore NOW

333 W State Street

PO Box

Milwaukee, WI 53201-0661

County: Milwaukee

Telephone: (920) 785-7281

Fax: (414) 224-2505

Day(s) Published: W/

Paid Circulation: 9,890

Circulation: 15%

Email: kfeldmann@gannett.com

Web: www.baysidenow.com

Comments: August 29, 2017 changed newspaper name from NOW North Shore Bayside Brown Deer Fox Point
Glendale Mequon River Hills Shorewood Thiensville Whitefish Bay to North Shore NOW

July 2016 changed column widths to be effective August 2016

Serving Bayside, Brown Deer, Fox Point, Glendale, Mequon, River Hills, Shorewood, Thiensville, & Whitefish Bay. Per 985.08(4)

Wis. Stats., "In all counties having a population of 500,000 or more, the fees for the publication of a
legal notice may be equal to, but not in excess of, the regular publishing rate actually required of private
advertisers for similar advertising matter."

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.17	0.4600	0.5289	0.4178
Arial	8	102	19.33	0.9700	1.1155	0.8812
Arial	8	102	29.50	1.4802	1.7022	1.3447
Arial	8	102	39.67	1.9903	2.2888	1.8081
Arial	8	102	49.83	2.5004	2.8754	2.2715
Arial	8	102	60.00	3.0105	3.4621	2.7349
Arial	9	114	9.17	0.4115	0.4733	0.3739
Arial	9	114	19.33	0.8679	0.9981	0.7885
Arial	9	114	29.50	1.3243	1.5230	1.2031
Arial	9	114	39.67	1.7808	2.0479	1.6178
Arial	9	114	49.83	2.2372	2.5727	2.0324
Arial	9	114	60.00	2.6936	3.0976	2.4470
Arial Bold	8	112	9.17	0.4189	0.4817	0.3805
Arial Bold	8	112	19.33	0.8834	1.0159	0.8026
Arial Bold	8	112	29.50	1.3480	1.5502	1.2246
Arial Bold	8	112	39.67	1.8126	2.0845	1.6467
Arial Bold	8	112	49.83	2.2771	2.6187	2.0687
Arial Bold	8	112	60.00	2.7417	3.1529	2.4907
Arial Bold	9	126	9.17	0.3723	0.4282	0.3383
Arial Bold	9	126	19.33	0.7853	0.9030	0.7134
Arial Bold	9	126	29.50	1.1982	1.3780	1.0885
Arial Bold	9	126	39.67	1.6112	1.8529	1.4637
Arial Bold	9	126	49.83	2.0241	2.3277	1.8388
Arial Bold	9	126	60.00	2.4371	2.8026	2.2140
Arial Bold Italic	8	112	9.17	0.4189	0.4817	0.3805
Arial Bold Italic	8	112	19.33	0.8834	1.0159	0.8026

Arial Bold Italic	8	112	29.50	1.3480	1.5502	1.2246
Arial Bold Italic	8	112	39.67	1.8126	2.0845	1.6467
Arial Bold Italic	8	112	49.83	2.2771	2.6187	2.0687
Arial Bold Italic	8	112	60.00	2.7417	3.1529	2.4907
Arial Bold Italic	9	126	9.17	0.3723	0.4282	0.3383
Arial Bold Italic	9	126	19.33	0.7853	0.9030	0.7134
Arial Bold Italic	9	126	29.50	1.1982	1.3780	1.0885
Arial Bold Italic	9	126	39.67	1.6112	1.8529	1.4637
Arial Bold Italic	9	126	49.83	2.0241	2.3277	1.8388
Arial Bold Italic	9	126	60.00	2.4371	2.8026	2.2140
Arial Italic	8	102	9.17	0.4600	0.5289	0.4178
Arial Italic	8	102	19.33	0.9700	1.1155	0.8812
Arial Italic	8	102	29.50	1.4802	1.7022	1.3447
Arial Italic	8	102	39.67	1.9903	2.2888	1.8081
Arial Italic	8	102	49.83	2.5004	2.8754	2.2715
Arial Italic	8	102	60.00	3.0105	3.4621	2.7349
Arial Italic	9	114	9.17	0.4115	0.4733	0.3739
Arial Italic	9	114	19.33	0.8679	0.9981	0.7885
Arial Italic	9	114	29.50	1.3243	1.5230	1.2031
Arial Italic	9	114	39.67	1.7808	2.0479	1.6178
Arial Italic	9	114	49.83	2.2372	2.5727	2.0324
Arial Italic	9	114	60.00	2.6936	3.0976	2.4470

MILWAUKEE

South NOW

333 W State Street

PO Box

Milwaukee, WI 53201-0661

County: Milwaukee

Telephone: (920) 785-7281

Fax: (414) 224-2505

Day(s) Published: W/

Paid Circulation: 6,465

Circulation: 0%

Email: kfeldmann@gannett.com

Web: www.bayviewnow.com

Comments: August 29, 2017 changed newspaper name

July 2016 changed column widths to be effective August 2016

Per 985.08(4) Wis. Stats., "In all counties having a population of 500,000 or more, the fees for the publication of a legal notice may be equal to, but not in excess of, the regular publishing rate actually required of private advertisers for similar advertising matter."

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.17	0.4600	0.4600	0.3633
Arial	8	102	19.33	0.9700	0.9700	0.7663
Arial	8	102	29.50	1.4802	1.4802	1.1693
Arial	8	102	39.67	1.9903	1.9903	1.5723
Arial	8	102	49.83	2.5004	2.5004	1.9752
Arial	8	102	60.00	3.0105	3.0105	2.3782
Arial	9	114	9.17	0.4115	0.4115	0.3251
Arial	9	114	19.33	0.8679	0.8679	0.6856
Arial	9	114	29.50	1.3243	1.3243	1.0462
Arial	9	114	39.67	1.7808	1.7808	1.4068
Arial	9	114	49.83	2.2372	2.2372	1.7673
Arial	9	114	60.00	2.6936	2.6936	2.1278
Arial Bold	8	112	9.17	0.4189	0.4189	0.3309
Arial Bold	8	112	19.33	0.8834	0.8834	0.6979
Arial Bold	8	112	29.50	1.3480	1.3480	1.0649
Arial Bold	8	112	39.67	1.8126	1.8126	1.4319
Arial Bold	8	112	49.83	2.2771	2.2771	1.7988
Arial Bold	8	112	60.00	2.7417	2.7417	2.1658
Arial Bold	9	126	9.17	0.3723	0.3723	0.2941
Arial Bold	9	126	19.33	0.7853	0.7853	0.6203
Arial Bold	9	126	29.50	1.1982	1.1982	0.9466
Arial Bold	9	126	39.67	1.6112	1.6112	1.2728
Arial Bold	9	126	49.83	2.0241	2.0241	1.5990

Arial Bold	9	126	60.00	2.4371	2.4371	1.9252
Arial Bold Italic	8	112	9.17	0.4189	0.4189	0.3309
Arial Bold Italic	8	112	19.33	0.8834	0.8834	0.6979
Arial Bold Italic	8	112	29.50	1.3480	1.3480	1.0649
Arial Bold Italic	8	112	39.67	1.8126	1.8126	1.4319
Arial Bold Italic	8	112	49.83	2.2771	2.2771	1.7988
Arial Bold Italic	8	112	60.00	2.7417	2.7417	2.1658
Arial Bold Italic	9	126	9.17	0.3723	0.3723	0.2941
Arial Bold Italic	9	126	19.33	0.7853	0.7853	0.6203
Arial Bold Italic	9	126	29.50	1.1982	1.1982	0.9466
Arial Bold Italic	9	126	39.67	1.6112	1.6112	1.2728
Arial Bold Italic	9	126	49.83	2.0241	2.0241	1.5990
Arial Bold Italic	9	126	60.00	2.4371	2.4371	1.9252
Arial Italic	8	102	9.17	0.4600	0.4600	0.3633
Arial Italic	8	102	19.33	0.9700	0.9700	0.7663
Arial Italic	8	102	29.50	1.4802	1.4802	1.1693
Arial Italic	8	102	39.67	1.9903	1.9903	1.5723
Arial Italic	8	102	49.83	2.5004	2.5004	1.9752
Arial Italic	8	102	60.00	3.0105	3.0105	2.3782
Arial Italic	9	114	9.17	0.4115	0.4115	0.3251
Arial Italic	9	114	19.33	0.8679	0.8679	0.6856
Arial Italic	9	114	29.50	1.3243	1.3243	1.0462
Arial Italic	9	114	39.67	1.7808	1.7808	1.4068
Arial Italic	9	114	49.83	2.2372	2.2372	1.7673
Arial Italic	9	114	60.00	2.6936	2.6936	2.1278

MILWAUKEE

Southwest NOW

333 W State Street

PO Box

Milwaukee, WI 53201-0661

Email: kfeldmann@gannett.com

Web: www.greenfieldnow.com

Comments: August 29, 2017 changed newspaper name from NOW Newspapers Greenfield West Allis to Southwest NOW

July 2016 changed column widths to be effective August 2016

Serving Greenfield, Milwaukee 53221/53215, and West Allis. Per 985.08(4) Wis. Stats., "In all counties having a population of 500,000 or more, the fees for the publication of a legal notice may be equal to, but not in excess of, the regular publishing rate actually required of private advertisers for similar advertising matter."

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.17	0.4600	0.5979	0.4724
Arial	8	102	19.33	0.9700	1.2610	0.9962
Arial	8	102	29.50	1.4802	1.9242	1.5201
Arial	8	102	39.67	1.9903	2.5874	2.0439
Arial	8	102	49.83	2.5004	3.2505	2.5678
Arial	8	102	60.00	3.0105	3.9136	3.0916
Arial	9	114	9.17	0.4115	0.5350	0.4226
Arial	9	114	19.33	0.8679	1.1283	0.8913
Arial	9	114	29.50	1.3243	1.7217	1.3600
Arial	9	114	39.67	1.7808	2.3150	1.8288
Arial	9	114	49.83	2.2372	2.9083	2.2975
Arial	9	114	60.00	2.6936	3.5017	2.7662
Arial Bold	8	112	9.17	0.4189	0.5445	0.4302
Arial Bold	8	112	19.33	0.8834	1.1484	0.9072
Arial Bold	8	112	29.50	1.3480	1.7524	1.3843
Arial Bold	8	112	39.67	1.8126	2.3563	1.8614
Arial Bold	8	112	49.83	2.2771	2.9602	2.3385
Arial Bold	8	112	60.00	2.7417	3.5642	2.8156
Arial Bold	9	126	9.17	0.3723	0.4840	0.3824

Arial Bold	9	126	19.33	0.7853	1.0208	0.8064
Arial Bold	9	126	29.50	1.1982	1.5577	1.2305
Arial Bold	9	126	39.67	1.6112	2.0945	1.6546
Arial Bold	9	126	49.83	2.0241	2.6313	2.0787
Arial Bold	9	126	60.00	2.4371	3.1682	2.5028
Arial Bold Italic	8	112	9.17	0.4189	0.5445	0.4302
Arial Bold Italic	8	112	19.33	0.8834	1.1484	0.9072
Arial Bold Italic	8	112	29.50	1.3480	1.7524	1.3843
Arial Bold Italic	8	112	39.67	1.8126	2.3563	1.8614
Arial Bold Italic	8	112	49.83	2.2771	2.9602	2.3385
Arial Bold Italic	8	112	60.00	2.7417	3.5642	2.8156
Arial Bold Italic	9	126	9.17	0.3723	0.4840	0.3824
Arial Bold Italic	9	126	19.33	0.7853	1.0208	0.8064
Arial Bold Italic	9	126	29.50	1.1982	1.5577	1.2305
Arial Bold Italic	9	126	39.67	1.6112	2.0945	1.6546
Arial Bold Italic	9	126	49.83	2.0241	2.6313	2.0787
Arial Bold Italic	9	126	60.00	2.4371	3.1682	2.5028
Arial Italic	8	102	9.17	0.4600	0.5979	0.4724
Arial Italic	8	102	19.33	0.9700	1.2610	0.9962
Arial Italic	8	102	29.50	1.4802	1.9242	1.5201
Arial Italic	8	102	39.67	1.9903	2.5874	2.0439
Arial Italic	8	102	49.83	2.5004	3.2505	2.5678
Arial Italic	8	102	60.00	3.0105	3.9136	3.0916
Arial Italic	9	114	9.17	0.4115	0.5350	0.4226
Arial Italic	9	114	19.33	0.8679	1.1283	0.8913
Arial Italic	9	114	29.50	1.3243	1.7217	1.3600
Arial Italic	9	114	39.67	1.7808	2.3150	1.8288
Arial Italic	9	114	49.83	2.2372	2.9083	2.2975
Arial Italic	9	114	60.00	2.6936	3.5017	2.7662

MONROE

Cashton Record

713 Broadway
PO Box 100
Cashton, WI 54619-0100

County: Monroe
Telephone: (608) 654-7330
Fax: (608) 654-7324

Day(s) Published: W/
Paid Circulation: 968
Circulation: 0%

Email: cashtonrecord@mwt.net

Web:

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	98	11.50	0.6006	0.6006	0.4744
Arial	8	98	24.00	1.2533	1.2533	0.9901
Arial	8	98	36.50	1.9061	1.9061	1.5058
Arial	8	98	49.00	2.5589	2.5589	2.0215
Arial	8	98	61.50	3.2117	3.2117	2.5371
Arial	10	122	11.50	0.4824	0.4824	0.3811
Arial	10	122	24.00	1.0068	1.0068	0.7953
Arial	10	122	36.50	1.5312	1.5312	1.2096
Arial	10	122	49.00	2.0555	2.0555	1.6238
Arial	10	122	61.50	2.5799	2.5799	2.0380
Arial Bold	8	108	11.50	0.5450	0.5450	0.4305
Arial Bold	8	108	24.00	1.1373	1.1373	0.8984
Arial Bold	8	108	36.50	1.7296	1.7296	1.3664
Arial Bold	8	108	49.00	2.3220	2.3220	1.8343
Arial Bold	8	108	61.50	2.9143	2.9143	2.3022
Arial Bold	10	134	11.50	0.4392	0.4392	0.3470
Arial Bold	10	134	24.00	0.9166	0.9166	0.7241
Arial Bold	10	134	36.50	1.3940	1.3940	1.1012
Arial Bold	10	134	49.00	1.8714	1.8714	1.4784
Arial Bold	10	134	61.50	2.3488	2.3488	1.8555

Arial Bold Italic	8	108	11.50	0.5450	0.5450	0.4305
Arial Bold Italic	8	108	24.00	1.1373	1.1373	0.8984
Arial Bold Italic	8	108	36.50	1.7296	1.7296	1.3664
Arial Bold Italic	8	108	49.00	2.3220	2.3220	1.8343
Arial Bold Italic	8	108	61.50	2.9143	2.9143	2.3022
Arial Bold Italic	10	134	11.50	0.4392	0.4392	0.3470
Arial Bold Italic	10	134	24.00	0.9166	0.9166	0.7241
Arial Bold Italic	10	134	36.50	1.3940	1.3940	1.1012
Arial Bold Italic	10	134	49.00	1.8714	1.8714	1.4784
Arial Bold Italic	10	134	61.50	2.3488	2.3488	1.8555
Arial Italic	8	98	11.50	0.6006	0.6006	0.4744
Arial Italic	8	98	24.00	1.2533	1.2533	0.9901
Arial Italic	8	98	36.50	1.9061	1.9061	1.5058
Arial Italic	8	98	49.00	2.5589	2.5589	2.0215
Arial Italic	8	98	61.50	3.2117	3.2117	2.5371
Arial Italic	10	122	11.50	0.4824	0.4824	0.3811
Arial Italic	10	122	24.00	1.0068	1.0068	0.7953
Arial Italic	10	122	36.50	1.5312	1.5312	1.2096
Arial Italic	10	122	49.00	2.0555	2.0555	1.6238
Arial Italic	10	122	61.50	2.5799	2.5799	2.0380

MONROE

Monroe County Herald

1302 River Road
PO Box 252
Sparta, WI 54656-0252

County: Monroe
Telephone: (608) 269-3186
Fax: (608) 269-6876

Day(s) Published: M/Th/
Paid Circulation: 4,700
Circulation: 0%

Email: greg@monroecountyherald.com

Web: www.monroecountyherald.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	12.00	0.6021	0.6021	0.4756
Arial	8	102	25.12	1.2606	1.2606	0.9958
Arial	8	102	38.28	1.9206	1.9206	1.5172
Arial	8	102	51.00	2.5589	2.5589	2.0215
Arial	8	102	64.50	3.2363	3.2363	2.5565
Arial	8	102	78.00	3.9136	3.9136	3.0916
Arial Bold	8	112	12.00	0.5483	0.5483	0.4332
Arial Bold	8	112	25.12	1.1481	1.1481	0.9069
Arial Bold	8	112	38.28	1.7492	1.7492	1.3818
Arial Bold	8	112	51.00	2.3304	2.3304	1.8410
Arial Bold	8	112	64.50	2.9473	2.9473	2.3283
Arial Bold	8	112	78.00	3.5642	3.5642	2.8156

MONROE

Tomah Journal & Tomah Monitor-Herald

903 Superior Avenue
PO Box 190
Tomah, WI 54660-0190

County: Monroe
Telephone: (608) 791-8300
Fax: (608) 791-8238

Day(s) Published: M/Th/
Paid Circulation: 2,803
Circulation: 0%

Email: lisa.faulkner@lee.net

Web: www.tomahjournal.com

Comments: The Tomah Journal publishes on Thursdays and the Tomah Monitor-Herald publishes on Mondays

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial Light	6.8	80	9.40	0.6013	0.6013	0.4750
Arial Light	6.8	80	19.40	1.2411	1.2411	0.9804
Arial Light	6.8	80	29.40	1.8808	1.8808	1.4858
Arial Light	6.8	80	39.40	2.5205	2.5205	1.9911
Arial Light	8	94	9.40	0.5118	0.5118	0.4043

Arial Light	8	94	19.40	1.0562	1.0562	0.8344
Arial Light	8	94	29.40	1.6007	1.6007	1.2645
Arial Light	8	94	39.40	2.1451	2.1451	1.6946
Arial Light	9	110	9.40	0.4373	0.4373	0.3455
Arial Light	9	110	19.40	0.9026	0.9026	0.7130
Arial Light	9	110	29.40	1.3679	1.3679	1.0806
Arial Light	9	110	39.40	1.8331	1.8331	1.4481
Arial Light Bold	6.8	92	9.40	0.5229	0.5229	0.4131
Arial Light Bold	6.8	92	19.40	1.0792	1.0792	0.8525
Arial Light Bold	6.8	92	29.40	1.6355	1.6355	1.2920
Arial Light Bold	6.8	92	39.40	2.1918	2.1918	1.7314
Arial Light Bold	8	104	9.40	0.4626	0.4626	0.3654
Arial Light Bold	8	104	19.40	0.9547	0.9547	0.7542
Arial Light Bold	8	104	29.40	1.4468	1.4468	1.1429
Arial Light Bold	8	104	39.40	1.9389	1.9389	1.5316
Arial Light Bold	9	122	9.40	0.3943	0.3943	0.3115
Arial Light Bold	9	122	19.40	0.8138	0.8138	0.6429
Arial Light Bold	9	122	29.40	1.2333	1.2333	0.9743
Arial Light Bold	9	122	39.40	1.6528	1.6528	1.3057

OCONTO

Oconto County Reporter

648 Brazeau Avenue
PO Box 200
Oconto, WI 54153-0200

County: Oconto
Telephone: (920) 431-8928
Fax: (877) 943-0443

Day(s) Published: W/
Paid Circulation: 3,128
Circulation: 0%

Email: ljanowsk@gannett.com

Web: www.ocontocountyreporter.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	78	9.18	0.6023	0.6023	0.4758
Arial	6	78	19.36	1.2704	1.2704	1.0036
Arial	6	78	29.54	1.9385	1.9385	1.5313
Arial	6	78	39.73	2.6065	2.6065	2.0591
Arial	6	78	49.91	3.2746	3.2746	2.5868
Arial	6	78	60.09	3.9427	3.9427	3.1146

OCONTO

Oconto County Times-Herald

420 N Chestnut St Suite C
PO Box 87
Oconto Falls, WI 54154-0087

County: Oconto
Telephone: (715) 853-7470
Fax: (715) 524-3941

Day(s) Published: W/
Paid Circulation: 2,489
Circulation: 0%

Email: advertising@wolfrivermedia.com

Web:

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	78	9.30	0.6102	0.6102	0.4820
Arial	6	78	19.50	1.2795	1.2795	1.0107
Arial	6	78	29.70	1.9487	1.9487	1.5394
Arial	6	78	39.80	2.6114	2.6114	2.0629
Arial	6	78	49.10	3.2216	3.2216	2.5450
Arial	6	78	60.00	3.9368	3.9368	3.1099
Arial	8	102	9.30	0.4666	0.4666	0.3686
Arial	8	102	19.50	0.9784	0.9784	0.7729
Arial	8	102	29.70	1.4902	1.4902	1.1772
Arial	8	102	39.80	1.9970	1.9970	1.5775
Arial	8	102	49.10	2.4636	2.4636	1.9461
Arial	8	102	60.00	3.0105	3.0105	2.3782

Arial	10	128	9.30	0.3718	0.3718	0.2937
Arial	10	128	19.50	0.7797	0.7797	0.6159
Arial	10	128	29.70	1.1875	1.1875	0.9381
Arial	10	128	39.80	1.5913	1.5913	1.2571
Arial	10	128	49.10	1.9632	1.9632	1.5508
Arial	10	128	60.00	2.3990	2.3990	1.8951
Arial Bold	6	84	9.30	0.5666	0.5666	0.4476
Arial Bold	6	84	19.50	1.1881	1.1881	0.9385
Arial Bold	6	84	29.70	1.8095	1.8095	1.4295
Arial Bold	6	84	39.80	2.4249	2.4249	1.9156
Arial Bold	6	84	49.10	2.9915	2.9915	2.3632
Arial Bold	6	84	60.00	3.6556	3.6556	2.8878
Arial Bold	8	112	9.30	0.4250	0.4250	0.3357
Arial Bold	8	112	19.50	0.8910	0.8910	0.7039
Arial Bold	8	112	29.70	1.3571	1.3571	1.0721
Arial Bold	8	112	39.80	1.8187	1.8187	1.4367
Arial Bold	8	112	49.10	2.2436	2.2436	1.7724
Arial Bold	8	112	60.00	2.7417	2.7417	2.1658
Arial Bold	10	140	9.30	0.3400	0.3400	0.2686
Arial Bold	10	140	19.50	0.7128	0.7128	0.5631
Arial Bold	10	140	29.70	1.0857	1.0857	0.8577
Arial Bold	10	140	39.80	1.4549	1.4549	1.1493
Arial Bold	10	140	49.10	1.7949	1.7949	1.4179
Arial Bold	10	140	60.00	2.1934	2.1934	1.7327

ONEIDA

Lakeland Times

510 Chippewa Street

PO Box 790

Minocqua, WI 54548-0790

County: Oneida

Telephone: (715) 356-5236

Fax: (715) 358-2121

Day(s) Published: Tu/F/

Paid Circulation: 6,313

Circulation: 0%

Email: hholmes@lakelandtimes.com

Web: www.lakelandtimes.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	8.67	0.4348	0.4348	0.3435
Arial	8	102	18.33	0.9199	0.9199	0.7267
Arial	8	102	28.00	1.4049	1.4049	1.1098
Arial	8	102	37.67	1.8899	1.8899	1.4930
Arial	8	102	47.33	2.3749	2.3749	1.8761
Arial	8	102	57.00	2.8600	2.8600	2.2593
Arial	9	114	8.67	0.3891	0.3891	0.3074
Arial	9	114	18.33	0.8230	0.8230	0.6502
Arial	9	114	28.00	1.2570	1.2570	0.9930
Arial	9	114	37.67	1.6910	1.6910	1.3358
Arial	9	114	47.33	2.1249	2.1249	1.6786
Arial	9	114	57.00	2.5589	2.5589	2.0215
Arial	10	128	8.67	0.3465	0.3465	0.2737
Arial	10	128	18.33	0.7330	0.7330	0.5791
Arial	10	128	28.00	1.1195	1.1195	0.8844
Arial	10	128	37.67	1.5060	1.5060	1.1897
Arial	10	128	47.33	1.8925	1.8925	1.4950
Arial	10	128	57.00	2.2790	2.2790	1.8004
Arial Bold	8	114	8.67	0.3891	0.3891	0.3074
Arial Bold	8	114	18.33	0.8230	0.8230	0.6502
Arial Bold	8	114	28.00	1.2570	1.2570	0.9930
Arial Bold	8	114	37.67	1.6910	1.6910	1.3358
Arial Bold	8	114	47.33	2.1249	2.1249	1.6786
Arial Bold	8	114	57.00	2.5589	2.5589	2.0215
Arial Bold	10	140	8.67	0.3168	0.3168	0.2503

Arial Bold	10	140	18.33	0.6702	0.6702	0.5294
Arial Bold	10	140	28.00	1.0236	1.0236	0.8086
Arial Bold	10	140	37.67	1.3769	1.3769	1.0877
Arial Bold	10	140	47.33	1.7303	1.7303	1.3669
Arial Bold	10	140	57.00	2.0837	2.0837	1.6460

ONEIDA

Northwoods River News

510 Chippewa Street

PO Box 790

Minocqua, WI 54548-0790

Email: hholmes@lakelandtimes.com

Web: www.lakelandtimes.com

Comments:

County: Oneida

Telephone: (715) 356-5236

Fax: (715) 358-2121

Day(s) Published: Tu/Th/Sa

Paid Circulation: 2,965

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	7	90	8.67	0.4928	0.4928	0.3893
Arial	7	90	18.33	1.0425	1.0425	0.8236
Arial	7	90	28.00	1.5922	1.5922	1.2578
Arial	7	90	37.67	2.1419	2.1419	1.6920
Arial	7	90	47.33	2.6916	2.6916	2.1263
Arial	7	90	57.00	3.2413	3.2413	2.5605
Arial Bold	7	98	8.67	0.4526	0.4526	0.3575
Arial Bold	7	98	18.33	0.9574	0.9574	0.7563
Arial Bold	7	98	28.00	1.4622	1.4622	1.1551
Arial Bold	7	98	37.67	1.9671	1.9671	1.5539
Arial Bold	7	98	47.33	2.4719	2.4719	1.9527
Arial Bold	7	98	57.00	2.9767	2.9767	2.3515

ONEIDA

Three Lakes News

PO Box 243

Three Lakes, WI 54562-0243

Email: lizs@vcnewsreview.com

Web: www.vcnewsreview.com

Comments:

County: Oneida

Telephone: (715) 479-4421

Fax: (715) 479-6242

Day(s) Published: W/

Paid Circulation: 843

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	74	10.20	0.7054	0.7054	0.5573
Arial	6	74	21.40	1.4800	1.4800	1.1692
Arial	6	74	32.60	2.2546	2.2546	1.7811
Arial	6	74	43.80	3.0292	3.0292	2.3930
Arial	6	74	54.10	3.7415	3.7415	2.9557
Arial	6	74	66.00	4.5645	4.5645	3.6058
Arial Bold	6	80	10.20	0.6525	0.6525	0.5155
Arial Bold	6	80	21.40	1.3690	1.3690	1.0815
Arial Bold	6	80	32.60	2.0855	2.0855	1.6475
Arial Bold	6	80	43.80	2.8020	2.8020	2.2135
Arial Bold	6	80	54.10	3.4609	3.4609	2.7340
Arial Bold	6	80	66.00	4.2222	4.2222	3.3354

OUTAGAMIE

Post Crescent

306 W Washington Street
PO Box
Appleton, WI 54911-4745

County: Outagamie
Telephone: (920) 431-8298
Fax: (877) 943-0443

Day(s) Published: Su/M/Tu/W/Th/F/Sa
Paid Circulation: 30,454
Circulation: 75%

Email: ljanowsk@gannett.com

Web: www.postcrescent.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	78	9.18	0.6023	1.0541	0.8327
Arial	6	78	19.36	1.2704	2.2232	1.7563
Arial	6	78	29.54	1.9385	3.3923	2.6798
Arial	6	78	39.73	2.6065	4.5615	3.6034
Arial	6	78	49.91	3.2746	5.7306	4.5270
Arial	6	78	60.09	3.9427	6.8997	5.4505

OUTAGAMIE

Times-Villager

1900 Crooks Avenue
PO Box 229
Kaukauna, WI 54130-0229

County: Outagamie
Telephone: (920) 759-2000
Fax: (920) 759-7344

Day(s) Published: W/Sa
Paid Circulation: 4,823
Circulation: 0%

Email: sales@timesvillager.com

Web: www.timesvillager.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.50	0.4765	0.4765	0.3764
Arial	8	102	20.00	1.0033	1.0033	0.7926
Arial	8	102	30.30	1.5201	1.5201	1.2008
Arial	8	102	40.80	2.0472	2.0472	1.6172
Arial	8	102	51.10	2.5640	2.5640	2.0254
Arial	8	102	61.60	3.0908	3.0908	2.4416
Arial	9	114	9.50	0.4263	0.4263	0.3368
Arial	9	114	20.00	0.8977	0.8977	0.7091
Arial	9	114	30.30	1.3600	1.3600	1.0744
Arial	9	114	40.80	1.8317	1.8317	1.4470
Arial	9	114	51.10	2.2941	2.2941	1.8122
Arial	9	114	61.60	2.7654	2.7654	2.1846
Arial Bold	8	112	9.50	0.4340	0.4340	0.3428
Arial Bold	8	112	20.00	0.9137	0.9137	0.7218
Arial Bold	8	112	30.30	1.3843	1.3843	1.0936
Arial Bold	8	112	40.80	1.8644	1.8644	1.4728
Arial Bold	8	112	51.10	2.3350	2.3350	1.8446
Arial Bold	8	112	61.60	2.8148	2.8148	2.2236
Arial Italic	8	102	9.50	0.4765	0.4765	0.3764
Arial Italic	8	102	20.00	1.0033	1.0033	0.7926
Arial Italic	8	102	30.30	1.5201	1.5201	1.2008
Arial Italic	8	102	40.80	2.0472	2.0472	1.6172
Arial Italic	8	102	51.10	2.5640	2.5640	2.0254
Arial Italic	8	102	61.60	3.0908	3.0908	2.4416

OZAUKEE

Ozaukee News Graphic

W61 N306 Washington Ave, Ste 1
PO Box 47
Cedarburg, WI 53012-0047

County: Ozaukee
Telephone: (262) 513-2697
Fax: (262) 542-2015

Day(s) Published: Tu/Th/
Paid Circulation: 6,045
Circulation: 0%

Email: freemanlegals@conleynet.com

Web: www.gmtoday.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	7	96	6.60	0.3519	0.3519	0.2779
Arial	7	96	13.78	0.7346	0.7346	0.5803
Arial	7	96	20.89	1.1137	1.1137	0.8798
Arial	7	96	28.01	1.4932	1.4932	1.1796
Arial Bold	7	104	6.60	0.3248	0.3248	0.2566
Arial Bold	7	104	13.78	0.6781	0.6781	0.5357
Arial Bold	7	104	20.89	1.0280	1.0280	0.8121
Arial Bold	7	104	28.01	1.3784	1.3784	1.0889

OZAUKEE

Ozaukee Press

125 E Main Street
PO Box 249
Port Washington, WI 53074-0249

County: Ozaukee
Telephone: (262) 284-3494
Fax: (262) 284-0067

Day(s) Published: Th/
Paid Circulation: 8,107
Circulation: 15%

Email: holly@ozaukeepress.com

Web: www.ozaukeepress.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	7	94	14.60	0.7950	0.9143	0.7223
Arial	7	94	30.00	1.6333	1.8783	1.4838
Arial	7	94	45.00	2.4500	2.8175	2.2258
Arial	7	94	61.60	3.3538	3.8569	3.0468
Arial Bold	7	102	14.60	0.7327	0.8426	0.6656
Arial Bold	7	102	30.00	1.5052	1.7310	1.3675
Arial Bold	7	102	45.00	2.2579	2.5965	2.0512
Arial Bold	7	102	61.60	3.0908	3.5544	2.8078
Arial Bold Italic	7	104	14.60	0.7186	0.8264	0.6528
Arial Bold Italic	7	104	30.00	1.4763	1.6977	1.3412
Arial Bold Italic	7	104	45.00	2.2144	2.5466	2.0117
Arial Bold Italic	7	104	61.60	3.0313	3.4860	2.7538
Arial Italic	7	94	14.60	0.7950	0.9143	0.7223
Arial Italic	7	94	30.00	1.6333	1.8783	1.4838
Arial Italic	7	94	45.00	2.4500	2.8175	2.2258
Arial Italic	7	94	61.60	3.3538	3.8569	3.0468

PEPIN

Courier-Wedge

103 W Main Street
PO Box
Durand, WI 54736

County: Pepin
Telephone: (715) 672-4252
Fax: (715) 672-4254

Day(s) Published: Th/
Paid Circulation: 3,739
Circulation: 0%

Email: durandpublishing@nelson-tel.net

Web:

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	10	128	9.13	0.3648	0.3648	0.2882
Arial	10	128	19.17	0.7665	0.7665	0.6055
Arial	10	128	30.15	1.2055	1.2055	0.9523
Arial	10	128	40.60	1.6233	1.6233	1.2824
Arial	10	128	50.11	2.0033	2.0033	1.5826
Arial	10	128	60.15	2.4050	2.4050	1.8999
Arial Bold	10	140	9.13	0.3336	0.3336	0.2635
Arial Bold	10	140	19.17	0.7008	0.7008	0.5536
Arial Bold	10	140	30.15	1.1022	1.1022	0.8707
Arial Bold	10	140	40.60	1.4842	1.4842	1.1724
Arial Bold	10	140	50.11	1.8316	1.8316	1.4469
Arial Bold	10	140	60.15	2.1988	2.1988	1.7370
Arial Italic	10	128	9.13	0.3648	0.3648	0.2882
Arial Italic	10	128	19.17	0.7665	0.7665	0.6055
Arial Italic	10	128	30.15	1.2055	1.2055	0.9523
Arial Italic	10	128	40.60	1.6233	1.6233	1.2824
Arial Italic	10	128	50.11	2.0033	2.0033	1.5826
Arial Italic	10	128	60.15	2.4050	2.4050	1.8999

PIERCE

Pierce County Herald

2815 Prairie Dr
PO Box 25
River Falls, WI 54022-0025

County: Pierce
Telephone: (715) 426-1069
Fax: (715) 425-5666

Day(s) Published: W/
Paid Circulation: 2,751
Circulation: 0%

Email: sloosmore@rivertowns.net

Web: www.piercecountyherald.com

Comments: Closed Ellsworth office

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	7	90	10.00	0.5686	0.5686	0.4492
Arial	7	90	20.90	1.1885	1.1885	0.9389
Arial	7	90	31.60	1.7969	1.7969	1.4195
Arial	7	90	42.30	2.4054	2.4054	1.9002
Arial	7	90	53.00	3.0138	3.0138	2.3808
Arial	7	90	63.90	3.6337	3.6337	2.8705
Arial	8	102	10.00	0.5017	0.5017	0.3964
Arial	8	102	20.90	1.0487	1.0487	0.8284
Arial	8	102	31.60	1.5855	1.5855	1.2525
Arial	8	102	42.30	2.1224	2.1224	1.6766
Arial	8	102	53.00	2.6593	2.6593	2.1007
Arial	8	102	63.90	3.2062	3.2062	2.5328
Arial	9	112	10.00	0.4569	0.4569	0.3610
Arial	9	112	20.90	0.9550	0.9550	0.7544
Arial	9	112	31.60	1.4440	1.4440	1.1407
Arial	9	112	42.30	1.9329	1.9329	1.5269
Arial	9	112	53.00	2.4218	2.4218	1.9132
Arial	9	112	63.90	2.9199	2.9199	2.3066
Arial Bold	7	98	10.00	0.5222	0.5222	0.4125

Arial Bold	7	98	20.90	1.0915	1.0915	0.8622
Arial Bold	7	98	31.60	1.6502	1.6502	1.3036
Arial Bold	7	98	42.30	2.2090	2.2090	1.7451
Arial Bold	7	98	53.00	2.7678	2.7678	2.1865
Arial Bold	7	98	63.90	3.3370	3.3370	2.6361
Arial Bold	8	112	10.00	0.4569	0.4569	0.3610
Arial Bold	8	112	20.90	0.9550	0.9550	0.7544
Arial Bold	8	112	31.60	1.4440	1.4440	1.1407
Arial Bold	8	112	42.30	1.9329	1.9329	1.5269
Arial Bold	8	112	53.00	2.4218	2.4218	1.9132
Arial Bold	8	112	63.90	2.9199	2.9199	2.3066

PIERCE

Prescott Journal

209 Broad Street N
PO Box
Prescott, WI 54021

County: Pierce
Telephone: (715) 941-4842
Fax: (877) 246-9857

Day(s) Published: Th/
Paid Circulation: 0
Circulation: %

Email: jmcloone@prescottjournal.net

Web: www.prescottnewsnow.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	10	122	9.50	0.3985		
Arial	10	122	19.50	0.8180		
Arial	10	122	29.75	1.2480		
Arial	10	122	40.00	1.6780		
Arial	10	122	51.00	2.1394		
Arial	10	122	60.50	2.5379		
Arial Bold	12	162	9.50	0.3001		
Arial Bold	12	162	19.50	0.6160		
Arial Bold	12	162	29.75	0.9398		
Arial Bold	12	162	40.00	1.2637		
Arial Bold	12	162	51.00	1.6112		
Arial Bold	12	162	60.50	1.9113		

PIERCE

Sun-Argus

W2855 730th Ave
PO Box
Spring Valley, WI 54767

County: Pierce
Telephone: (715) 778-4990
Fax: (715) 778-4996

Day(s) Published: Th/
Paid Circulation: 765
Circulation: 0%

Email: admins@mygatewaynews.com

Web: www.mygatewaynews.com

Comments: Covers Elmwood and Spring Valley

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	76	9.20	0.6195	0.6195	0.4894
Arial	6	76	19.20	1.2929	1.2929	1.0214
Arial	6	76	29.00	1.9529	1.9529	1.5427
Arial	6	76	39.00	2.6262	2.6262	2.0747
Arial	6	76	48.90	3.2929	3.2929	2.6013
Arial	6	76	58.90	3.9663	3.9663	3.1333
Arial	7	90	9.20	0.5232	0.5232	0.4133
Arial	7	90	19.20	1.0918	1.0918	0.8625
Arial	7	90	29.00	1.6491	1.6491	1.3027
Arial	7	90	39.00	2.2177	2.2177	1.7519
Arial	7	90	48.90	2.7807	2.7807	2.1966
Arial	7	90	58.90	3.3493	3.3493	2.6459
Arial	10	128	9.20	0.3678	0.3678	0.2906
Arial	10	128	19.20	0.7677	0.7677	0.6064

Arial	10	128	29.00	1.1595	1.1595	0.9160
Arial	10	128	39.00	1.5593	1.5593	1.2318
Arial	10	128	48.90	1.9552	1.9552	1.5445
Arial	10	128	58.90	2.3550	2.3550	1.8604
Arial	11	140	9.20	0.3363	0.3363	0.2657
Arial	11	140	19.20	0.7019	0.7019	0.5545
Arial	11	140	29.00	1.0601	1.0601	0.8375
Arial	11	140	39.00	1.4257	1.4257	1.1262
Arial	11	140	48.90	1.7876	1.7876	1.4121
Arial	11	140	58.90	2.1531	2.1531	1.7009
Arial	12	154	9.20	0.3057	0.3057	0.2415
Arial	12	154	19.20	0.6381	0.6381	0.5041
Arial	12	154	29.00	0.9637	0.9637	0.7613
Arial	12	154	39.00	1.2961	1.2961	1.0239
Arial	12	154	48.90	1.6251	1.6251	1.2838
Arial	12	154	58.90	1.9574	1.9574	1.5463
Arial Bold	6	84	9.20	0.5605	0.5605	0.4428
Arial Bold	6	84	19.20	1.1698	1.1698	0.9241
Arial Bold	6	84	29.00	1.7669	1.7669	1.3958
Arial Bold	6	84	39.00	2.3761	2.3761	1.8771
Arial Bold	6	84	48.90	2.9793	2.9793	2.3536
Arial Bold	6	84	58.90	3.5886	3.5886	2.8348
Arial Bold	7	98	9.20	0.4804	0.4804	0.3795
Arial Bold	7	98	19.20	1.0027	1.0027	0.7921
Arial Bold	7	98	29.00	1.5145	1.5145	1.1964
Arial Bold	7	98	39.00	2.0367	2.0367	1.6089
Arial Bold	7	98	48.90	2.5537	2.5537	2.0173
Arial Bold	7	98	58.90	3.0759	3.0759	2.4299
Arial Bold	10	140	9.20	0.3363	0.3363	0.2657
Arial Bold	10	140	19.20	0.7019	0.7019	0.5545
Arial Bold	10	140	29.00	1.0601	1.0601	0.8375
Arial Bold	10	140	39.00	1.4257	1.4257	1.1262
Arial Bold	10	140	48.90	1.7876	1.7876	1.4121
Arial Bold	10	140	58.90	2.1531	2.1531	1.7009
Arial Bold	11	154	9.20	0.3057	0.3057	0.2415
Arial Bold	11	154	19.20	0.6381	0.6381	0.5041
Arial Bold	11	154	29.00	0.9637	0.9637	0.7613
Arial Bold	11	154	39.00	1.2961	1.2961	1.0239
Arial Bold	11	154	48.90	1.6251	1.6251	1.2838
Arial Bold	11	154	58.90	1.9574	1.9574	1.5463
Arial Bold	12	168	9.20	0.2803	0.2803	0.2214
Arial Bold	12	168	19.20	0.5849	0.5849	0.4620
Arial Bold	12	168	29.00	0.8834	0.8834	0.6979
Arial Bold	12	168	39.00	1.1881	1.1881	0.9385
Arial Bold	12	168	48.90	1.4897	1.4897	1.1768
Arial Bold	12	168	58.90	1.7943	1.7943	1.4174

PIERCE / ST. CROIX

River Falls Journal

2815 Prairie Drive
PO Box 25
River Falls, WI 54022-0025

County: Pierce / St. Croix
Telephone: (715) 426-1069
Fax: (715) 425-5666

Day(s) Published: Th/
Paid Circulation: 2,633
Circulation: 0%

Email: sloosmore@rivertowns.net

Web: www.riverfallsjournal.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	7	90	10.00	0.5686	0.5686	0.4492
Arial	7	90	20.90	1.1885	1.1885	0.9389
Arial	7	90	31.60	1.7969	1.7969	1.4195

Arial	7	90	42.30	2.4054	2.4054	1.9002
Arial	7	90	53.00	3.0138	3.0138	2.3808
Arial	7	90	63.90	3.6337	3.6337	2.8705
Arial	8	102	10.00	0.5017	0.5017	0.3964
Arial	8	102	20.90	1.0487	1.0487	0.8284
Arial	8	102	31.60	1.5855	1.5855	1.2525
Arial	8	102	42.30	2.1224	2.1224	1.6766
Arial	8	102	53.00	2.6593	2.6593	2.1007
Arial	8	102	63.90	3.2062	3.2062	2.5328
Arial	9	114	10.00	0.4489	0.4489	0.3546
Arial	9	114	20.90	0.9383	0.9383	0.7412
Arial	9	114	31.60	1.4186	1.4186	1.1207
Arial	9	114	42.30	1.8990	1.8990	1.5001
Arial	9	114	53.00	2.3793	2.3793	1.8796
Arial	9	114	63.90	2.8687	2.8687	2.2662
Arial Bold	7	98	10.00	0.5222	0.5222	0.4125
Arial Bold	7	98	20.90	1.0915	1.0915	0.8622
Arial Bold	7	98	31.60	1.6502	1.6502	1.3036
Arial Bold	7	98	42.30	2.2090	2.2090	1.7451
Arial Bold	7	98	53.00	2.7678	2.7678	2.1865
Arial Bold	7	98	63.90	3.3370	3.3370	2.6361
Arial Bold	8	112	10.00	0.4569	0.4569	0.3610
Arial Bold	8	112	20.90	0.9550	0.9550	0.7544
Arial Bold	8	112	31.60	1.4440	1.4440	1.1407
Arial Bold	8	112	42.30	1.9329	1.9329	1.5269
Arial Bold	8	112	53.00	2.4218	2.4218	1.9132
Arial Bold	8	112	63.90	2.9199	2.9199	2.3066

POLK

Amery Free Press

215 Keller Avenue S

PO Box 424

Amery, WI 54001-0424

County: Polk

Telephone: (715) 268-8101

Fax: (715) 268-5300

Day(s) Published: Tu/

Paid Circulation: 3,110

Circulation: 0%

Email: phumpal@theameryfreepress.com

Web: www.theameryfreepress.com

Comments: New Owner: Sentinel Publications as of August 1, 2012

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	10.5	140	9.60	0.3509	0.3509	0.2772
Arial	10.5	140	19.12	0.6989	0.6989	0.5521
Arial	10.5	140	30.40	1.1113	1.1113	0.8779
Arial	10.5	140	40.10	1.4659	1.4659	1.1580
Arial	10.5	140	51.40	1.8790	1.8790	1.4843
Arial	10.5	140	62.00	2.2665	2.2665	1.7904
Arial Bold	10.5	148	9.60	0.3320	0.3320	0.2622
Arial Bold	10.5	148	19.12	0.6612	0.6612	0.5223
Arial Bold	10.5	148	30.40	1.0512	1.0512	0.8304
Arial Bold	10.5	148	40.10	1.3867	1.3867	1.0954
Arial Bold	10.5	148	51.40	1.7774	1.7774	1.4041
Arial Bold	10.5	148	62.00	2.1440	2.1440	1.6937

POLK

County Ledger Press

105 Main Street
PO Box 129
Balsam Lake, WI 54810-0129
Email: pcledger@lakeland.ws
Web: www.pc-ledger.com
Comments:

County: Polk
Telephone: (715) 485-3121
Fax: (715) 485-3037

Day(s) Published: Th/
Paid Circulation: 1,987
Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	98	10.50	0.5483	0.5483	0.4332
Arial	8	98	21.75	1.1358	1.1358	0.8973
Arial	8	98	33.00	1.7233	1.7233	1.3614
Arial	8	98	44.25	2.3109	2.3109	1.8255
Arial	8	98	55.25	2.8853	2.8853	2.2793
Arial	8	98	66.00	3.4467	3.4467	2.7228
Arial Bold	8	112	10.50	0.4798	0.4798	0.3790
Arial Bold	8	112	21.75	0.9939	0.9939	0.7851
Arial Bold	8	112	33.00	1.5079	1.5079	1.1912
Arial Bold	8	112	44.25	2.0220	2.0220	1.5973
Arial Bold	8	112	55.25	2.5246	2.5246	1.9944
Arial Bold	8	112	66.00	3.0159	3.0159	2.3824
Arial Bold	12	162	10.50	0.3317	0.3317	0.2620
Arial Bold	12	162	21.75	0.6871	0.6871	0.5428
Arial Bold	12	162	33.00	1.0425	1.0425	0.8236
Arial Bold	12	162	44.25	1.3979	1.3979	1.1043
Arial Bold	12	162	55.25	1.7454	1.7454	1.3788
Arial Bold	12	162	66.00	2.0850	2.0850	1.6471

POLK

Inter-County Leader

303 Wisconsin Ave N
PO Box 490
Frederic, WI 54837-0490
Email: iccpaonline@centurytel.net
Web: www.leaderregister.com
Comments:

County: Polk
Telephone: (715) 327-4236
Fax: (715) 327-4870

Day(s) Published: W/
Paid Circulation: 6,168
Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.75	0.4892	0.4892	0.3865
Arial	8	102	20.25	1.0160	1.0160	0.8026
Arial	8	102	30.76	1.5434	1.5434	1.2192
Arial	9	114	9.75	0.4377	0.4377	0.3458
Arial	9	114	20.25	0.9091	0.9091	0.7181
Arial	9	114	30.76	1.3809	1.3809	1.0909
Arial	12	152	9.75	0.3283	0.3283	0.2593
Arial	12	152	20.25	0.6818	0.6818	0.5386
Arial	12	152	30.76	1.0357	1.0357	0.8182
Arial Bold	8	112	9.75	0.4455	0.4455	0.3519
Arial Bold	8	112	20.25	0.9253	0.9253	0.7310
Arial Bold	8	112	30.76	1.4056	1.4056	1.1104
Arial Bold	9	126	9.75	0.3960	0.3960	0.3128
Arial Bold	9	126	20.25	0.8225	0.8225	0.6498
Arial Bold	9	126	30.76	1.2494	1.2494	0.9870
Arial Bold	12	168	9.75	0.2970	0.2970	0.2346
Arial Bold	12	168	20.25	0.6169	0.6169	0.4873
Arial Bold	12	168	30.76	0.9370	0.9370	0.7402

POLK

Sun The

108 Cascade Street
PO Box 248
Osceola, WI 54020-0248

County: Polk
Telephone: (715) 294-2314
Fax: (715) 755-3314

Day(s) Published: W/
Paid Circulation: 1,309
Circulation: 0%

Email: office@osceolasun.com

Web: www.osceolasun.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.50	0.4767	0.4767	0.3765
Arial	8	102	20.00	1.0035	1.0035	0.7927
Arial	8	102	30.50	1.5303	1.5303	1.2089
Arial	8	102	41.00	2.0572	2.0572	1.6251
Arial	8	102	51.50	2.5840	2.5840	2.0413
Arial	8	102	62.00	3.1108	3.1108	2.4575
Arial Bold	8	128	9.50	0.3798	0.3798	0.3001
Arial Bold	8	128	20.00	0.7997	0.7997	0.6317
Arial Bold	8	128	30.50	1.2195	1.2195	0.9633
Arial Bold	8	128	41.00	1.6393	1.6393	1.2950
Arial Bold	8	128	51.50	2.0591	2.0591	1.6266
Arial Bold	8	128	62.00	2.4789	2.4789	1.9583

POLK

Washburn County Register

303 N Wisconsin Ave
PO Box 490
Frederic, WI 54837-0490

County: Polk
Telephone: (715) 327-4236
Fax: (715) 327-4870

Day(s) Published: W/
Paid Circulation: 1,626
Circulation: 0%

Email: iccpaonline@centurytel.net

Web: www.leaderregister.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.75	0.4892	0.4892	0.3865
Arial	8	102	20.25	1.0160	1.0160	0.8026
Arial	8	102	30.76	1.5434	1.5434	1.2192
Arial	9	114	9.75	0.4377	0.4377	0.3458
Arial	9	114	20.25	0.9091	0.9091	0.7181
Arial	9	114	30.76	1.3809	1.3809	1.0909
Arial	12	152	9.75	0.3283	0.3283	0.2593
Arial	12	152	20.25	0.6818	0.6818	0.5386
Arial	12	152	30.76	1.0357	1.0357	0.8182
Arial Bold	8	112	9.75	0.4455	0.4455	0.3519
Arial Bold	8	112	20.25	0.9253	0.9253	0.7310
Arial Bold	8	112	30.76	1.4056	1.4056	1.1104
Arial Bold	9	126	9.75	0.3960	0.3960	0.3128
Arial Bold	9	126	20.25	0.8225	0.8225	0.6498
Arial Bold	9	126	30.76	1.2494	1.2494	0.9870
Arial Bold	12	168	9.75	0.2970	0.2970	0.2346
Arial Bold	12	168	20.25	0.6169	0.6169	0.4873
Arial Bold	12	168	30.76	0.9370	0.9370	0.7402

PORTAGE

Portage County Gazette

1024 Main Street

PO Box 146

Stevens Point, WI 54481-0146

Email: classified@pcgazette.com

Web: www.pcgazette.com

Comments:

County: Portage

Telephone: (715) 343-8045

Fax: (715) 343-8048

Day(s) Published: F/

Paid Circulation: 4,193

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	74	9.00	0.6224	0.6224	0.4917
Arial	6	74	18.92	1.3085	1.3085	1.0337
Arial	6	74	28.83	1.9939	1.9939	1.5751
Arial	6	74	38.75	2.6799	2.6799	2.1171
Arial	6	74	48.66	3.3653	3.3653	2.6585
Arial	6	74	58.58	4.0514	4.0514	3.2005
Arial	7	86	9.00	0.5356	0.5356	0.4231
Arial	7	86	18.92	1.1259	1.1259	0.8894
Arial	7	86	28.83	1.7157	1.7157	1.3553
Arial	7	86	38.75	2.3060	2.3060	1.8217
Arial	7	86	48.66	2.8957	2.8957	2.2875
Arial	7	86	58.58	3.4861	3.4861	2.7539
Arial	8	98	9.00	0.4700	0.4700	0.3713
Arial	8	98	18.92	0.9881	0.9881	0.7805
Arial	8	98	28.83	1.5056	1.5056	1.1894
Arial	8	98	38.75	2.0236	2.0236	1.5986
Arial	8	98	48.66	2.5412	2.5412	2.0074
Arial	8	98	58.58	3.0592	3.0592	2.4167
Arial	9	110	9.00	0.4187	0.4187	0.3308
Arial	9	110	18.92	0.8803	0.8803	0.6954
Arial	9	110	28.83	1.3413	1.3413	1.0596
Arial	9	110	38.75	1.8029	1.8029	1.4242
Arial	9	110	48.66	2.2639	2.2639	1.7884
Arial	9	110	58.58	2.7255	2.7255	2.1530
Arial Bold	6	81	9.00	0.5686	0.5686	0.4492
Arial Bold	6	81	18.92	1.1954	1.1954	0.9443
Arial Bold	6	81	28.83	1.8216	1.8216	1.4390
Arial Bold	6	81	38.75	2.4483	2.4483	1.9341
Arial Bold	6	81	48.66	3.0745	3.0745	2.4287
Arial Bold	6	81	58.58	3.7013	3.7013	2.9239
Arial Bold	7	94	9.00	0.4900	0.4900	0.3871
Arial Bold	7	94	18.92	1.0301	1.0301	0.8137
Arial Bold	7	94	28.83	1.5696	1.5696	1.2400
Arial Bold	7	94	38.75	2.1097	2.1097	1.6666
Arial Bold	7	94	48.66	2.6493	2.6493	2.0929
Arial Bold	7	94	58.58	3.1894	3.1894	2.5195
Arial Bold	8	108	9.00	0.4265	0.4265	0.3369
Arial Bold	8	108	18.92	0.8966	0.8966	0.7083
Arial Bold	8	108	28.83	1.3662	1.3662	1.0792
Arial Bold	8	108	38.75	1.8363	1.8363	1.4506
Arial Bold	8	108	48.66	2.3059	2.3059	1.8216
Arial Bold	8	108	58.58	2.7759	2.7759	2.1929
Arial Bold	9	121	9.00	0.3807	0.3807	0.3007
Arial Bold	9	121	18.92	0.8002	0.8002	0.6322
Arial Bold	9	121	28.83	1.2194	1.2194	0.9633
Arial Bold	9	121	38.75	1.6390	1.6390	1.2947
Arial Bold	9	121	48.66	2.0581	2.0581	1.6259
Arial Bold	9	121	58.58	2.4777	2.4777	1.9573
Arial Italic	6	74	9.00	0.6224	0.6224	0.4917

Arial Italic	6	74	18.92	1.3085	1.3085	1.0337
Arial Italic	6	74	28.83	1.9939	1.9939	1.5751
Arial Italic	6	74	38.75	2.6799	2.6799	2.1171
Arial Italic	6	74	48.66	3.3653	3.3653	2.6585
Arial Italic	6	74	58.58	4.0514	4.0514	3.2005
Arial Italic	7	86	9.00	0.5356	0.5356	0.4231
Arial Italic	7	86	18.92	1.1259	1.1259	0.8894
Arial Italic	7	86	28.83	1.7157	1.7157	1.3553
Arial Italic	7	86	38.75	2.3060	2.3060	1.8217
Arial Italic	7	86	48.66	2.8957	2.8957	2.2875
Arial Italic	7	86	58.58	3.4861	3.4861	2.7539
Arial Italic	8	98	9.00	0.4700	0.4700	0.3713
Arial Italic	8	98	18.92	0.9881	0.9881	0.7805
Arial Italic	8	98	28.83	1.5056	1.5056	1.1894
Arial Italic	8	98	38.75	2.0236	2.0236	1.5986
Arial Italic	8	98	48.66	2.5412	2.5412	2.0074
Arial Italic	8	98	58.58	3.0592	3.0592	2.4167
Arial Italic	9	110	9.00	0.4187	0.4187	0.3308
Arial Italic	9	110	18.92	0.8803	0.8803	0.6954
Arial Italic	9	110	28.83	1.3413	1.3413	1.0596
Arial Italic	9	110	38.75	1.8029	1.8029	1.4242
Arial Italic	9	110	48.66	2.2639	2.2639	1.7884
Arial Italic	9	110	58.58	2.7255	2.7255	2.1530

PORTAGE

Stevens Point Journal

1200 Third Court

PO Box

Stevens Point, WI 54481

Email: ljanowsk@gannett.com

Web: www.stevenspointjournal.com

Comments:

County: Portage

Telephone: (877) 943-0446

Fax: (877) 943-0443

Day(s) Published: M/Tu/W/Th/F/Sa

Paid Circulation: 5,757

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	78	9.18	0.6023	0.6023	0.4758
Arial	6	78	19.36	1.2704	1.2704	1.0036
Arial	6	78	29.54	1.9385	1.9385	1.5313
Arial	6	78	39.73	2.6065	2.6065	2.0591
Arial	6	78	49.91	3.2746	3.2746	2.5868
Arial	6	78	60.09	3.9427	3.9427	3.1146

PRICE

Price County Review

115 N Lake Avenue

PO Box 170

Phillips, WI 54555-0170

Email: lgregor@pricecountyreview.com

Web: www.pricecountydaily.com

Comments:

County: Price

Telephone: (715) 339-3036

Fax: (715) 339-4300

Day(s) Published: Th/

Paid Circulation: 3,429

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.90	0.4967	0.4967	0.3924
Arial	8	102	20.10	1.0085	1.0085	0.7967
Arial	8	102	30.50	1.5303	1.5303	1.2089
Arial	8	102	40.90	2.0521	2.0521	1.6211
Arial	8	102	51.10	2.5639	2.5639	2.0254
Arial	8	102	61.60	3.0908	3.0908	2.4416
Arial Bold	8	112	9.90	0.4524	0.4524	0.3574
Arial Bold	8	112	20.10	0.9185	0.9185	0.7256

Arial Bold	8	112	30.50	1.3937	1.3937	1.1010
Arial Bold	8	112	40.90	1.8689	1.8689	1.4764
Arial Bold	8	112	51.10	2.3350	2.3350	1.8446
Arial Bold	8	112	61.60	2.8148	2.8148	2.2236
Arial Italic	8	102	9.90	0.4967	0.4967	0.3924
Arial Italic	8	102	20.10	1.0085	1.0085	0.7967
Arial Italic	8	102	30.50	1.5303	1.5303	1.2089
Arial Italic	8	102	40.90	2.0521	2.0521	1.6211
Arial Italic	8	102	51.10	2.5639	2.5639	2.0254
Arial Italic	8	102	61.60	3.0908	3.0908	2.4416

RACINE

Journal Times The

212 4th Street

PO Box

Racine, WI 53403-1005

Email: legals@journaltimes.com

Web: www.journaltimes.com

Comments: Newspaper does not publish legal notices on Saturdays.

County: Racine

Telephone: (262) 631-1711

Fax: (262) 631-1702

Day(s) Published: M/Tu/W/Th/F/

Paid Circulation: 17,466

Circulation: 45%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6.5	84	9.39	0.5720	0.8294	0.6552
Arial	6.5	84	19.38	1.1806	1.7119	1.3523
Arial	6.5	84	29.37	1.7892	2.5943	2.0494
Arial	6.5	84	39.36	2.3978	3.4768	2.7466
Arial	6.5	84	49.34	3.0063	4.3591	3.4436
Arial	6.5	84	59.33	3.6149	5.2416	4.1407
Arial Bold	6.5	92	9.39	0.5223	0.7573	0.5983
Arial Bold	6.5	92	19.38	1.0779	1.5630	1.2347
Arial Bold	6.5	92	29.37	1.6336	2.3687	1.8712
Arial Bold	6.5	92	39.36	2.1893	3.1745	2.5077
Arial Bold	6.5	92	49.34	2.7449	3.9801	3.1441
Arial Bold	6.5	92	59.33	3.3005	4.7858	3.7806

RACINE

Standard Press

209 Dodge Street

PO Box

Burlington, WI 53105

Email: cjensen@southernlakesnewspapers.com

Web: www.southernlakesnewspapers.com/

Comments:

County: Racine

Telephone: (262) 728-3411

Fax: (262) 725-7702

Day(s) Published: Th/

Paid Circulation: 2,430

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.50	0.4767	0.4767	0.3765
Arial	8	102	19.75	0.9910	0.9910	0.7828
Arial	8	102	30.00	1.5052	1.5052	1.1891
Arial	8	102	40.25	2.0195	2.0195	1.5954
Arial	8	102	50.50	2.5338	2.5338	2.0016
Arial	8	102	60.75	3.0481	3.0481	2.4079
Arial Bold	8	112	9.50	0.4341	0.4341	0.3429
Arial Bold	8	112	19.75	0.9025	0.9025	0.7129
Arial Bold	8	112	30.00	1.3708	1.3708	1.0829
Arial Bold	8	112	40.25	1.8392	1.8392	1.4529
Arial Bold	8	112	50.50	2.3076	2.3076	1.8229
Arial Bold	8	112	60.75	2.7760	2.7760	2.1929

RACINE

Waterford Post

1102 Ann St
PO Box
Delavan, WI 53115
County: Racine
Telephone: (262) 728-3411
Fax: (262) 725-7702
Email: cjensen@southernlakesnewspapers.com
Web: www.southernlakesnewspapers.com/
Comments:

Day(s) Published: F/
Paid Circulation: 1,102
Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.50	0.4767	0.4767	0.3765
Arial	8	102	19.75	0.9910	0.9910	0.7828
Arial	8	102	30.00	1.5052	1.5052	1.1891
Arial	8	102	40.25	2.0195	2.0195	1.5954
Arial	8	102	50.50	2.5338	2.5338	2.0016
Arial	8	102	60.75	3.0481	3.0481	2.4079
Arial Bold	8	112	9.50	0.4341	0.4341	0.3429
Arial Bold	8	112	19.75	0.9025	0.9025	0.7129
Arial Bold	8	112	30.00	1.3708	1.3708	1.0829
Arial Bold	8	112	40.25	1.8392	1.8392	1.4529
Arial Bold	8	112	50.50	2.3076	2.3076	1.8229
Arial Bold	8	112	60.75	2.7760	2.7760	2.1929

RACINE

Westine Report

1102 Ann St
PO Box
Delavan, WI 53115
County: Racine
Telephone: (262) 728-3411
Fax: (262) 725-7702
Email: cjensen@southernlakesnewspapers.com
Web: www.southernlakesnewspapers.com
Comments:

Day(s) Published: F/
Paid Circulation: 519
Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.50	0.4767	0.4767	0.3765
Arial	8	102	19.75	0.9910	0.9910	0.7828
Arial	8	102	30.00	1.5052	1.5052	1.1891
Arial	8	102	40.25	2.0195	2.0195	1.5954
Arial	8	102	50.50	2.5338	2.5338	2.0016
Arial	8	102	60.75	3.0481	3.0481	2.4079
Arial Bold	8	112	9.50	0.4341	0.4341	0.3429
Arial Bold	8	112	19.75	0.9025	0.9025	0.7129
Arial Bold	8	112	30.00	1.3708	1.3708	1.0829
Arial Bold	8	112	40.25	1.8392	1.8392	1.4529
Arial Bold	8	112	50.50	2.3076	2.3076	1.8229
Arial Bold	8	112	60.75	2.7760	2.7760	2.1929

RICHLAND

Epitaph-News

116 E Commercial Street
PO Box 295
Viola, WI 54664-0295
County: Richland
Telephone: (608) 627-1830
Fax: (608) 627-1838
Email: epitaph@mwt.net
Web:
Comments:

Day(s) Published: Th/
Paid Circulation: 710
Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	78	11.00	0.7217	0.7217	0.5702
Arial	6	78	25.00	1.6403	1.6403	1.2958
Arial	6	78	36.00	2.3621	2.3621	1.8660

Arial	6	78	49.00	3.2150	3.2150	2.5398
Arial	6	78	62.00	4.0680	4.0680	3.2136
Arial	9	114	11.00	0.4938	0.4938	0.3901
Arial	9	114	25.00	1.1223	1.1223	0.8866
Arial	9	114	36.00	1.6162	1.6162	1.2767
Arial	9	114	49.00	2.1998	2.1998	1.7377
Arial	9	114	62.00	2.7834	2.7834	2.1988
Arial	10	128	11.00	0.4398	0.4398	0.3474
Arial	10	128	25.00	0.9996	0.9996	0.7896
Arial	10	128	36.00	1.4394	1.4394	1.1371
Arial	10	128	49.00	1.9592	1.9592	1.5477
Arial	10	128	62.00	2.4789	2.4789	1.9583
Arial Bold	9	126	11.00	0.4468	0.4468	0.3530
Arial Bold	9	126	25.00	1.0154	1.0154	0.8022
Arial Bold	9	126	36.00	1.4622	1.4622	1.1551
Arial Bold	9	126	49.00	1.9903	1.9903	1.5722
Arial Bold	9	126	62.00	2.5183	2.5183	1.9894

RICHLAND

Richland Observer

172 E Court Street

PO Box 31

Richland Center, WI 53581-0031

Email: jinge@tds.net

Web: www.swnews4u.com

Comments:

County: Richland

Telephone: (608) 647-6141

Fax: (608) 647-6143

Day(s) Published: Th/

Paid Circulation: 2,661

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	10.00	0.5017	0.5017	0.3964
Arial	8	102	21.00	1.0537	1.0537	0.8324
Arial	8	102	31.00	1.5554	1.5554	1.2287
Arial	8	102	43.00	2.1575	2.1575	1.7044
Arial	8	102	53.00	2.6593	2.6593	2.1007
Arial	8	102	64.00	3.2112	3.2112	2.5367
Arial	9	114	10.00	0.4489	0.4489	0.3546
Arial	9	114	21.00	0.9428	0.9428	0.7447
Arial	9	114	31.00	1.3917	1.3917	1.0994
Arial	9	114	43.00	1.9304	1.9304	1.5250
Arial	9	114	53.00	2.3793	2.3793	1.8796
Arial	9	114	64.00	2.8732	2.8732	2.2697
Arial	10	126	10.00	0.4062	0.4062	0.3209
Arial	10	126	21.00	0.8530	0.8530	0.6738
Arial	10	126	31.00	1.2591	1.2591	0.9947
Arial	10	126	43.00	1.7466	1.7466	1.3797
Arial	10	126	53.00	2.1527	2.1527	1.7006
Arial	10	126	64.00	2.5995	2.5995	2.0535
Arial Bold	8	114	10.00	0.4489	0.4489	0.3546
Arial Bold	8	114	21.00	0.9428	0.9428	0.7447
Arial Bold	8	114	31.00	1.3917	1.3917	1.0994
Arial Bold	8	114	43.00	1.9304	1.9304	1.5250
Arial Bold	8	114	53.00	2.3793	2.3793	1.8796
Arial Bold	8	114	64.00	2.8732	2.8732	2.2697
Arial Bold	9	126	10.00	0.4062	0.4062	0.3209
Arial Bold	9	126	21.00	0.8530	0.8530	0.6738
Arial Bold	9	126	31.00	1.2591	1.2591	0.9947
Arial Bold	9	126	43.00	1.7466	1.7466	1.3797
Arial Bold	9	126	53.00	2.1527	2.1527	1.7006
Arial Bold	9	126	64.00	2.5995	2.5995	2.0535
Arial Bold	10	140	10.00	0.3656	0.3656	0.2888
Arial Bold	10	140	21.00	0.7677	0.7677	0.6064

Arial Bold	10	140	31.00	1.1332	1.1332	0.8952
Arial Bold	10	140	43.00	1.5719	1.5719	1.2418
Arial Bold	10	140	53.00	1.9375	1.9375	1.5305
Arial Bold	10	140	64.00	2.3396	2.3396	1.8482

ROCK

Beloit Daily News

149 State Street
PO Box
Beloit, WI 53511

County: Rock
Telephone: (608) 365-8811
Fax: (608) 365-1420

Day(s) Published: M/Tu/W/Th/F/Sa
Paid Circulation: 8,925
Circulation: 15%

Email: advertising@beloitdailynews.com
Web: www.beloitdailynews.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	7	90	9.60	0.5459	0.6278	0.4959
Arial	7	90	20.00	1.1373	1.3079	1.0332
Arial	7	90	30.60	1.7401	2.0011	1.5808
Arial	7	90	41.00	2.3315	2.6812	2.1180
Arial	7	90	51.60	2.9342	3.3743	2.6656
Arial	7	90	62.00	3.5256	4.0544	3.2029
Arial Bold	7	98	9.60	0.5013	0.5765	0.4554
Arial Bold	7	98	20.00	1.0445	1.2011	0.9488
Arial Bold	7	98	30.60	1.5980	1.8377	1.4517
Arial Bold	7	98	41.00	2.1411	2.4623	1.9451
Arial Bold	7	98	51.60	2.6947	3.0989	2.4480
Arial Bold	7	98	62.00	3.2378	3.7235	2.9414

ROCK

Clinton Topper

108B Allen Street
PO Box
Clinton, WI 53525-0443

County: Rock
Telephone: (608) 676-4111
Fax: (608) 676-4664

Day(s) Published: Th/
Paid Circulation: 420
Circulation: 0%

Email: kwhittington@rvpublishing.com
Web: www.indreg.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	114	12.00	0.5387	0.5387	0.4256
Arial	9	114	24.50	1.0999	1.0999	0.8689
Arial	9	114	37.00	1.6610	1.6610	1.3122
Arial	9	114	49.50	2.2222	2.2222	1.7555
Arial	9	114	62.00	2.7834	2.7834	2.1988
Arial Bold	9	126	12.00	0.4874	0.4874	0.3850
Arial Bold	9	126	24.50	0.9951	0.9951	0.7861
Arial Bold	9	126	37.00	1.5029	1.5029	1.1872
Arial Bold	9	126	49.50	2.0106	2.0106	1.5883
Arial Bold	9	126	62.00	2.5183	2.5183	1.9894
Arial Bold Italic	9	126	12.00	0.4874	0.4874	0.3850
Arial Bold Italic	9	126	24.50	0.9951	0.9951	0.7861
Arial Bold Italic	9	126	37.00	1.5029	1.5029	1.1872
Arial Bold Italic	9	126	49.50	2.0106	2.0106	1.5883
Arial Bold Italic	9	126	62.00	2.5183	2.5183	1.9894
Arial Italic	9	114	12.00	0.5387	0.5387	0.4256
Arial Italic	9	114	24.50	1.0999	1.0999	0.8689
Arial Italic	9	114	37.00	1.6610	1.6610	1.3122
Arial Italic	9	114	49.50	2.2222	2.2222	1.7555
Arial Italic	9	114	62.00	2.7834	2.7834	2.1988

ROCK

Edgerton Reporter

21 N Henry Street
PO Box
Edgerton, WI 53534

County: Rock
Telephone: (608) 884-3367
Fax: (608) 884-8187

Day(s) Published: W/
Paid Circulation: 1,867
Circulation: 0%

Email: publisher@edgertonreporter.com

Web:

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	100	8.68	0.4440	0.4440	0.3508
Arial	8	100	18.25	0.9341	0.9341	0.7379
Arial	8	100	27.94	1.4297	1.4297	1.1294
Arial	8	100	37.61	1.9250	1.9250	1.5207
Arial	8	100	47.29	2.4203	2.4203	1.9120
Arial	8	100	56.97	2.9156	2.9156	2.3032
Arial	8	100	66.75	3.4161	3.4161	2.6986
Arial	9	114	8.68	0.3895	0.3895	0.3077
Arial	9	114	18.25	0.8194	0.8194	0.6473
Arial	9	114	27.94	1.2541	1.2541	0.9907
Arial	9	114	37.61	1.6886	1.6886	1.3339
Arial	9	114	47.29	2.1231	2.1231	1.6772
Arial	9	114	56.97	2.5576	2.5576	2.0204
Arial	9	114	66.75	2.9966	2.9966	2.3672
Arial	10	126	8.68	0.3524	0.3524	0.2784
Arial	10	126	18.25	0.7414	0.7414	0.5856
Arial	10	126	27.94	1.1347	1.1347	0.8964
Arial	10	126	37.61	1.5278	1.5278	1.2069
Arial	10	126	47.29	1.9209	1.9209	1.5174
Arial	10	126	56.97	2.3140	2.3140	1.8280
Arial	10	126	66.75	2.7112	2.7112	2.1418
Arial Bold	8	110	8.68	0.4037	0.4037	0.3189
Arial Bold	8	110	18.25	0.8492	0.8492	0.6708
Arial Bold	8	110	27.94	1.2997	1.2997	1.0268
Arial Bold	8	110	37.61	1.7500	1.7500	1.3825
Arial Bold	8	110	47.29	2.2003	2.2003	1.7382
Arial Bold	8	110	56.97	2.6506	2.6506	2.0939
Arial Bold	8	110	66.75	3.1056	3.1056	2.4533
Arial Bold	9	124	8.68	0.3581	0.3581	0.2829
Arial Bold	9	124	18.25	0.7533	0.7533	0.5951
Arial Bold	9	124	27.94	1.1530	1.1530	0.9108
Arial Bold	9	124	37.61	1.5524	1.5524	1.2264
Arial Bold	9	124	47.29	1.9519	1.9519	1.5419
Arial Bold	9	124	56.97	2.3513	2.3513	1.8575
Arial Bold	9	124	66.75	2.7550	2.7550	2.1763
Arial Bold	10	138	8.68	0.3218	0.3218	0.2542
Arial Bold	10	138	18.25	0.6769	0.6769	0.5347
Arial Bold	10	138	27.94	1.0360	1.0360	0.8184
Arial Bold	10	138	37.61	1.3949	1.3949	1.1020
Arial Bold	10	138	47.29	1.7539	1.7539	1.3855
Arial Bold	10	138	56.97	2.1128	2.1128	1.6690
Arial Bold	10	138	66.75	2.4755	2.4755	1.9555

ROCK

Evansville Review

8409 N US Hwy 14
PO Box 77
Evansville, WI 53536-0077

County: Rock
Telephone: (608) 882-5220
Fax: (608) 882-5221

Day(s) Published: W/
Paid Circulation: 1,527
Circulation: 0%

Email: gildner@litewire.net
Web: www.evansvillereview.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	11.50	0.5770	0.5770	0.4558
Arial	8	102	23.50	1.1791	1.1791	0.9315
Arial	8	102	36.00	1.8063	1.8063	1.4269
Arial	8	102	47.00	2.3582	2.3582	1.8629
Arial	9	104	11.50	0.5659	0.5659	0.4471
Arial	9	104	23.50	1.1564	1.1564	0.9135
Arial	9	104	36.00	1.7716	1.7716	1.3995
Arial	9	104	47.00	2.3129	2.3129	1.8271
Arial	10	114	11.50	0.5163	0.5163	0.4078
Arial	10	114	23.50	1.0550	1.0550	0.8334
Arial	10	114	36.00	1.6162	1.6162	1.2767
Arial	10	114	47.00	2.1100	2.1100	1.6668
Arial Bold	9	114	11.50	0.5163	0.5163	0.4078
Arial Bold	9	114	23.50	1.0550	1.0550	0.8334
Arial Bold	9	114	36.00	1.6162	1.6162	1.2767
Arial Bold	9	114	47.00	2.1100	2.1100	1.6668
Arial Bold	10	126	11.50	0.4671	0.4671	0.3690
Arial Bold	10	126	23.50	0.9545	0.9545	0.7540
Arial Bold	10	126	36.00	1.4622	1.4622	1.1551
Arial Bold	10	126	47.00	1.9090	1.9090	1.5081

ROCK

Gazette The

One S Parker Drive
PO Box 5001
Janesville, WI 53547-5001

County: Rock
Telephone: (608) 755-8354
Fax: (608) 754-8038

Day(s) Published: Su/M/Tu/W/Th/F/Sa
Paid Circulation: 21,984
Circulation: 60%

Email: legals@gazetteextra.com
Web: www.gazetteextra.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial Bold	6.5	92	10.60	0.5897	0.9435	0.7453
Arial Bold	6.5	92	21.90	1.2183	1.9492	1.5398
Arial Bold	6.5	92	33.00	1.8357	2.9371	2.3202
Arial Bold	6.5	92	44.30	2.4643	3.9429	3.1148
Arial Bold	6.5	92	55.60	3.0929	4.9487	3.9093
Arial Bold	6.5	92	66.90	3.7215	5.9545	4.7038
Arial Bold	8	112	10.60	0.4844	0.7750	0.6122
Arial Bold	8	112	21.90	1.0007	1.6011	1.2649
Arial Bold	8	112	33.00	1.5079	2.4126	1.9059
Arial Bold	8	112	44.30	2.0243	3.2388	2.5586
Arial Bold	8	112	55.60	2.5406	4.0650	3.2112
Arial Bold	8	112	66.90	3.0570	4.8912	3.8639
Arial Bold	10	140	10.60	0.3875	0.6200	0.4898
Arial Bold	10	140	21.90	0.8006	1.2809	1.0119
Arial Bold	10	140	33.00	1.2063	1.9301	1.5247
Arial Bold	10	140	44.30	1.6194	2.5911	2.0469
Arial Bold	10	140	55.60	2.0325	3.2520	2.5690

Arial Bold	10	140	66.90	2.4456	3.9129	3.0911
Arial Bold	12	168	10.60	0.3229	0.5167	0.4081
Arial Bold	12	168	21.90	0.6671	1.0674	0.8432
Arial Bold	12	168	33.00	1.0053	1.6084	1.2706
Arial Bold	12	168	44.30	1.3495	2.1592	1.7057
Arial Bold	12	168	55.60	1.6938	2.7100	2.1408
Arial Bold	12	168	66.90	2.0380	3.2608	2.5759

ROCK

Milton Courier

513 Vernal Avenue

PO Box 69

Milton, WI 53563-0069

Email: cdrake@hngnews.com

Web: www.miltoncourieronline.com

Comments:

County: Rock
Telephone: (608) 868-2442
Fax: (608) 868-4664

Day(s) Published: Th/
Paid Circulation: 2,249
Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	114	10.50	0.4714	0.4714	0.3724
Arial	9	114	21.75	0.9764	0.9764	0.7713
Arial	9	114	33.00	1.4815	1.4815	1.1703
Arial	9	114	44.25	1.9865	1.9865	1.5693
Arial	9	114	55.50	2.4916	2.4916	1.9683
Arial	9	114	66.75	2.9966	2.9966	2.3672
Arial Bold	9	126	10.50	0.4265	0.4265	0.3369
Arial Bold	9	126	21.75	0.8834	0.8834	0.6979
Arial Bold	9	126	33.00	1.3404	1.3404	1.0589
Arial Bold	9	126	44.25	1.7973	1.7973	1.4198
Arial Bold	9	126	55.50	2.2543	2.2543	1.7808
Arial Bold	9	126	66.75	2.7112	2.7112	2.1418

RUSK

Ladysmith News

120 W 3rd Street S

PO Box 189

Ladysmith, WI 54848-0189

Email: manager@ladysmithnews.com

Web: www.ladysmithnews.com

Comments:

County: Rusk
Telephone: (715) 532-5591
Fax: (715) 532-6644

Day(s) Published: Th/
Paid Circulation: 4,603
Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	7	90	12.00	0.6824	0.6824	0.5391
Arial	7	90	25.50	1.4500	1.4500	1.1455
Arial	7	90	38.50	2.1893	2.1893	1.7295
Arial	7	90	52.50	2.9854	2.9854	2.3584
Arial	7	90	65.50	3.7246	3.7246	2.9423
Arial	7	90	78.00	4.4354	4.4354	3.5039
Arial	8	102	12.00	0.6021	0.6021	0.4756
Arial	8	102	25.50	1.2795	1.2795	1.0107
Arial	8	102	38.50	1.9317	1.9317	1.5260
Arial	8	102	52.50	2.6342	2.6342	2.0809
Arial	8	102	65.50	3.2864	3.2864	2.5962
Arial	8	102	78.00	3.9136	3.9136	3.0916

SAUK

Baraboo News Republic

714 Matts Ferry Rd
PO Box
Reedsburg, WI 53959

County: Sauk
Telephone: (608) 356-4808
Fax: (608) 745-3530

Day(s) Published: M/Tu/W/Th/F/Sa
Paid Circulation: 2,678
Circulation: 0%

Email: pdr-legals@madison.com

Web: www.madison.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	7	90	9.40	0.5345	0.5345	0.4223
Arial	7	90	19.40	1.1032	1.1032	0.8715
Arial	7	90	29.40	1.6718	1.6718	1.3207
Arial	7	90	39.40	2.2405	2.2405	1.7699
Arial	7	90	49.40	2.8091	2.8091	2.2191
Arial	7	90	59.40	3.3778	3.3778	2.6683
Arial Bold	7	98	9.40	0.4909	0.4909	0.3878
Arial Bold	7	98	19.40	1.0131	1.0131	0.8003
Arial Bold	7	98	29.40	1.5353	1.5353	1.2129
Arial Bold	7	98	39.40	2.0576	2.0576	1.6254
Arial Bold	7	98	49.40	2.5798	2.5798	2.0380
Arial Bold	7	98	59.40	3.1020	3.1020	2.4505

SAUK

Home News

120 N Worcester St
PO Box 39
Spring Green, WI 53588-0039

County: Sauk
Telephone: (608) 767-4032
Fax: (608) 767-2222

Day(s) Published: W/
Paid Circulation: 1,873
Circulation: 0%

Email: legals@newspubinc.com

Web: www.newspubinc.com/

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.00	0.4516	0.4516	0.3567
Arial	8	102	19.50	0.9784	0.9784	0.7729
Arial	8	102	30.00	1.5052	1.5052	1.1891
Arial	8	102	39.50	1.9819	1.9819	1.5656
Arial	8	102	50.00	2.5087	2.5087	1.9818
Arial	8	102	60.50	3.0356	3.0356	2.3980

SAUK

Reedsburg Independent

222 N Walnut St Ste A
PO Box 716
Reedsburg, WI 53959-0716

County: Sauk
Telephone: (608) 767-4032
Fax: (608) 767-2222

Day(s) Published: Th/
Paid Circulation: 2,793
Circulation: 0%

Email: legals@newspubinc.com

Web: www.newspubinc.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.00	0.4516	0.4516	0.3567
Arial	8	102	19.50	0.9784	0.9784	0.7729
Arial	8	102	30.00	1.5052	1.5052	1.1891
Arial	8	102	39.50	1.9819	1.9819	1.5656
Arial	8	102	50.00	2.5087	2.5087	1.9818
Arial	8	102	60.50	3.0356	3.0356	2.3980

SAUK

Reedsburg Times-Press

714 Matts Ferry Dr
PO Box 470
Baraboo, WI 53959-0470

County: Sauk
Telephone: (608) 745-3530
Fax: (608) 745-3530

Day(s) Published: W/Sa
Paid Circulation: 555
Circulation: 0%

Email: pdr-legals@madison.com

Web: www.madison.com

Comments: Closed Reedsburg Office

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	114	9.40	0.4220	0.4220	0.3334
Arial	9	114	19.40	0.8709	0.8709	0.6880
Arial	9	114	29.40	1.3199	1.3199	1.0426
Arial	9	114	39.40	1.7688	1.7688	1.3973
Arial	9	114	49.40	2.2177	2.2177	1.7519
Arial	9	114	59.40	2.6667	2.6667	2.1066
Arial Bold	9	126	9.40	0.3818	0.3818	0.3016
Arial Bold	9	126	19.40	0.7880	0.7880	0.6225
Arial Bold	9	126	29.40	1.1942	1.1942	0.9433
Arial Bold	9	126	39.40	1.6003	1.6003	1.2642
Arial Bold	9	126	49.40	2.0065	2.0065	1.5851
Arial Bold	9	126	59.40	2.4127	2.4127	1.9059

SAUK

Sauk Prairie Eagle

714 Matts Ferry Rd
PO Box
Baraboo, WI 53913-3152

County: Sauk
Telephone: (608) 745-3553
Fax: (608) 745-3530

Day(s) Published: W/
Paid Circulation: 1,141
Circulation: 0%

Email: pdr-legals@madison.com

Web: www.madison.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	7	90	9.40	0.5345	0.5345	0.4223
Arial	7	90	19.40	1.1032	1.1032	0.8715
Arial	7	90	29.40	1.6718	1.6718	1.3207
Arial	7	90	39.40	2.2405	2.2405	1.7699
Arial	7	90	49.40	2.8091	2.8091	2.2191
Arial	7	90	59.40	3.3778	3.3778	2.6683
Arial Bold	7	98	9.40	0.4909	0.4909	0.3878
Arial Bold	7	98	19.40	1.0131	1.0131	0.8003
Arial Bold	7	98	29.40	1.5353	1.5353	1.2129
Arial Bold	7	98	39.40	2.0576	2.0576	1.6254
Arial Bold	7	98	49.40	2.5798	2.5798	2.0380
Arial Bold	7	98	59.40	3.1020	3.1020	2.4505

SAUK

Star News

520 Water Street
PO Box
Sauk City, WI 53583

County: Sauk
Telephone: (608) 767-4032
Fax: (608) 767-2222

Day(s) Published: Th/
Paid Circulation: 1,373
Circulation: 0%

Email: legals@newspubinc.com

Web: www.newspubinc.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.00	0.4516	0.4516	0.3567
Arial	8	102	19.50	0.9784	0.9784	0.7729
Arial	8	102	30.00	1.5052	1.5052	1.1891

Arial	8	102	39.50	1.9819	1.9819	1.5656
Arial	8	102	50.00	2.5087	2.5087	1.9818
Arial	8	102	60.50	3.0356	3.0356	2.3980

SAWYER

Sawyer County Gazette

5133 N Main Street
 PO Box 99
 Winter, WI 54896-0099

County: Sawyer
 Telephone: (715) 266-2511
 Fax: (715) 266-2512

Day(s) Published: W/
 Paid Circulation: 1,690
 Circulation: 0%

Email: gazette@centurytel.net

Web:

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.00	0.4516	0.4516	0.3567
Arial	8	102	20.00	1.0035	1.0035	0.7927
Arial	8	102	28.00	1.4049	1.4049	1.1098
Arial	8	102	39.00	1.9568	1.9568	1.5458
Arial	8	102	49.50	2.4836	2.4836	1.9620
Arial	8	102	59.50	2.9854	2.9854	2.3584
Arial	9	114	9.00	0.4040	0.4040	0.3192
Arial	9	114	20.00	0.8979	0.8979	0.7093
Arial	9	114	28.00	1.2570	1.2570	0.9930
Arial	9	114	39.00	1.7508	1.7508	1.3831
Arial	9	114	49.50	2.2222	2.2222	1.7555
Arial	9	114	59.50	2.6711	2.6711	2.1101
Arial	10	128	9.00	0.3598	0.3598	0.2843
Arial	10	128	20.00	0.7997	0.7997	0.6317
Arial	10	128	28.00	1.1195	1.1195	0.8844
Arial	10	128	39.00	1.5593	1.5593	1.2318
Arial	10	128	49.50	1.9792	1.9792	1.5635
Arial	10	128	59.50	2.3790	2.3790	1.8793
Arial	11	140	9.00	0.3290	0.3290	0.2599
Arial	11	140	20.00	0.7311	0.7311	0.5776
Arial	11	140	28.00	1.0236	1.0236	0.8086
Arial	11	140	39.00	1.4257	1.4257	1.1262
Arial	11	140	49.50	1.8095	1.8095	1.4295
Arial	11	140	59.50	2.1751	2.1751	1.7182
Arial	12	152	9.00	0.3030	0.3030	0.2394
Arial	12	152	20.00	0.6734	0.6734	0.5320
Arial	12	152	28.00	0.9428	0.9428	0.7447
Arial	12	152	39.00	1.3131	1.3131	1.0373
Arial	12	152	49.50	1.6667	1.6667	1.3166
Arial	12	152	59.50	2.0034	2.0034	1.5826
Arial Bold	8	112	9.00	0.4113	0.4113	0.3249
Arial Bold	8	112	20.00	0.9139	0.9139	0.7219
Arial Bold	8	112	28.00	1.2795	1.2795	1.0107
Arial Bold	8	112	39.00	1.7821	1.7821	1.4078
Arial Bold	8	112	49.50	2.2619	2.2619	1.7868
Arial Bold	8	112	59.50	2.7188	2.7188	2.1478
Arial Bold	9	126	9.00	0.3656	0.3656	0.2888
Arial Bold	9	126	20.00	0.8124	0.8124	0.6417
Arial Bold	9	126	28.00	1.1373	1.1373	0.8984
Arial Bold	9	126	39.00	1.5841	1.5841	1.2514
Arial Bold	9	126	49.50	2.0106	2.0106	1.5883
Arial Bold	9	126	59.50	2.4167	2.4167	1.9092
Arial Bold	10	140	9.00	0.3290	0.3290	0.2599
Arial Bold	10	140	20.00	0.7311	0.7311	0.5776
Arial Bold	10	140	28.00	1.0236	1.0236	0.8086
Arial Bold	10	140	39.00	1.4257	1.4257	1.1262

Arial Bold	10	140	49.50	1.8095	1.8095	1.4295
Arial Bold	10	140	59.50	2.1751	2.1751	1.7182
Arial Bold	11	154	9.00	0.2991	0.2991	0.2363
Arial Bold	11	154	20.00	0.6647	0.6647	0.5251
Arial Bold	11	154	28.00	0.9305	0.9305	0.7351
Arial Bold	11	154	39.00	1.2961	1.2961	1.0239
Arial Bold	11	154	49.50	1.6450	1.6450	1.2995
Arial Bold	11	154	59.50	1.9773	1.9773	1.5620
Arial Bold	12	168	9.00	0.2742	0.2742	0.2166
Arial Bold	12	168	20.00	0.6093	0.6093	0.4813
Arial Bold	12	168	28.00	0.8530	0.8530	0.6738
Arial Bold	12	168	39.00	1.1881	1.1881	0.9385
Arial Bold	12	168	49.50	1.5079	1.5079	1.1912
Arial Bold	12	168	59.50	1.8126	1.8126	1.4319

SAWYER

Sawyer County Record

15617B Hwy 63 N
PO Box 919
Hayward, WI 54843-0919

County: Sawyer
Telephone: (715) 634-4881
Fax: (715) 634-8191

Day(s) Published: W/
Paid Circulation: 4,883
Circulation: 0%

Email: jalbright@mx3.com
Web: www.haywardwi.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	78	9.00	0.5905	0.5905	0.4665
Arial	6	78	19.50	1.2795	1.2795	1.0107
Arial	6	78	30.00	1.9684	1.9684	1.5550
Arial	6	78	40.50	2.6573	2.6573	2.0992
Arial	6	78	51.00	3.3463	3.3463	2.6434
Arial	6	78	61.50	4.0352	4.0352	3.1877
Arial	8	102	9.00	0.4516	0.4516	0.3567
Arial	8	102	19.50	0.9784	0.9784	0.7729
Arial	8	102	30.00	1.5052	1.5052	1.1891
Arial	8	102	40.50	2.0321	2.0321	1.6053
Arial	8	102	51.00	2.5589	2.5589	2.0215
Arial	8	102	61.50	3.0857	3.0857	2.4376
Arial Bold	8	112	9.00	0.4113	0.4113	0.3249
Arial Bold	8	112	19.50	0.8910	0.8910	0.7039
Arial Bold	8	112	30.00	1.3708	1.3708	1.0829
Arial Bold	8	112	40.50	1.8506	1.8506	1.4619
Arial Bold	8	112	51.00	2.3304	2.3304	1.8410
Arial Bold	8	112	61.50	2.8102	2.8102	2.2200

SHAWANO

Shawano Leader

1464 E Green Bay Street
PO Box
Shawano, WI 54166

County: Shawano
Telephone: (715) 526-7006
Fax: (715) 524-8044

Day(s) Published: W/Th/F/Sa
Paid Circulation: 4,027
Circulation: 0%

Email: advertising@wolfrivermedia.com
Web: www.shawanoleader.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	78	9.30	0.6102	0.6102	0.4820
Arial	6	78	19.50	1.2795	1.2795	1.0107
Arial	6	78	29.70	1.9487	1.9487	1.5394
Arial	6	78	39.80	2.6114	2.6114	2.0629
Arial	6	78	49.10	3.2216	3.2216	2.5450

Arial	6	78	60.00	3.9368	3.9368	3.1099
Arial	8	102	9.30	0.4666	0.4666	0.3686
Arial	8	102	19.50	0.9784	0.9784	0.7729
Arial	8	102	29.70	1.4902	1.4902	1.1772
Arial	8	102	39.80	1.9970	1.9970	1.5775
Arial	8	102	49.10	2.4636	2.4636	1.9461
Arial	8	102	60.00	3.0105	3.0105	2.3782
Arial	10	128	9.30	0.3718	0.3718	0.2937
Arial	10	128	19.50	0.7797	0.7797	0.6159
Arial	10	128	29.70	1.1875	1.1875	0.9381
Arial	10	128	39.80	1.5913	1.5913	1.2571
Arial	10	128	49.10	1.9632	1.9632	1.5508
Arial	10	128	60.00	2.3990	2.3990	1.8951
Arial Bold	6	84	9.30	0.5666	0.5666	0.4476
Arial Bold	6	84	19.50	1.1881	1.1881	0.9385
Arial Bold	6	84	29.70	1.8095	1.8095	1.4295
Arial Bold	6	84	39.80	2.4249	2.4249	1.9156
Arial Bold	6	84	49.10	2.9915	2.9915	2.3632
Arial Bold	6	84	60.00	3.6556	3.6556	2.8878
Arial Bold	8	112	9.30	0.4250	0.4250	0.3357
Arial Bold	8	112	19.50	0.8910	0.8910	0.7039
Arial Bold	8	112	29.70	1.3571	1.3571	1.0721
Arial Bold	8	112	39.80	1.8187	1.8187	1.4367
Arial Bold	8	112	49.10	2.2436	2.2436	1.7724
Arial Bold	8	112	60.00	2.7417	2.7417	2.1658
Arial Bold	10	140	9.30	0.3400	0.3400	0.2686
Arial Bold	10	140	19.50	0.7128	0.7128	0.5631
Arial Bold	10	140	29.70	1.0857	1.0857	0.8577
Arial Bold	10	140	39.80	1.4549	1.4549	1.1493
Arial Bold	10	140	49.10	1.7949	1.7949	1.4179
Arial Bold	10	140	60.00	2.1934	2.1934	1.7327

SHAWANO

Wittenberg Enterprise & Birnamwood News

600 S Webb Street

PO Box 313

Wittenberg, WI 54499-0313

County: Shawano

Telephone: (715) 253-2737

Fax: (715) 253-3176

Day(s) Published: Th/

Paid Circulation: 1,204

Circulation: 0%

Email: ycswi.miriam@gmail.com

Web: www.wittenbergenterprise.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	106	9.30	0.4490	0.4490	0.3547
Arial	8	106	19.50	0.9415	0.9415	0.7437
Arial	8	106	29.70	1.4340	1.4340	1.1328
Arial	8	106	39.80	1.9216	1.9216	1.5180
Arial	8	106	49.10	2.3706	2.3706	1.8727
Arial	8	106	60.00	2.8969	2.8969	2.2884
Arial	9	120	9.30	0.3966	0.3966	0.3133
Arial	9	120	19.50	0.8316	0.8316	0.6570
Arial	9	120	29.70	1.2667	1.2667	1.0006
Arial	9	120	39.80	1.6974	1.6974	1.3409
Arial	9	120	49.10	2.0940	2.0940	1.6542
Arial	9	120	60.00	2.5589	2.5589	2.0215
Arial	10	128	9.30	0.3718	0.3718	0.2937
Arial	10	128	19.50	0.7797	0.7797	0.6159
Arial	10	128	29.70	1.1875	1.1875	0.9381
Arial	10	128	39.80	1.5913	1.5913	1.2571
Arial	10	128	49.10	1.9632	1.9632	1.5508
Arial	10	128	60.00	2.3990	2.3990	1.8951

Arial	11	140	9.30	0.3400	0.3400	0.2686
Arial	11	140	19.50	0.7128	0.7128	0.5631
Arial	11	140	29.70	1.0857	1.0857	0.8577
Arial	11	140	39.80	1.4549	1.4549	1.1493
Arial	11	140	49.10	1.7949	1.7949	1.4179
Arial	11	140	60.00	2.1934	2.1934	1.7327
Arial Bold	8	116	9.30	0.4103	0.4103	0.3241
Arial Bold	8	116	19.50	0.8603	0.8603	0.6796
Arial Bold	8	116	29.70	1.3103	1.3103	1.0351
Arial Bold	8	116	39.80	1.7559	1.7559	1.3871
Arial Bold	8	116	49.10	2.1662	2.1662	1.7113
Arial Bold	8	116	60.00	2.6471	2.6471	2.0912
Arial Bold	9	132	9.30	0.3606	0.3606	0.2848
Arial Bold	9	132	19.50	0.7560	0.7560	0.5972
Arial Bold	9	132	29.70	1.1515	1.1515	0.9097
Arial Bold	9	132	39.80	1.5431	1.5431	1.2190
Arial Bold	9	132	49.10	1.9037	1.9037	1.5038
Arial Bold	9	132	60.00	2.3263	2.3263	1.8377
Arial Bold	10	140	9.30	0.3400	0.3400	0.2686
Arial Bold	10	140	19.50	0.7128	0.7128	0.5631
Arial Bold	10	140	29.70	1.0857	1.0857	0.8577
Arial Bold	10	140	39.80	1.4549	1.4549	1.1493
Arial Bold	10	140	49.10	1.7949	1.7949	1.4179
Arial Bold	10	140	60.00	2.1934	2.1934	1.7327
Arial Bold	11	154	9.30	0.3091	0.3091	0.2441
Arial Bold	11	154	19.50	0.6480	0.6480	0.5119
Arial Bold	11	154	29.70	0.9870	0.9870	0.7797
Arial Bold	11	154	39.80	1.3227	1.3227	1.0449
Arial Bold	11	154	49.10	1.6317	1.6317	1.2890
Arial Bold	11	154	60.00	1.9940	1.9940	1.5752
Arial Bold	12	178	9.30	0.2674	0.2674	0.2112
Arial Bold	12	178	19.50	0.5607	0.5607	0.4429
Arial Bold	12	178	29.70	0.8539	0.8539	0.6746
Arial Bold	12	178	39.80	1.1443	1.1443	0.9040
Arial Bold	12	178	49.10	1.4117	1.4117	1.1152
Arial Bold	12	178	60.00	1.7251	1.7251	1.3628

SHEBOYGAN

Review The

113 E Mill Street
PO Box
Plymouth, WI 53073

County: Sheboygan
Telephone: (920) 893-6411
Fax: (920) 893-5505

Day(s) Published: Tu/Th/
Paid Circulation: 4,189
Circulation: 0%

Email: reply@gmail.com

Web: www.plymouth-review.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	12.00	0.6021	0.6021	0.4756
Arial	8	102	24.00	1.2042	1.2042	0.9513
Arial	8	102	36.00	1.8063	1.8063	1.4269
Arial	8	102	48.00	2.4084	2.4084	1.9025
Arial	8	102	60.00	3.0105	3.0105	2.3782
Arial	9	114	12.00	0.5387	0.5387	0.4256
Arial	9	114	24.00	1.0774	1.0774	0.8511
Arial	9	114	36.00	1.6162	1.6162	1.2767
Arial	9	114	48.00	2.1549	2.1549	1.7023
Arial	9	114	60.00	2.6936	2.6936	2.1278
Arial Bold	8	112	12.00	0.5483	0.5483	0.4332
Arial Bold	8	112	24.00	1.0967	1.0967	0.8663
Arial Bold	8	112	36.00	1.6450	1.6450	1.2995

Arial Bold	8	112	48.00	2.1934	2.1934	1.7327
Arial Bold	8	112	60.00	2.7417	2.7417	2.1658

SHEBOYGAN

Sheboygan Falls News

113 E Mill Street

PO Box

Plymouth, WI 53073

County: Sheboygan

Telephone: (920) 893-6411

Fax: (920) 893-5505

Day(s) Published: W/

Paid Circulation: 1,631

Circulation: 0%

Email: reply@plymouth-review.com

Web: www.plymouth-review.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	12.00	0.6021	0.6021	0.4756
Arial	8	102	24.00	1.2042	1.2042	0.9513
Arial	8	102	36.00	1.8063	1.8063	1.4269
Arial	8	102	48.00	2.4084	2.4084	1.9025
Arial	8	102	60.00	3.0105	3.0105	2.3782
Arial	9	114	12.00	0.5387	0.5387	0.4256
Arial	9	114	24.00	1.0774	1.0774	0.8511
Arial	9	114	36.00	1.6162	1.6162	1.2767
Arial	9	114	48.00	2.1549	2.1549	1.7023
Arial	9	114	60.00	2.6936	2.6936	2.1278
Arial Bold	8	112	12.00	0.5483	0.5483	0.4332
Arial Bold	8	112	24.00	1.0967	1.0967	0.8663
Arial Bold	8	112	36.00	1.6450	1.6450	1.2995
Arial Bold	8	112	48.00	2.1934	2.1934	1.7327
Arial Bold	8	112	60.00	2.7417	2.7417	2.1658

SHEBOYGAN

Sheboygan Press

632 Center Avenue

PO Box

Sheboygan, WI 53081-4621

County: Sheboygan

Telephone: (920) 431-8298

Fax: (877) 943-0443

Day(s) Published: Su/M/Tu/W/Th/F/Sa

Paid Circulation: 11,275

Circulation: 15%

Email: ljanowsk@gannett.com

Web: www.sheboyganpress.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	78	9.18	0.6023	0.6927	0.5472
Arial	6	78	19.36	1.2704	1.4610	1.1541
Arial	6	78	29.54	1.9385	2.2292	1.7610
Arial	6	78	39.73	2.6065	2.9975	2.3679
Arial	6	78	49.91	3.2746	3.7658	2.9749
Arial	6	78	60.09	3.9427	4.5341	3.5818

SHEBOYGAN

Sounder The

405 2nd Street

PO Box 346

Random Lake, WI 53075-0346

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Comments:

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Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	78	12.00	0.7874	0.7874	0.6220
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Arial	7	90	48.00	2.7295	2.7295	2.1562
Arial	7	90	60.00	3.4119	3.4119	2.6953
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Arial	8	102	24.00	1.2042	1.2042	0.9513
Arial	8	102	36.00	1.8063	1.8063	1.4269
Arial	8	102	48.00	2.4084	2.4084	1.9025
Arial	8	102	60.00	3.0105	3.0105	2.3782
Arial	9	114	12.00	0.5387	0.5387	0.4256
Arial	9	114	24.00	1.0774	1.0774	0.8511
Arial	9	114	36.00	1.6162	1.6162	1.2767
Arial	9	114	48.00	2.1549	2.1549	1.7023
Arial	9	114	60.00	2.6936	2.6936	2.1278
Arial	10	128	12.00	0.4798	0.4798	0.3790
Arial	10	128	24.00	0.9596	0.9596	0.7580
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Arial	12	152	24.00	0.8081	0.8081	0.6384
Arial	12	152	36.00	1.2121	1.2121	0.9575
Arial	12	152	48.00	1.6162	1.6162	1.2767
Arial	12	152	60.00	2.0202	2.0202	1.5959
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Arial Bold	6	84	24.00	1.4622	1.4622	1.1551
Arial Bold	6	84	36.00	2.1934	2.1934	1.7327
Arial Bold	6	84	48.00	2.9245	2.9245	2.3102
Arial Bold	7	98	12.00	0.6267	0.6267	0.4951
Arial Bold	7	98	24.00	1.2533	1.2533	0.9901
Arial Bold	7	98	36.00	1.8800	1.8800	1.4852
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Arial Bold	7	98	60.00	3.1334	3.1334	2.4753
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Arial Bold Italic	6	84	48.00	2.9245	2.9245	2.3102
Arial Bold Italic	6	84	60.00	3.6556	3.6556	2.8878
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Arial Bold Italic	7	98	36.00	1.8800	1.8800	1.4852
Arial Bold Italic	7	98	48.00	2.5067	2.5067	1.9802
Arial Bold Italic	7	98	60.00	3.1334	3.1334	2.4753
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Arial Bold Italic	8	112	24.00	1.0967	1.0967	0.8663
Arial Bold Italic	8	112	36.00	1.6450	1.6450	1.2995
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Arial Bold Italic	8	112	60.00	2.7417	2.7417	2.1658
Arial Bold Italic	9	126	12.00	0.4874	0.4874	0.3850
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Arial Bold Italic	9	126	36.00	1.4622	1.4622	1.1551
Arial Bold Italic	9	126	48.00	1.9496	1.9496	1.5402
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Arial Bold Italic	10	140	12.00	0.4387	0.4387	0.3465
Arial Bold Italic	10	140	24.00	0.8773	0.8773	0.6931
Arial Bold Italic	10	140	36.00	1.3160	1.3160	1.0396
Arial Bold Italic	10	140	48.00	1.7547	1.7547	1.3861
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Arial Bold Italic	12	168	12.00	0.3656	0.3656	0.2888
Arial Bold Italic	12	168	24.00	0.7311	0.7311	0.5776
Arial Bold Italic	12	168	36.00	1.0967	1.0967	0.8663
Arial Bold Italic	12	168	48.00	1.4622	1.4622	1.1551
Arial Bold Italic	12	168	60.00	1.8278	1.8278	1.4439
Arial Italic	6	76	12.00	0.8081	0.8081	0.6384
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Arial Italic	6	76	36.00	2.4242	2.4242	1.9151
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Arial Italic	6	76	60.00	4.0404	4.0404	3.1918
Arial Italic	7	90	12.00	0.6824	0.6824	0.5391
Arial Italic	7	90	24.00	1.3648	1.3648	1.0781
Arial Italic	7	90	36.00	2.0471	2.0471	1.6172
Arial Italic	7	90	48.00	2.7295	2.7295	2.1562
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Arial Italic	8	102	12.00	0.6021	0.6021	0.4756
Arial Italic	8	102	24.00	1.2042	1.2042	0.9513
Arial Italic	8	102	36.00	1.8063	1.8063	1.4269
Arial Italic	8	102	48.00	2.4084	2.4084	1.9025
Arial Italic	8	102	60.00	3.0105	3.0105	2.3782
Arial Italic	9	114	12.00	0.5387	0.5387	0.4256
Arial Italic	9	114	24.00	1.0774	1.0774	0.8511
Arial Italic	9	114	36.00	1.6162	1.6162	1.2767
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Arial Italic	10	128	12.00	0.4798	0.4798	0.3790
Arial Italic	10	128	24.00	0.9596	0.9596	0.7580
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ST CROIX

Tribune Press Reporter

105 Misty Court
PO Box 38
Glenwood City, WI 54013-0038

County: St Croix
Telephone: (715) 265-4646
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Email: ads@dewittmedia.com

Web: www.dewittmedia.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	76	12.30	0.8283	0.8283	0.6543
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Arial Bold	10	140	78.00	2.8514	2.8514	2.2525

ST CROIX

Woodville Leader

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Woodville, WI 54028

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Email: admins@mygatewaynews.com

Web: www.mygatewaynews.com

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Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
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Arial Bold	7	98	12.00	0.6267	0.6267	0.4951
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Arial Bold	10	140	52.00	1.9009	1.9009	1.5017
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Arial Bold	11	154	39.25	1.3044	1.3044	1.0304
Arial Bold	11	154	52.00	1.7281	1.7281	1.3651
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Arial Bold	12	168	64.75	1.9725	1.9725	1.5582
Arial Bold	12	168	78.50	2.3914	2.3914	1.8891

ST. CROIX

Baldwin Bulletin

805 Main Street

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Comments:

County: St. Croix

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Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
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Arial Bold	9	126	25.50	1.0357	1.0357	0.8182
Arial Bold	9	126	38.50	1.5638	1.5638	1.2353
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Arial Bold	10	140	38.50	1.4074	1.4074	1.1118
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Arial Bold	10	140	64.50	2.3579	2.3579	1.8626
Arial Bold	10	140	78.00	2.8514	2.8514	2.2525

ST. CROIX

Central St Croix News

500 West Boulevard
PO Box 308
Roberts, WI 54023-0308

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Fax:

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					First Insert	Subsequent Insert
Arial	8	102	10.20	0.5118	0.5118	0.4043
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Arial	8	102	43.80	2.1977	2.1977	1.7361
Arial	8	102	54.10	2.7145	2.7145	2.1443
Arial	8	102	66.00	3.3115	3.3115	2.6160

ST. CROIX

Hudson Star-Observer

2815 Prairie Drive
PO Box 25
River Falls, WI 54022-0025

County: St. Croix
Telephone: (715) 426-1069
Fax: (715) 425-5666

Day(s) Published: Th/
Paid Circulation: 4,708
Circulation: 0%

Email: sloosmore@rivertowns.net

Web: www.hudsonstarobserver.com

Comments: Closed Hudson Office

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	7	90	10.00	0.5686	0.5686	0.4492
Arial	7	90	20.90	1.1885	1.1885	0.9389
Arial	7	90	31.60	1.7969	1.7969	1.4195
Arial	7	90	42.30	2.4054	2.4054	1.9002
Arial	7	90	53.00	3.0138	3.0138	2.3808
Arial	7	90	63.90	3.6337	3.6337	2.8705
Arial	8	102	10.00	0.5017	0.5017	0.3964
Arial	8	102	20.90	1.0487	1.0487	0.8284
Arial	8	102	31.60	1.5855	1.5855	1.2525
Arial	8	102	42.30	2.1224	2.1224	1.6766
Arial	8	102	53.00	2.6593	2.6593	2.1007
Arial	8	102	63.90	3.2062	3.2062	2.5328
Arial	9	114	10.00	0.4489	0.4489	0.3546
Arial	9	114	20.90	0.9383	0.9383	0.7412
Arial	9	114	31.60	1.4186	1.4186	1.1207
Arial	9	114	42.30	1.8990	1.8990	1.5001
Arial	9	114	53.00	2.3793	2.3793	1.8796
Arial	9	114	63.90	2.8687	2.8687	2.2662
Arial Bold	7	98	10.00	0.5222	0.5222	0.4125
Arial Bold	7	98	20.90	1.0915	1.0915	0.8622
Arial Bold	7	98	31.60	1.6502	1.6502	1.3036
Arial Bold	7	98	42.30	2.2090	2.2090	1.7451
Arial Bold	7	98	53.00	2.7678	2.7678	2.1865
Arial Bold	7	98	63.90	3.3370	3.3370	2.6361
Arial Bold	8	112	10.00	0.4569	0.4569	0.3610
Arial Bold	8	112	20.90	0.9550	0.9550	0.7544
Arial Bold	8	112	31.60	1.4440	1.4440	1.1407
Arial Bold	8	112	42.30	1.9329	1.9329	1.5269
Arial Bold	8	112	53.00	2.4218	2.4218	1.9132
Arial Bold	8	112	63.90	2.9199	2.9199	2.3066

ST. CROIX

New Richmond News

127 S Knowles Avenue
PO Box
New Richmond, WI 54017-1726

County: St. Croix
Telephone: (715) 246-6881
Fax: (715) 246-7117

Day(s) Published: Th/
Paid Circulation: 3,011
Circulation: 0%

Email: colson@rivertowns.net

Web: www.newrichmond-news.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	7	90	10.00	0.5686	0.5686	0.4492
Arial	7	90	20.90	1.1885	1.1885	0.9389
Arial	7	90	31.60	1.7969	1.7969	1.4195
Arial	7	90	42.30	2.4054	2.4054	1.9002
Arial	7	90	53.00	3.0138	3.0138	2.3808
Arial	7	90	63.90	3.6337	3.6337	2.8705
Arial	8	102	10.00	0.5017	0.5017	0.3964
Arial	8	102	20.90	1.0487	1.0487	0.8284
Arial	8	102	31.60	1.5855	1.5855	1.2525
Arial	8	102	42.30	2.1224	2.1224	1.6766
Arial	8	102	53.00	2.6593	2.6593	2.1007
Arial	8	102	63.90	3.2062	3.2062	2.5328
Arial Bold	7	98	10.00	0.5222	0.5222	0.4125
Arial Bold	7	98	20.90	1.0915	1.0915	0.8622
Arial Bold	7	98	31.60	1.6502	1.6502	1.3036
Arial Bold	7	98	42.30	2.2090	2.2090	1.7451
Arial Bold	7	98	53.00	2.7678	2.7678	2.1865
Arial Bold	7	98	63.90	3.3370	3.3370	2.6361
Arial Bold	8	112	10.00	0.4569	0.4569	0.3610
Arial Bold	8	112	20.90	0.9550	0.9550	0.7544
Arial Bold	8	112	31.60	1.4440	1.4440	1.1407
Arial Bold	8	112	42.30	1.9329	1.9329	1.5269
Arial Bold	8	112	53.00	2.4218	2.4218	1.9132
Arial Bold	8	112	63.90	2.9199	2.9199	2.3066

TAYLOR

Star News The

116 Wisconsin Ave
PO Box 180
Medford, WI 54451-0180

County: Taylor
Telephone: (715) 748-2626
Fax: (715) 748-2699

Day(s) Published: Th/
Paid Circulation: 4,922
Circulation: 0%

Email: admanager@centralwinews.com

Web: www.centralwinews.com/starnews

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.50	0.4767	0.4767	0.3765
Arial	8	102	20.00	1.0035	1.0035	0.7927
Arial	8	102	30.50	1.5303	1.5303	1.2089
Arial	8	102	41.00	2.0572	2.0572	1.6251
Arial	8	102	51.50	2.5840	2.5840	2.0413
Arial	8	102	62.00	3.1108	3.1108	2.4575
Arial	10	128	9.50	0.3798	0.3798	0.3001
Arial	10	128	20.00	0.7997	0.7997	0.6317
Arial	10	128	30.50	1.2195	1.2195	0.9633
Arial	10	128	41.00	1.6393	1.6393	1.2950
Arial	10	128	51.50	2.0591	2.0591	1.6266
Arial	10	128	62.00	2.4789	2.4789	1.9583
Arial Bold	8	114	9.50	0.4265	0.4265	0.3369
Arial Bold	8	114	20.00	0.8979	0.8979	0.7093

Arial Bold	8	114	30.50	1.3692	1.3692	1.0817
Arial Bold	8	114	41.00	1.8406	1.8406	1.4540
Arial Bold	8	114	51.50	2.3120	2.3120	1.8264
Arial Bold	8	114	62.00	2.7834	2.7834	2.1988
Arial Bold	10	140	9.50	0.3473	0.3473	0.2743
Arial Bold	10	140	20.00	0.7311	0.7311	0.5776
Arial Bold	10	140	30.50	1.1150	1.1150	0.8808
Arial Bold	10	140	41.00	1.4988	1.4988	1.1840
Arial Bold	10	140	51.50	1.8826	1.8826	1.4872
Arial Bold	10	140	62.00	2.2665	2.2665	1.7904

TREMPEALEAU

Augusta Area Times

123 Main
PO Box
Mondovi, WI 54755
County: Trempealeau
Telephone: (855) 382-1167
Fax: (855) 382-1167
Email: durandpublishing@nelson-tel.net
Web:
Comments:

Day(s) Published: Th/
Paid Circulation: 644
Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	10	128	9.13	0.3648	0.3648	0.2882
Arial	10	128	19.17	0.7665	0.7665	0.6055
Arial	10	128	30.15	1.2055	1.2055	0.9523
Arial	10	128	40.60	1.6233	1.6233	1.2824
Arial	10	128	50.11	2.0033	2.0033	1.5826
Arial	10	128	60.15	2.4050	2.4050	1.8999
Arial Bold	10	140	9.13	0.3336	0.3336	0.2635
Arial Bold	10	140	19.17	0.7008	0.7008	0.5536
Arial Bold	10	140	30.15	1.1022	1.1022	0.8707
Arial Bold	10	140	40.60	1.4842	1.4842	1.1724
Arial Bold	10	140	50.11	1.8316	1.8316	1.4469
Arial Bold	10	140	60.15	2.1988	2.1988	1.7370
Arial Italic	10	128	9.13	0.3648	0.3648	0.2882
Arial Italic	10	128	19.17	0.7665	0.7665	0.6055
Arial Italic	10	128	30.15	1.2055	1.2055	0.9523
Arial Italic	10	128	40.60	1.6233	1.6233	1.2824
Arial Italic	10	128	50.11	2.0033	2.0033	1.5826
Arial Italic	10	128	60.15	2.4050	2.4050	1.8999

TREMPEALEAU

Blair Press

109 Gilbert Street
PO Box 187
Blair, WI 54616-0187
County: Trempealeau
Telephone: (608) 989-2531
Fax: (608) 989-2531
Email: blairprs@triwest.net
Web: www.blairpress.com
Comments:

Day(s) Published: Th/
Paid Circulation: 907
Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	78	9.38	0.6153	0.6153	0.4860
Arial	6	78	19.65	1.2892	1.2892	1.0185
Arial	6	78	29.93	1.9636	1.9636	1.5512
Arial	6	78	40.21	2.6380	2.6380	2.0839
Arial	6	78	50.48	3.3120	3.3120	2.6163
Arial	6	78	60.75	3.9863	3.9863	3.1490
Arial	8	100	9.38	0.4799	0.4799	0.3791
Arial	8	100	19.65	1.0056	1.0056	0.7944
Arial	8	100	29.93	1.5316	1.5316	1.2099

Arial	8	100	40.21	2.0576	2.0576	1.6255
Arial	8	100	50.48	2.5833	2.5833	2.0407
Arial	8	100	60.75	3.1093	3.1093	2.4562
Arial	9	110	9.38	0.4363	0.4363	0.3446
Arial	9	110	19.65	0.9142	0.9142	0.7222
Arial	9	110	29.93	1.3924	1.3924	1.0999
Arial	9	110	40.21	1.8706	1.8706	1.4777
Arial	9	110	50.48	2.3485	2.3485	1.8552
Arial	9	110	60.75	2.8266	2.8266	2.2329
Arial	10	122	9.38	0.3934	0.3934	0.3107
Arial	10	122	19.65	0.8243	0.8243	0.6511
Arial	10	122	19.65	0.8243	0.8243	0.6511
Arial	10	122	19.65	0.8243	0.8243	0.6511
Arial	10	122	19.65	0.8243	0.8243	0.6511
Arial	10	122	19.65	0.8243	0.8243	0.6511

TREMPEALEAU

Trempealeau County Times

36435 Main Street
PO Box 95
Whitehall, WI 54773-0095

County: Trempealeau
Telephone: (715) 538-4765
Fax: (715) 538-4540

Day(s) Published: W/
Paid Circulation: 4,718
Circulation: 0%

Email: legals@newspubinc.com

Web:

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.58	0.4808	0.4808	0.3798
Arial	8	102	19.11	0.9588	0.9588	0.7575
Arial	8	102	30.40	1.5253	1.5253	1.2049
Arial	8	102	40.85	2.0496	2.0496	1.6191
Arial	8	102	51.08	2.5629	2.5629	2.0246
Arial	8	102	61.46	3.0837	3.0837	2.4361
Arial	10	128	9.58	0.3831	0.3831	0.3026
Arial	10	128	19.11	0.7641	0.7641	0.6036
Arial	10	128	30.40	1.2155	1.2155	0.9602
Arial	10	128	40.85	1.6333	1.6333	1.2903
Arial	10	128	51.08	2.0423	2.0423	1.6134
Arial	10	128	61.46	2.4574	2.4574	1.9412
Arial Bold	8	112	9.58	0.4378	0.4378	0.3459
Arial Bold	8	112	19.11	0.8732	0.8732	0.6898
Arial Bold	8	112	30.40	1.3891	1.3891	1.0974
Arial Bold	8	112	40.85	1.8666	1.8666	1.4746
Arial Bold	8	112	51.08	2.3341	2.3341	1.8439
Arial Bold	8	112	61.46	2.8084	2.8084	2.2185
Arial Bold	10	140	9.58	0.3503	0.3503	0.2767
Arial Bold	10	140	19.11	0.6986	0.6986	0.5519
Arial Bold	10	140	30.40	1.1113	1.1113	0.8779
Arial Bold	10	140	40.85	1.4933	1.4933	1.1797
Arial Bold	10	140	51.08	1.8673	1.8673	1.4751
Arial Bold	10	140	61.46	2.2467	2.2467	1.7748

TREMPEALEAU

Tri-County News-Mondovi

123 Main
PO Box
Mondovi, WI 54758
County: Trempealeau
Telephone: (715) 926-4970
Fax: (715) 672-4254
Email: durandpublishing@nelson-tel.net
Web:
Comments:

Day(s) Published: Th/
Paid Circulation: 1,246
Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	10	128	9.13	0.3648	0.3648	0.2882
Arial	10	128	19.17	0.7665	0.7665	0.6055
Arial	10	128	30.15	1.2055	1.2055	0.9523
Arial	10	128	40.60	1.6233	1.6233	1.2824
Arial	10	128	50.11	2.0033	2.0033	1.5826
Arial	10	128	60.15	2.4050	2.4050	1.8999
Arial Bold	10	140	9.13	0.3336	0.3336	0.2635
Arial Bold	10	140	19.17	0.7008	0.7008	0.5536
Arial Bold	10	140	30.15	1.1022	1.1022	0.8707
Arial Bold	10	140	40.60	1.4842	1.4842	1.1724
Arial Bold	10	140	50.11	1.8316	1.8316	1.4469
Arial Bold	10	140	60.15	2.1988	2.1988	1.7370
Arial Italic	10	128	9.13	0.3648	0.3648	0.2882
Arial Italic	10	128	19.17	0.7665	0.7665	0.6055
Arial Italic	10	128	30.15	1.2055	1.2055	0.9523
Arial Italic	10	128	40.60	1.6233	1.6233	1.2824
Arial Italic	10	128	50.11	2.0033	2.0033	1.5826
Arial Italic	10	128	60.15	2.4050	2.4050	1.8999

VERNON

County Line The

207 N Garden Street
PO Box 7
Ontario, WI 54651-0007
County: Vernon
Telephone: (608) 337-4232
Fax: (608) 338-0472
Email: countyline@centurytel.net
Web: www.thecountyline.net
Comments:

Day(s) Published: Th/
Paid Circulation: 1,700
Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	10	126	9.50	0.3859	0.3859	0.3048
Arial	10	126	19.10	0.7758	0.7758	0.6129
Arial	10	126	28.00	1.1373	1.1373	0.8984
Arial	10	126	38.00	1.5435	1.5435	1.2193
Arial	10	126	47.00	1.9090	1.9090	1.5081
Arial	10	126	60.00	2.4371	2.4371	1.9252
Arial Bold	10	140	9.50	0.3473	0.3473	0.2743
Arial Bold	10	140	19.10	0.6982	0.6982	0.5516
Arial Bold	10	140	28.00	1.0236	1.0236	0.8086
Arial Bold	10	140	38.00	1.3891	1.3891	1.0974
Arial Bold	10	140	47.00	1.7181	1.7181	1.3573
Arial Bold	10	140	60.00	2.1934	2.1934	1.7327

VERNON

Hillsboro Outlook

211 E Madison St
 PO Box 552
 Hillsboro, WI 54634-0469

County: Vernon
 Telephone: (608) 495-0787
 Fax:

Day(s) Published: W/
 Paid Circulation: 638
 Circulation: 0%

Email: outlook@mwt.net

Web:

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.20	0.4616	0.4616	0.3647
Arial	8	102	19.40	0.9734	0.9734	0.7689
Arial	8	102	29.50	1.4802	1.4802	1.1693
Arial	8	102	39.70	1.9919	1.9919	1.5736
Arial	8	102	49.80	2.4987	2.4987	1.9739
Arial	8	102	60.00	3.0105	3.0105	2.3782
Arial	9	116	9.20	0.4059	0.4059	0.3206
Arial	9	116	19.40	0.8559	0.8559	0.6761
Arial	9	116	29.50	1.3015	1.3015	1.0282
Arial	9	116	39.70	1.7515	1.7515	1.3837
Arial	9	116	49.80	2.1971	2.1971	1.7357
Arial	9	116	60.00	2.6471	2.6471	2.0912
Arial	10	128	9.20	0.3678	0.3678	0.2906
Arial	10	128	19.40	0.7757	0.7757	0.6128
Arial	10	128	29.50	1.1795	1.1795	0.9318
Arial	10	128	39.70	1.5873	1.5873	1.2539
Arial	10	128	49.80	1.9912	1.9912	1.5729
Arial	10	128	60.00	2.3990	2.3990	1.8951
Arial Bold	8	112	9.20	0.4204	0.4204	0.3321
Arial Bold	8	112	19.40	0.8865	0.8865	0.7003
Arial Bold	8	112	29.50	1.3480	1.3480	1.0649
Arial Bold	8	112	39.70	1.8141	1.8141	1.4331
Arial Bold	8	112	49.80	2.2756	2.2756	1.7977
Arial Bold	8	112	60.00	2.7417	2.7417	2.1658
Arial Bold	9	126	9.20	0.3737	0.3737	0.2952
Arial Bold	9	126	19.40	0.7880	0.7880	0.6225
Arial Bold	9	126	29.50	1.1982	1.1982	0.9466
Arial Bold	9	126	39.70	1.6125	1.6125	1.2738
Arial Bold	9	126	49.80	2.0228	2.0228	1.5979
Arial Bold	9	126	60.00	2.4371	2.4371	1.9252
Arial Bold	10	140	9.20	0.3363	0.3363	0.2657
Arial Bold	10	140	19.40	0.7092	0.7092	0.5602
Arial Bold	10	140	29.50	1.0784	1.0784	0.8519
Arial Bold	10	140	39.70	1.4513	1.4513	1.1465
Arial Bold	10	140	49.80	1.8205	1.8205	1.4381
Arial Bold	10	140	60.00	2.1934	2.1934	1.7327

VERNON

Sentry Enterprise

839 Water Avenue
 PO Box 469
 Hillsboro, WI 54634-0469

County: Vernon
 Telephone: (608) 489-2264
 Fax: (608) 489-2348

Day(s) Published: Th/
 Paid Circulation: 623
 Circulation: 0%

Email: sentry@mwt.net

Web: www.swnews4u.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	10.00	0.5017	0.5017	0.3964
Arial	8	102	21.00	1.0537	1.0537	0.8324
Arial	8	102	31.00	1.5554	1.5554	1.2287
Arial	8	102	43.00	2.1575	2.1575	1.7044
Arial	8	102	53.00	2.6593	2.6593	2.1007
Arial	8	102	64.00	3.2112	3.2112	2.5367
Arial	9	114	10.00	0.4489	0.4489	0.3546
Arial	9	114	21.00	0.9428	0.9428	0.7447
Arial	9	114	31.00	1.3917	1.3917	1.0994
Arial	9	114	43.00	1.9304	1.9304	1.5250
Arial	9	114	53.00	2.3793	2.3793	1.8796
Arial	9	114	64.00	2.8732	2.8732	2.2697
Arial	10	126	10.00	0.4062	0.4062	0.3209
Arial	10	126	21.00	0.8530	0.8530	0.6738
Arial	10	126	31.00	1.2591	1.2591	0.9947
Arial	10	126	43.00	1.7466	1.7466	1.3797
Arial	10	126	53.00	2.1527	2.1527	1.7006
Arial	10	126	64.00	2.5995	2.5995	2.0535
Arial Bold	8	114	10.00	0.4489	0.4489	0.3546
Arial Bold	8	114	21.00	0.9428	0.9428	0.7447
Arial Bold	8	114	31.00	1.3917	1.3917	1.0994
Arial Bold	8	114	43.00	1.9304	1.9304	1.5250
Arial Bold	8	114	53.00	2.3793	2.3793	1.8796
Arial Bold	8	114	64.00	2.8732	2.8732	2.2697
Arial Bold	9	126	10.00	0.4062	0.4062	0.3209
Arial Bold	9	126	21.00	0.8530	0.8530	0.6738
Arial Bold	9	126	21.00	0.8530	0.8530	0.6738
Arial Bold	9	126	43.00	1.7466	1.7466	1.3797
Arial Bold	9	126	53.00	2.1527	2.1527	1.7006
Arial Bold	9	126	64.00	2.5995	2.5995	2.0535
Arial Bold	10	140	10.00	0.3656	0.3656	0.2888
Arial Bold	10	140	21.00	0.7677	0.7677	0.6064
Arial Bold	10	140	31.00	1.1332	1.1332	0.8952
Arial Bold	10	140	43.00	1.5719	1.5719	1.2418
Arial Bold	10	140	53.00	1.9375	1.9375	1.5305
Arial Bold	10	140	64.00	2.3396	2.3396	1.8482

VERNON

Vernon County Broadcaster

124 W Court Street

PO Box 472

Viroqua, WI 54665-0472

Email: lisa.faulkner@lee.net

Web: www.vernonbroadcaster.com

Comments:

County: Vernon

Telephone: (608) 791-8300

Fax: (608) 791-8238

Day(s) Published: Th/

Paid Circulation: 3,139

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial Light	6.8	80	9.40	0.6013	0.6013	0.4750
Arial Light	6.8	80	19.40	1.2411	1.2411	0.9804
Arial Light	6.8	80	29.40	1.8808	1.8808	1.4858
Arial Light	6.8	80	39.40	2.5205	2.5205	1.9911
Arial Light	8	94	9.40	0.5118	0.5118	0.4043
Arial Light	8	94	19.40	1.0562	1.0562	0.8344
Arial Light	8	94	29.40	1.6007	1.6007	1.2645
Arial Light	8	94	39.40	2.1451	2.1451	1.6946
Arial Light	9	110	9.40	0.4373	0.4373	0.3455
Arial Light	9	110	19.40	0.9026	0.9026	0.7130
Arial Light	9	110	29.40	1.3679	1.3679	1.0806
Arial Light	9	110	39.40	1.8331	1.8331	1.4481
Arial Light Bold	6.8	92	9.40	0.5229	0.5229	0.4131
Arial Light Bold	6.8	92	19.40	1.0792	1.0792	0.8525
Arial Light Bold	6.8	92	29.40	1.6355	1.6355	1.2920
Arial Light Bold	6.8	92	39.40	2.1918	2.1918	1.7314
Arial Light Bold	8	104	9.40	0.4626	0.4626	0.3654
Arial Light Bold	8	104	19.40	0.9547	0.9547	0.7542
Arial Light Bold	8	104	29.40	1.4468	1.4468	1.1429
Arial Light Bold	8	104	39.40	1.9389	1.9389	1.5316
Arial Light Bold	9	122	9.40	0.3943	0.3943	0.3115
Arial Light Bold	9	122	19.40	0.8138	0.8138	0.6429
Arial Light Bold	9	122	29.40	1.2333	1.2333	0.9743
Arial Light Bold	9	122	39.40	1.6528	1.6528	1.3057

VERNON

Westby Times

124 W Court St

PO Box 472

Viroqua, WI 54665-0472

Email: lisa.faulkner@lee.net

Web: www.westbytimes.com

Comments:

County: Vernon

Telephone: (608) 791-8300

Fax: (608) 791-8238

Day(s) Published: Th/

Paid Circulation: 1,656

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial Light	6.8	80	9.40	0.6013	0.6013	0.4750
Arial Light	6.8	80	19.40	1.2411	1.2411	0.9804
Arial Light	6.8	80	29.40	1.8808	1.8808	1.4858
Arial Light	6.8	80	39.40	2.5205	2.5205	1.9911
Arial Light	8	94	9.40	0.5118	0.5118	0.4043
Arial Light	8	94	19.40	1.0562	1.0562	0.8344
Arial Light	8	94	29.40	1.6007	1.6007	1.2645
Arial Light	8	94	39.40	2.1451	2.1451	1.6946
Arial Light	9	110	9.40	0.4373	0.4373	0.3455
Arial Light	9	110	19.40	0.9026	0.9026	0.7130
Arial Light	9	110	29.40	1.3679	1.3679	1.0806
Arial Light	9	110	39.40	1.8331	1.8331	1.4481
Arial Light Bold	6.8	92	9.40	0.5229	0.5229	0.4131

Arial Light Bold	6.8	92	19.40	1.0792	1.0792	0.8525
Arial Light Bold	6.8	92	29.40	1.6355	1.6355	1.2920
Arial Light Bold	6.8	92	39.40	2.1918	2.1918	1.7314
Arial Light Bold	8	104	9.40	0.4626	0.4626	0.3654
Arial Light Bold	8	104	19.40	0.9547	0.9547	0.7542
Arial Light Bold	8	104	29.40	1.4468	1.4468	1.1429
Arial Light Bold	8	104	39.40	1.9389	1.9389	1.5316
Arial Light Bold	9	122	9.40	0.3943	0.3943	0.3115
Arial Light Bold	9	122	19.40	0.8138	0.8138	0.6429
Arial Light Bold	9	122	29.40	1.2333	1.2333	0.9743
Arial Light Bold	9	122	39.40	1.6528	1.6528	1.3057

VILAS

Vilas County News-Review

425 W Mill Street

PO Box 1929

Eagle River, WI 54521-1929

Email: lizs@vcnewsreview.com

Web: www.vcnewsreview.com

Comments:

County: Vilas

Telephone: (715) 479-4421

Fax: (715) 479-6242

Day(s) Published: W/

Paid Circulation: 5,351

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	74	10.20	0.7054	0.7054	0.5573
Arial	6	74	21.40	1.4800	1.4800	1.1692
Arial	6	74	32.60	2.2546	2.2546	1.7811
Arial	6	74	43.80	3.0292	3.0292	2.3930
Arial	6	74	54.10	3.7415	3.7415	2.9557
Arial	6	74	66.00	4.5645	4.5645	3.6058
Arial Bold	6	80	10.20	0.6525	0.6525	0.5155
Arial Bold	6	80	21.40	1.3690	1.3690	1.0815
Arial Bold	6	80	32.60	2.0855	2.0855	1.6475
Arial Bold	6	80	43.80	2.8020	2.8020	2.2135
Arial Bold	6	80	54.10	3.4609	3.4609	2.7340
Arial Bold	6	80	66.00	4.2222	4.2222	3.3354

WALWORTH

Delavan Enterprise

1102 Ann Street

PO Box

Delavan, WI 53115

Email: cjensen@southernlakesnewspapers.com

Web: www.southernlakesnewspapers.com/

Comments: Office location: 621 E Geneva Street, Delavan, WI 53115-2235

County: Walworth

Telephone: (262) 728-3411

Fax: (262) 725-7702

Day(s) Published: Th/

Paid Circulation: 1,214

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.50	0.4766	0.4766	0.3765
Arial	8	102	19.75	0.9909	0.9909	0.7828
Arial	8	102	30.00	1.5052	1.5052	1.1891
Arial	8	102	40.25	2.0195	2.0195	1.5953
Arial	8	102	50.50	2.5338	2.5338	2.0016
Arial	8	102	60.75	3.0481	3.0481	2.4079
Arial Bold	8	112	9.50	0.4341	0.4341	0.3429
Arial Bold	8	112	19.75	0.9024	0.9024	0.7129
Arial Bold	8	112	30.00	1.3708	1.3708	1.0829
Arial Bold	8	112	40.25	1.8392	1.8392	1.4529
Arial Bold	8	112	50.50	2.3076	2.3076	1.8229
Arial Bold	8	112	60.75	2.7760	2.7760	2.1929

WALWORTH

East Troy News

2100 Church Street
PO Box 274
East Troy, WI 53120

County: Walworth
Telephone: (262) 728-3411
Fax: (262) 725-7702

Day(s) Published: F/
Paid Circulation: 311
Circulation: 0%

Email: cjensen@southernlakesnewspapers.com

Web: www.southernlakesnewspapers.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.50	0.4766	0.4766	0.3765
Arial	8	102	19.75	0.9909	0.9909	0.7828
Arial	8	102	30.00	1.5052	1.5052	1.1891
Arial	8	102	40.25	2.0195	2.0195	1.5953
Arial	8	102	50.50	2.5338	2.5338	2.0016
Arial	8	102	60.75	3.0481	3.0481	2.4079
Arial Bold	8	112	9.50	0.4341	0.4341	0.3429
Arial Bold	8	112	19.75	0.9024	0.9024	0.7129
Arial Bold	8	112	30.00	1.3708	1.3708	1.0829
Arial Bold	8	112	40.25	1.8392	1.8392	1.4529
Arial Bold	8	112	50.50	2.3076	2.3076	1.8229
Arial Bold	8	112	60.75	2.7760	2.7760	2.1929

WALWORTH

East Troy Times

2100 Church Street
PO Box 274
East Troy, WI 53120

County: Walworth
Telephone: (262) 728-3411
Fax: (262) 725-7702

Day(s) Published: W/
Paid Circulation: 766
Circulation: 0%

Email: cjensen@southernlakesnewspapers.com

Web: www.southernlakesnewspapers.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.50	0.4766	0.4766	0.3765
Arial	8	102	19.75	0.9909	0.9909	0.7828
Arial	8	102	30.00	1.5052	1.5052	1.1891
Arial	8	102	40.25	2.0195	2.0195	1.5953
Arial	8	102	50.50	2.5338	2.5338	2.0016
Arial	8	102	60.75	3.0481	3.0481	2.4079
Arial Bold	8	112	9.50	0.4341	0.4341	0.3429
Arial Bold	8	112	19.75	0.9024	0.9024	0.7129
Arial Bold	8	112	30.00	1.3708	1.3708	1.0829
Arial Bold	8	112	40.25	1.8392	1.8392	1.4529
Arial Bold	8	112	50.50	2.3076	2.3076	1.8229
Arial Bold	8	112	60.75	2.7760	2.7760	2.1929

WALWORTH

Elkhorn Independent

812 N Wisconsin Street
PO Box
Elkhorn, WI 53121

County: Walworth
Telephone: (262) 728-3411
Fax: (262) 725-7702

Day(s) Published: Th/
Paid Circulation: 1,093
Circulation: 0%

Email: cjensen@southernlakesnewspapers.com

Web: www.southernlakesnewspaper.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.50	0.4766	0.4766	0.3765
Arial	8	102	19.75	0.9909	0.9909	0.7828
Arial	8	102	30.00	1.5052	1.5052	1.1891

Arial	8	102	40.25	2.0195	2.0195	1.5953
Arial	8	102	50.50	2.5338	2.5338	2.0016
Arial	8	102	60.75	3.0481	3.0481	2.4079
Arial Bold	8	112	9.50	0.4341	0.4341	0.3429
Arial Bold	8	112	19.75	0.9024	0.9024	0.7129
Arial Bold	8	112	30.00	1.3708	1.3708	1.0829
Arial Bold	8	112	40.25	1.8392	1.8392	1.4529
Arial Bold	8	112	50.50	2.3076	2.3076	1.8229
Arial Bold	8	112	60.75	2.7760	2.7760	2.1929

WALWORTH

Genoa City Report

11 W Walworth Street

PO Box

Elkhorn, WI 53121

County: Walworth

Telephone: (262) 728-3411

Fax: (262) 725-7702

Day(s) Published: F/

Paid Circulation: 313

Circulation: 0%

Email: cjensen@southernlakesnewspapers.com

Web: www.southernlakesnewspapers.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.50	0.4766	0.4766	0.3765
Arial	8	102	19.75	0.9909	0.9909	0.7828
Arial	8	102	30.00	1.5052	1.5052	1.1891
Arial	8	102	40.25	2.0195	2.0195	1.5953
Arial	8	102	50.50	2.5338	2.5338	2.0016
Arial	8	102	60.75	3.0481	3.0481	2.4079
Arial Bold	8	112	9.50	0.4341	0.4341	0.3429
Arial Bold	8	112	19.75	0.9024	0.9024	0.7129
Arial Bold	8	112	30.00	1.3708	1.3708	1.0829
Arial Bold	8	112	40.25	1.8392	1.8392	1.4529
Arial Bold	8	112	50.50	2.3076	2.3076	1.8229
Arial Bold	8	112	60.75	2.7760	2.7760	2.1929

WALWORTH

Lake Geneva Regional News

315 Broad Street

PO Box 937

Lake Geneva, WI 53147-0937

County: Walworth

Telephone: (262) 248-4444

Fax: (262) 248-4476

Day(s) Published: Th/

Paid Circulation: 2,987

Circulation: 0%

Email: shinske@lakegenevanews.net

Web: www.lakegenevanews.net

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	7	86	10.50	0.6248	0.6248	0.4936
Arial	7	86	22.00	1.3092	1.3092	1.0342
Arial	7	86	33.00	1.9638	1.9638	1.5513
Arial	7	86	44.00	2.6184	2.6184	2.0685
Arial	7	86	55.00	3.2730	3.2730	2.5856
Arial	7	86	66.00	3.9276	3.9276	3.1027
Arial Bold	7	94	10.50	0.5717	0.5717	0.4516
Arial Bold	7	94	22.00	1.1978	1.1978	0.9462
Arial Bold	7	94	33.00	1.7967	1.7967	1.4193
Arial Bold	7	94	44.00	2.3956	2.3956	1.8924
Arial Bold	7	94	55.00	2.9945	2.9945	2.3655
Arial Bold	7	94	66.00	3.5934	3.5934	2.8386

WALWORTH

Sharon Reporter

1102 Ann St
PO Box
Delavan, WI 53115

County: Walworth
Telephone: (262) 728-3411
Fax: (262) 725-7702

Day(s) Published: F/
Paid Circulation: 304
Circulation: 0%

Email: cjensen@southernlakesnewspapers.com

Web: www.southernlakesnewspapers.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.50	0.4767	0.4767	0.3765
Arial	8	102	19.75	0.9910	0.9910	0.7828
Arial	8	102	30.00	1.5052	1.5052	1.1891
Arial	8	102	40.25	2.0195	2.0195	1.5954
Arial	8	102	50.50	2.5338	2.5338	2.0016
Arial	8	102	60.75	3.0481	3.0481	2.4079
Arial Bold	8	112	9.50	0.4341	0.4341	0.3429
Arial Bold	8	112	19.75	0.9025	0.9025	0.7129
Arial Bold	8	112	30.00	1.3708	1.3708	1.0829
Arial Bold	8	112	40.25	1.8392	1.8392	1.4529
Arial Bold	8	112	50.50	2.3076	2.3076	1.8229
Arial Bold	8	112	60.75	2.7760	2.7760	2.1929

WALWORTH

Walworth - Fontana Times

812 N Wisconsin
PO Box
Elkhorn, WI 53121

County: Walworth
Telephone: (262) 728-3411
Fax: (262) 725-7702

Day(s) Published: F/
Paid Circulation: 342
Circulation: 0%

Email: cjensen@southernlakesnewspapers.com

Web: www.mywalworthcounty.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.50	0.4767	0.4767	0.3765
Arial	8	102	19.75	0.9910	0.9910	0.7828
Arial	8	102	30.00	1.5052	1.5052	1.1891
Arial	8	102	40.25	2.0195	2.0195	1.5954
Arial	8	102	50.50	2.5338	2.5338	2.0016
Arial	8	102	60.75	3.0481	3.0481	2.4079
Arial Bold	8	112	19.75	0.9025	0.9025	0.7129
Arial Bold	8	112	30.00	1.3708	1.3708	1.0829
Arial Bold	8	112	40.25	1.8392	1.8392	1.4529
Arial Bold	8	112	50.50	2.3076	2.3076	1.8229
Arial Bold	8	112	60.75	2.7760	2.7760	2.1929

WALWORTH

Whitewater Register

1102 Ann St

PO Box

Delavan, WI 53115

County: Walworth

Telephone: (262) 728-3411

Fax: (262) 725-7702

Email: cjensen@southernlakesnewspapers.com

Web: www.mywalworthcounty.com

Comments: Office location: 136 W Main Street, Whitewater, WI 53190

Day(s) Published: Th/

Paid Circulation: 1,005

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.50	0.4767	0.4767	0.3765
Arial	8	102	19.75	0.9910	0.9910	0.7828
Arial	8	102	30.00	1.5052	1.5052	1.1891
Arial	8	102	40.25	2.0195	2.0195	1.5954
Arial	8	102	50.50	2.5338	2.5338	2.0016
Arial	8	102	60.75	3.0481	3.0481	2.4079
Arial Bold	8	112	9.50	0.4341	0.4341	0.3429
Arial Bold	8	112	19.75	0.9025	0.9025	0.7129
Arial Bold	8	112	30.00	1.3708	1.3708	1.0829
Arial Bold	8	112	40.25	1.8392	1.8392	1.4529
Arial Bold	8	112	50.50	2.3076	2.3076	1.8229
Arial Bold	8	112	60.75	2.7760	2.7760	2.1929

WASHBURN

Spooner Advocate

251 E Maple Street

PO Box 338

Spooner, WI 54801-0338

County: Washburn

Telephone: (715) 635-2181

Fax: (715) 635-2186

Email: jkrokson@spooneradvocate.com

Web: www.spooneradvocate.com

Comments:

Day(s) Published: Th/

Paid Circulation: 3,021

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.50	0.4767	0.4767	0.3765
Arial	8	102	20.00	1.0035	1.0035	0.7927
Arial	8	102	30.50	1.5303	1.5303	1.2089
Arial	8	102	41.00	2.0572	2.0572	1.6251
Arial	8	102	51.50	2.5840	2.5840	2.0413
Arial	8	102	62.00	3.1108	3.1108	2.4575
Arial Bold	8	114	9.50	0.4265	0.4265	0.3369
Arial Bold	8	114	20.00	0.8979	0.8979	0.7093
Arial Bold	8	114	30.50	1.3692	1.3692	1.0817
Arial Bold	8	114	41.00	1.8406	1.8406	1.4540
Arial Bold	8	114	51.50	2.3120	2.3120	1.8264
Arial Bold	8	114	62.00	2.7834	2.7834	2.1988

WASHINGTON

Daily News

100 S 6th Avenue
PO Box
West Bend, WI 53095-3309

County: Washington
Telephone: (262) 513-2697
Fax: (262) 542-2015

Day(s) Published: Tu/W/Th/F/Sa
Paid Circulation: 7,655
Circulation: 0%

Email: freemanlegals@conleynet.com

Web: www.gmtoday.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6.75	86	6.60	0.3928	0.3928	0.3103
Arial	6.75	86	13.78	0.8200	0.8200	0.6478
Arial	6.75	86	20.89	1.2432	1.2432	0.9821
Arial	6.75	86	28.01	1.6669	1.6669	1.3168
Arial Bold	6.75	94	6.60	0.3593	0.3593	0.2839
Arial Bold	6.75	94	13.78	0.7503	0.7503	0.5927
Arial Bold	6.75	94	20.89	1.1374	1.1374	0.8985
Arial Bold	6.75	94	28.01	1.5250	1.5250	1.2047

WASHINGTON

Kewaskum Statesman

1032 Fond du Lac Ave
PO Box
Kewaskum, WI 53040

County: Washington
Telephone: (262) 626-2626
Fax:

Day(s) Published: Th/
Paid Circulation: 2,102
Circulation: 0%

Email: frontdesk@thecampbellsportnews.com

Web:

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	118	10.00	0.4337	0.4337	0.3426
Arial	9	118	20.00	0.8674	0.8674	0.6852
Arial	9	118	31.00	1.3445	1.3445	1.0621
Arial	9	118	41.00	1.7782	1.7782	1.4047
Arial	9	118	51.00	2.2119	2.2119	1.7474
Arial	9	118	61.50	2.6673	2.6673	2.1071

WASHINGTON

Northwest NOW

333 W State Street
PO Box
Milwaukee, WI 53201-0661

County: Washington
Telephone: (920) 785-7281
Fax: (414) 224-2505

Day(s) Published: W/
Paid Circulation: 7,785
Circulation: 0%

Email: kfeldmann@gannett.com

Web: www.germantownnow.com

Comments: August 29, 2017 changed newspaper name from NOW Newspapers Germantown Menomonee Falls to Northwest NOW

July 2016 changed column widths to be effective August 2016

Serving Butler, Germantown, Lannon, Menomonee Falls, and Richfield.

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.17	0.4600	0.4600	0.3633
Arial	8	102	19.33	0.9700	0.9700	0.7663
Arial	8	102	29.50	1.4802	1.4802	1.1693
Arial	8	102	39.67	1.9903	1.9903	1.5723
Arial	8	102	49.83	2.5004	2.5004	1.9752
Arial	8	102	60.00	3.0105	3.0105	2.3782
Arial	9	114	9.17	0.4115	0.4115	0.3251
Arial	9	114	19.33	0.8679	0.8679	0.6856
Arial	9	114	29.50	1.3243	1.3243	1.0462

Arial	9	114	39.67	1.7808	1.7808	1.4068
Arial	9	114	49.83	2.2372	2.2372	1.7673
Arial	9	114	60.00	2.6936	2.6936	2.1278
Arial Bold	8	112	9.17	0.4189	0.4189	0.3309
Arial Bold	8	112	19.33	0.8834	0.8834	0.6979
Arial Bold	8	112	29.50	1.3480	1.3480	1.0649
Arial Bold	8	112	39.67	1.8126	1.8126	1.4319
Arial Bold	8	112	49.83	2.2771	2.2771	1.7988
Arial Bold	8	112	60.00	2.7417	2.7417	2.1658
Arial Bold	9	126	9.17	0.3723	0.3723	0.2941
Arial Bold	9	126	19.33	0.7853	0.7853	0.6203
Arial Bold	9	126	29.50	1.1982	1.1982	0.9466
Arial Bold	9	126	39.67	1.6112	1.6112	1.2728
Arial Bold	9	126	49.83	2.0241	2.0241	1.5990
Arial Bold	9	126	60.00	2.4371	2.4371	1.9252
Arial Bold Italic	8	112	9.17	0.4189	0.4189	0.3309
Arial Bold Italic	8	112	19.33	0.8834	0.8834	0.6979
Arial Bold Italic	8	112	29.50	1.3480	1.3480	1.0649
Arial Bold Italic	8	112	39.67	1.8126	1.8126	1.4319
Arial Bold Italic	8	112	49.83	2.2771	2.2771	1.7988
Arial Bold Italic	8	112	60.00	2.7417	2.7417	2.1658
Arial Bold Italic	9	126	9.17	0.3723	0.3723	0.2941
Arial Bold Italic	9	126	19.33	0.7853	0.7853	0.6203
Arial Bold Italic	9	126	29.50	1.1982	1.1982	0.9466
Arial Bold Italic	9	126	39.67	1.6112	1.6112	1.2728
Arial Bold Italic	9	126	49.83	2.0241	2.0241	1.5990
Arial Bold Italic	9	126	60.00	2.4371	2.4371	1.9252
Arial Italic	8	102	9.17	0.4600	0.4600	0.3633
Arial Italic	8	102	19.33	0.9700	0.9700	0.7663
Arial Italic	8	102	29.50	1.4802	1.4802	1.1693
Arial Italic	8	102	39.67	1.9903	1.9903	1.5723
Arial Italic	8	102	49.83	2.5004	2.5004	1.9752
Arial Italic	8	102	60.00	3.0105	3.0105	2.3782
Arial Italic	9	114	9.17	0.4115	0.4115	0.3251
Arial Italic	9	114	19.33	0.8679	0.8679	0.6856
Arial Italic	9	114	29.50	1.3243	1.3243	1.0462
Arial Italic	9	114	39.67	1.7808	1.7808	1.4068
Arial Italic	9	114	49.83	2.2372	2.2372	1.7673
Arial Italic	9	114	60.00	2.6936	2.6936	2.1278

WAUKESHA

Lake Country NOW

333 W State Street

PO Box

Milwaukee, WI 53201-0661

County: Waukesha

Telephone: (920) 785-7281

Fax: (262) 367-7414

Day(s) Published: Su/W/

Paid Circulation: 3,545

Circulation: 0%

Email: kfeldmann@gannett.com

Web: www.lakecountrynow.com/

Comments: August 29, 2017 changed newspaper name from Lake Country Reporter and Oconomowoc Focus to Lake Country Now

July 2016 changed column widths to be effective August 2016

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	114	9.17	0.4115	0.4115	0.3251
Arial	9	114	19.33	0.8679	0.8679	0.6856
Arial	9	114	29.50	1.3243	1.3243	1.0462
Arial	9	114	39.67	1.7808	1.7808	1.4068
Arial	9	114	49.83	2.2372	2.2372	1.7673
Arial	9	114	60.00	2.6936	2.6936	2.1278
Arial Bold	9	126	9.17	0.3723	0.3723	0.2941
Arial Bold	9	126	19.33	0.7853	0.7853	0.6203

Arial Bold	9	126	29.50	1.1982	1.1982	0.9466
Arial Bold	9	126	39.67	1.6112	1.6112	1.2728
Arial Bold	9	126	49.83	2.0241	2.0241	1.5990
Arial Bold	9	126	60.00	2.4371	2.4371	1.9252
Arial Bold Italic	9	126	9.17	0.3723	0.3723	0.2941
Arial Bold Italic	9	126	19.33	0.7853	0.7853	0.6203
Arial Bold Italic	9	126	29.50	1.1982	1.1982	0.9466
Arial Bold Italic	9	126	39.67	1.6112	1.6112	1.2728
Arial Bold Italic	9	126	49.83	2.0241	2.0241	1.5990
Arial Bold Italic	9	126	60.00	2.4371	2.4371	1.9252
Arial Italic	9	114	9.17	0.4115	0.4115	0.3251
Arial Italic	9	114	19.33	0.8679	0.8679	0.6856
Arial Italic	9	114	29.50	1.3243	1.3243	1.0462
Arial Italic	9	114	39.67	1.7808	1.7808	1.4068
Arial Italic	9	114	49.83	2.2372	2.2372	1.7673
Arial Italic	9	114	60.00	2.6936	2.6936	2.1278

WAUKESHA

Oconomowoc Enterprise

801 N Barstow Street

PO Box 7

Waukesha, WI 53187

County: Waukesha

Telephone: (262) 513-2697

Fax: (262) 542-2015

Day(s) Published: Th/

Paid Circulation: 3,557

Circulation: 0%

Email: freemanlegals@conleynet.com

Web: www.gmtoday.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	7	90	6.60	0.3753	0.3753	0.2965
Arial	7	90	13.78	0.7836	0.7836	0.6190
Arial	7	90	20.89	1.1879	1.1879	0.9384
Arial	7	90	28.01	1.5928	1.5928	1.2582
Arial Bold	7	98	6.60	0.3447	0.3447	0.2723
Arial Bold	7	98	13.78	0.7196	0.7196	0.5685
Arial Bold	7	98	20.89	1.0909	1.0909	0.8618
Arial Bold	7	98	28.01	1.4628	1.4628	1.1555

WAUKESHA

Waukesha Freeman

801 N Barstow Street

PO Box 7

Waukesha, WI 53187-0007

County: Waukesha

Telephone: (262) 513-2697

Fax: (262) 542-2015

Day(s) Published: Tu/W/Th/F/Sa

Paid Circulation: 9,817

Circulation: 15%

Email: freemanlegals@conleynet.com

Web: www.gmtoday.com

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	7	90	6.60	0.3753	0.4316	0.3410
Arial	7	90	13.78	0.7836	0.9011	0.7119
Arial	7	90	20.89	1.1879	1.3661	1.0792
Arial	7	90	28.01	1.5928	1.8317	1.4470
Arial Bold	7	98	6.60	0.3447	0.3964	0.3131
Arial Bold	7	98	13.78	0.7196	0.8276	0.6538
Arial Bold	7	98	20.89	1.0909	1.2546	0.9911
Arial Bold	7	98	28.01	1.4628	1.6822	1.3289

WAUKESHA

Waukesha NOW

333 W State Street

PO Box

Milwaukee, WI 53201-0661

Email: kfeldmann@gannett.com

Web: www.newberlinnow.com

County: Waukesha

Telephone: (920) 785-7281

Fax: (414) 224-2505

Day(s) Published: Th/

Paid Circulation: 6,160

Circulation: 0%

Comments: August 29, 2017 changed newspaper name from NOW Newspapers Muskego New Berlin Mukwonago Chief to Waukesha NOW

July 2016 changed column widths to be effective August 2016

Serving Big Bend, Muskego, and New Berlin.

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.17	0.4600	0.4600	0.3633
Arial	8	102	19.33	0.9700	0.9700	0.7663
Arial	8	102	29.50	1.4802	1.4802	1.1693
Arial	8	102	39.67	1.9903	1.9903	1.5723
Arial	8	102	49.83	2.5004	2.5004	1.9752
Arial	8	102	60.00	3.0105	3.0105	2.3782
Arial	9	114	9.17	0.4115	0.4115	0.3251
Arial	9	114	19.33	0.8679	0.8679	0.6856
Arial	9	114	29.50	1.3243	1.3243	1.0462
Arial	9	114	39.67	1.7808	1.7808	1.4068
Arial	9	114	49.83	2.2372	2.2372	1.7673
Arial	9	114	60.00	2.6936	2.6936	2.1278
Arial Bold	8	112	9.17	0.4189	0.4189	0.3309
Arial Bold	8	112	19.33	0.8834	0.8834	0.6979
Arial Bold	8	112	29.50	1.3480	1.3480	1.0649
Arial Bold	8	112	39.67	1.8126	1.8126	1.4319
Arial Bold	8	112	49.83	2.2771	2.2771	1.7988
Arial Bold	8	112	60.00	2.7417	2.7417	2.1658
Arial Bold	9	126	9.17	0.3723	0.3723	0.2941
Arial Bold	9	126	19.33	0.7853	0.7853	0.6203
Arial Bold	9	126	29.50	1.1982	1.1982	0.9466
Arial Bold	9	126	39.67	1.6112	1.6112	1.2728
Arial Bold	9	126	49.83	2.0241	2.0241	1.5990
Arial Bold	9	126	60.00	2.4371	2.4371	1.9252
Arial Bold Italic	8	112	9.17	0.4189	0.4189	0.3309
Arial Bold Italic	8	112	19.33	0.8834	0.8834	0.6979
Arial Bold Italic	8	112	29.50	1.3480	1.3480	1.0649
Arial Bold Italic	8	112	39.67	1.8126	1.8126	1.4319
Arial Bold Italic	8	112	49.83	2.2771	2.2771	1.7988
Arial Bold Italic	8	112	60.00	2.7417	2.7417	2.1658
Arial Bold Italic	9	126	9.17	0.3723	0.3723	0.2941
Arial Bold Italic	9	126	19.33	0.7853	0.7853	0.6203
Arial Bold Italic	9	126	29.50	1.1982	1.1982	0.9466
Arial Bold Italic	9	126	39.67	1.6112	1.6112	1.2728
Arial Bold Italic	9	126	49.83	2.0241	2.0241	1.5990
Arial Bold Italic	9	126	60.00	2.4371	2.4371	1.9252
Arial Italic	8	102	9.17	0.4600	0.4600	0.3633
Arial Italic	8	102	19.33	0.9700	0.9700	0.7663
Arial Italic	8	102	29.50	1.4802	1.4802	1.1693
Arial Italic	8	102	39.67	1.9903	1.9903	1.5723
Arial Italic	8	102	49.83	2.5004	2.5004	1.9752
Arial Italic	8	102	60.00	3.0105	3.0105	2.3782
Arial Italic	9	114	9.17	0.4115	0.4115	0.3251
Arial Italic	9	114	19.33	0.8679	0.8679	0.6856
Arial Italic	9	114	29.50	1.3243	1.3243	1.0462
Arial Italic	9	114	39.67	1.7808	1.7808	1.4068

Arial Italic	9	114	49.83	2.2372	2.2372	1.7673
Arial Italic	9	114	60.00	2.6936	2.6936	2.1278

WAUKESHA

West NOW

333 W State Street

PO Box

Milwaukee, WI 53201-0661

County: Waukesha

Telephone: (920) 785-7281

Fax: (414) 224-2505

Day(s) Published: W/

Paid Circulation: 6,230

Circulation: 0%

Email: kfeldmann@gannett.com

Web: www.brookfieldnow.com

Comments: August 29, 2017 changed newspaper name from NOW Brookfield Elm Grove Wauwatosa NOW to West NOW

July 2016 changed column widths to be effective August 2016

Serving Brookfield | Elm Grove | Milwaukee 53222, and Wauwatosa

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.17	0.4600	0.4600	0.3633
Arial	8	102	19.33	0.9700	0.9700	0.7663
Arial	8	102	29.50	1.4802	1.4802	1.1693
Arial	8	102	39.67	1.9903	1.9903	1.5723
Arial	8	102	49.83	2.5004	2.5004	1.9752
Arial	8	102	60.00	3.0105	3.0105	2.3782
Arial	9	114	9.17	0.4115	0.4115	0.3251
Arial	9	114	19.33	0.8679	0.8679	0.6856
Arial	9	114	29.50	1.3243	1.3243	1.0462
Arial	9	114	39.67	1.7808	1.7808	1.4068
Arial	9	114	49.83	2.2372	2.2372	1.7673
Arial	9	114	60.00	2.6936	2.6936	2.1278
Arial Bold	8	112	9.17	0.4189	0.4189	0.3309
Arial Bold	8	112	19.33	0.8834	0.8834	0.6979
Arial Bold	8	112	29.50	1.3480	1.3480	1.0649
Arial Bold	8	112	39.67	1.8126	1.8126	1.4319
Arial Bold	8	112	49.83	2.2771	2.2771	1.7988
Arial Bold	8	112	60.00	2.7417	2.7417	2.1658
Arial Bold	9	126	9.17	0.3723	0.3723	0.2941
Arial Bold	9	126	19.33	0.7853	0.7853	0.6203
Arial Bold	9	126	29.50	1.1982	1.1982	0.9466
Arial Bold	9	126	39.67	1.6112	1.6112	1.2728
Arial Bold	9	126	49.83	2.0241	2.0241	1.5990
Arial Bold	9	126	60.00	2.4371	2.4371	1.9252
Arial Bold Italic	8	112	9.17	0.4189	0.4189	0.3309
Arial Bold Italic	8	112	19.33	0.8834	0.8834	0.6979
Arial Bold Italic	8	112	29.50	1.3480	1.3480	1.0649
Arial Bold Italic	8	112	39.67	1.8126	1.8126	1.4319
Arial Bold Italic	8	112	49.83	2.2771	2.2771	1.7988
Arial Bold Italic	8	112	60.00	2.7417	2.7417	2.1658
Arial Bold Italic	9	126	9.17	0.3723	0.3723	0.2941
Arial Bold Italic	9	126	19.33	0.7853	0.7853	0.6203
Arial Bold Italic	9	126	29.50	1.1982	1.1982	0.9466
Arial Bold Italic	9	126	39.67	1.6112	1.6112	1.2728
Arial Bold Italic	9	126	49.83	2.0241	2.0241	1.5990
Arial Bold Italic	9	126	60.00	2.4371	2.4371	1.9252
Arial Italic	8	102	9.17	0.4600	0.4600	0.3633
Arial Italic	8	102	19.33	0.9700	0.9700	0.7663
Arial Italic	8	102	29.50	1.4802	1.4802	1.1693
Arial Italic	8	102	39.67	1.9903	1.9903	1.5723
Arial Italic	8	102	49.83	2.5004	2.5004	1.9752
Arial Italic	8	102	60.00	3.0105	3.0105	2.3782
Arial Italic	9	114	9.17	0.4115	0.4115	0.3251
Arial Italic	9	114	19.33	0.8679	0.8679	0.6856

Arial Italic	9	114	29.50	1.3243	1.3243	1.0462
Arial Italic	9	114	39.67	1.7808	1.7808	1.4068
Arial Italic	9	114	49.83	2.2372	2.2372	1.7673
Arial Italic	9	114	60.00	2.6936	2.6936	2.1278

WAUPACA

Clintonville Chronicle

10 N Main Street

PO Box 30

Clintonville, WI 54929-0030

County: Waupaca

Telephone: (715) 823-7323

Fax: (715) 823-4329

Email: trose@clintonvillechronicle.com

Web: www.clintonvillechronicle.com

Day(s) Published: Tu/

Paid Circulation: 1,132

Circulation: 0%

Comments: Serves the communities of Clintonville, Embarrass and Bear Creek.

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	9.21	0.4620	0.4620	0.3650
Arial	8	102	19.36	0.9713	0.9713	0.7673
Arial	8	102	29.51	1.4806	1.4806	1.1696
Arial	8	102	39.66	1.9898	1.9898	1.5719
Arial	8	102	49.81	2.4991	2.4991	1.9742
Arial	8	102	59.96	3.0083	3.0083	2.3765
Arial Bold	8	114	9.21	0.4134	0.4134	0.3266
Arial Bold	8	114	19.36	0.8690	0.8690	0.6865
Arial Bold	8	114	29.51	1.3247	1.3247	1.0465
Arial Bold	8	114	39.66	1.7803	1.7803	1.4064
Arial Bold	8	114	49.81	2.2360	2.2360	1.7664
Arial Bold	8	114	59.96	2.6917	2.6917	2.1263
Arial Italic	8	102	9.21	0.4620	0.4620	0.3650
Arial Italic	8	102	19.36	0.9713	0.9713	0.7673
Arial Italic	8	102	29.51	1.4806	1.4806	1.1696
Arial Italic	8	102	39.66	1.9898	1.9898	1.5719
Arial Italic	8	102	49.81	2.4991	2.4991	1.9742
Arial Italic	8	102	59.96	3.0083	3.0083	2.3765

WAUPACA

Clintonville Tribune Gazette

17 9th Street

PO Box

Clintonville, WI 54929

County: Waupaca

Telephone: (715) 823-3151

Fax: (715) 823-7479

Email: wiaoe@mmcllocal.com

Web: www.waupacanow.com

Day(s) Published: Th/

Paid Circulation: 784

Circulation: 0%

Comments: New Paper Name Effective May 8, 2014. Old Name: County Post East; New Name: Clintonville Tribune Gazette. Includes Clintonville, Manawa and New London. -- Sold Dec 5, 2012

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	76	9.00	0.6061	0.6061	0.4788
Arial	6	76	18.92	1.2738	1.2738	1.0063
Arial	6	76	28.83	1.9416	1.9416	1.5338
Arial	6	76	38.75	2.6094	2.6094	2.0614
Arial	6	76	48.66	3.2768	3.2768	2.5885
Arial	6	76	58.58	3.9448	3.9448	3.1162
Arial	6	76	68.40	4.6060	4.6060	3.6386
Arial	8	102	9.00	0.4516	0.4516	0.3567
Arial	8	102	18.92	0.9491	0.9491	0.7498
Arial	8	102	28.83	1.4467	1.4467	1.1428
Arial	8	102	38.75	1.9443	1.9443	1.5359
Arial	8	102	48.66	2.4415	2.4415	1.9287
Arial	8	102	58.58	2.9392	2.9392	2.3219
Arial	8	102	68.40	3.4319	3.4319	2.7111

Arial Bold	6	84	9.00	0.5483	0.5483	0.4332
Arial Bold	6	84	18.92	1.1525	1.1525	0.9104
Arial Bold	6	84	28.83	1.7567	1.7567	1.3877
Arial Bold	6	84	38.75	2.3609	2.3609	1.8650
Arial Bold	6	84	48.66	2.9647	2.9647	2.3420
Arial Bold	6	84	58.58	3.5691	3.5691	2.8194
Arial Bold	6	84	68.40	4.1674	4.1674	3.2921
Arial Bold	8	112	9.00	0.4113	0.4113	0.3249
Arial Bold	8	112	18.92	0.8644	0.8644	0.6828
Arial Bold	8	112	28.83	1.3175	1.3175	1.0408
Arial Bold	8	112	38.75	1.7707	1.7707	1.3988
Arial Bold	8	112	48.66	2.2235	2.2235	1.7565
Arial Bold	8	112	58.58	2.6768	2.6768	2.1146
Arial Bold	8	112	68.40	3.1255	3.1255	2.4691
Arial Bold Italic	8	112	9.00	0.4113	0.4113	0.3249
Arial Bold Italic	8	112	18.92	0.8644	0.8644	0.6828
Arial Bold Italic	8	112	28.83	1.3175	1.3175	1.0408
Arial Bold Italic	8	112	38.75	1.7707	1.7707	1.3988
Arial Bold Italic	8	112	48.66	2.2235	2.2235	1.7565
Arial Bold Italic	8	112	58.58	2.6768	2.6768	2.1146
Arial Bold Italic	8	112	68.40	3.1255	3.1255	2.4691
Arial Italic	6	76	9.00	0.6061	0.6061	0.4788
Arial Italic	6	76	18.92	1.2738	1.2738	1.0063
Arial Italic	6	76	28.83	1.9416	1.9416	1.5338
Arial Italic	6	76	38.75	2.6094	2.6094	2.0614
Arial Italic	6	76	48.66	3.2768	3.2768	2.5885
Arial Italic	6	76	58.58	3.9448	3.9448	3.1162
Arial Italic	6	76	68.40	4.6060	4.6060	3.6386
Arial Italic	8	102	9.00	0.4516	0.4516	0.3567
Arial Italic	8	102	18.92	0.9491	0.9491	0.7498
Arial Italic	8	102	28.83	1.4467	1.4467	1.1428
Arial Italic	8	102	38.75	1.9443	1.9443	1.5359
Arial Italic	8	102	48.66	2.4415	2.4415	1.9287
Arial Italic	8	102	58.58	2.9392	2.9392	2.3219
Arial Italic	8	102	68.40	3.4319	3.4319	2.7111

WAUPACA

Marion Advertiser

109 N Main Street
PO Box 268
Marion, WI 54950-0268

County: Waupaca
Telephone: (715) 754-5444
Fax: (715) 754-4451

Day(s) Published: Th/
Paid Circulation: 2,114
Circulation: 0%

Email: marionad@frontiernet.net

Web:

Comments:

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	112	14.50	0.6626	0.6626	0.5234
Arial	9	112	29.50	1.3480	1.3480	1.0649
Arial	9	112	45.00	2.0563	2.0563	1.6244
Arial	9	112	60.25	2.7531	2.7531	2.1749
Arial	9	112	75.50	3.4500	3.4500	2.7254
Arial	9	112	90.75	4.1468	4.1468	3.2758

WAUPACA

New London Press Star

301 S Pearl St

PO Box

New London, WI 54961

Email: wiaoe@mmclocal.com

Web: www.waupacanow.com

County: Waupaca

Telephone: (715) 823-3151

Fax: (715) 823-7479

Day(s) Published: Th/

Paid Circulation: 1,265

Circulation: 0%

Comments: New newspaper start date is May 8, 2014. Eligibility estimated to begin May 7, 2016.

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	76	9.00	0.6061	0.6061	0.4788
Arial	6	76	18.92	1.2738	1.2738	1.0063
Arial	6	76	28.83	1.9416	1.9416	1.5338
Arial	6	76	38.75	2.6094	2.6094	2.0614
Arial	6	76	48.66	3.2768	3.2768	2.5885
Arial	6	76	58.58	3.9448	3.9448	3.1162
Arial	6	76	68.40	4.6060	4.6060	3.6386
Arial	8	102	9.00	0.4516	0.4516	0.3567
Arial	8	102	18.92	0.9491	0.9491	0.7498
Arial	8	102	28.83	1.4467	1.4467	1.1428
Arial	8	102	38.75	1.9443	1.9443	1.5359
Arial	8	102	48.66	2.4415	2.4415	1.9287
Arial	8	102	58.58	2.9392	2.9392	2.3219
Arial	8	102	68.40	3.4319	3.4319	2.7111
Arial Bold	6	84	9.00	0.5483	0.5483	0.4332
Arial Bold	6	84	18.92	1.1525	1.1525	0.9104
Arial Bold	6	84	28.83	1.7567	1.7567	1.3877
Arial Bold	6	84	38.75	2.3609	2.3609	1.8650
Arial Bold	6	84	48.66	2.9647	2.9647	2.3420
Arial Bold	6	84	58.58	3.5691	3.5691	2.8194
Arial Bold	6	84	68.40	4.1674	4.1674	3.2921
Arial Bold	8	112	9.00	0.4113	0.4113	0.3249
Arial Bold	8	112	18.92	0.8644	0.8644	0.6828
Arial Bold	8	112	28.83	1.3175	1.3175	1.0408
Arial Bold	8	112	38.75	1.7707	1.7707	1.3988
Arial Bold	8	112	48.66	2.2235	2.2235	1.7565
Arial Bold	8	112	58.58	2.6768	2.6768	2.1146
Arial Bold	8	112	68.40	3.1255	3.1255	2.4691
Arial Bold Italic	8	112	9.00	0.4113	0.4113	0.3249
Arial Bold Italic	8	112	18.92	0.8644	0.8644	0.6828
Arial Bold Italic	8	112	28.83	1.3175	1.3175	1.0408
Arial Bold Italic	8	112	38.75	1.7707	1.7707	1.3988
Arial Bold Italic	8	112	48.66	2.2235	2.2235	1.7565
Arial Bold Italic	8	112	58.58	2.6768	2.6768	2.1146
Arial Bold Italic	8	112	68.40	3.1255	3.1255	2.4691
Arial Italic	6	76	9.00	0.6061	0.6061	0.4788
Arial Italic	6	76	18.92	1.2738	1.2738	1.0063
Arial Italic	6	76	28.83	1.9416	1.9416	1.5338
Arial Italic	6	76	38.75	2.6094	2.6094	2.0614
Arial Italic	6	76	48.66	3.2768	3.2768	2.5885
Arial Italic	6	76	58.58	3.9448	3.9448	3.1162
Arial Italic	6	76	68.40	4.6060	4.6060	3.6386
Arial Italic	8	102	9.00	0.4516	0.4516	0.3567
Arial Italic	8	102	18.92	0.9491	0.9491	0.7498
Arial Italic	8	102	28.83	1.4467	1.4467	1.1428
Arial Italic	8	102	38.75	1.9443	1.9443	1.5359
Arial Italic	8	102	48.66	2.4415	2.4415	1.9287
Arial Italic	8	102	58.58	2.9392	2.9392	2.3219
Arial Italic	8	102	68.40	3.4319	3.4319	2.7111

WAUPACA

Waupaca County Post

1990 Godfrey Dr
PO Box 408
Waupaca, WI 54981

County: Waupaca
Telephone: (715) 823-3151
Fax: (715) 823-7479

Day(s) Published: Th/
Paid Circulation: 3,908
Circulation: 0%

Email: wiaoe@mmclocal.com

Web: www.waupacanow.com

Comments: New Paper Name Effective May 8, 2014. Old Name: County Post West; New Name: Waupaca County Post. Includes Fremont, Iola, Waupaca and Weyauwega.

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	76	9.00	0.6061	0.6061	0.4788
Arial	6	76	18.92	1.2738	1.2738	1.0063
Arial	6	76	28.83	1.9416	1.9416	1.5338
Arial	6	76	38.75	2.6094	2.6094	2.0614
Arial	6	76	48.66	3.2768	3.2768	2.5885
Arial	6	76	58.58	3.9448	3.9448	3.1162
Arial	6	76	68.40	4.6060	4.6060	3.6386
Arial	8	102	9.00	0.4516	0.4516	0.3567
Arial	8	102	18.92	0.9491	0.9491	0.7498
Arial	8	102	28.83	1.4467	1.4467	1.1428
Arial	8	102	38.75	1.9443	1.9443	1.5359
Arial	8	102	48.66	2.4415	2.4415	1.9287
Arial	8	102	58.58	2.9392	2.9392	2.3219
Arial	8	102	68.40	3.4319	3.4319	2.7111
Arial Bold	6	84	9.00	0.5483	0.5483	0.4332
Arial Bold	6	84	18.92	1.1525	1.1525	0.9104
Arial Bold	6	84	28.83	1.7567	1.7567	1.3877
Arial Bold	6	84	38.75	2.3609	2.3609	1.8650
Arial Bold	6	84	48.66	2.9647	2.9647	2.3420
Arial Bold	6	84	58.58	3.5691	3.5691	2.8194
Arial Bold	6	84	68.40	4.1674	4.1674	3.2921
Arial Bold	8	112	9.00	0.4113	0.4113	0.3249
Arial Bold	8	112	18.92	0.8644	0.8644	0.6828
Arial Bold	8	112	28.83	1.3175	1.3175	1.0408
Arial Bold	8	112	38.75	1.7707	1.7707	1.3988
Arial Bold	8	112	48.66	2.2235	2.2235	1.7565
Arial Bold	8	112	58.58	2.6768	2.6768	2.1146
Arial Bold	8	112	68.40	3.1255	3.1255	2.4691
Arial Bold Italic	8	112	9.00	0.4113	0.4113	0.3249
Arial Bold Italic	8	112	18.92	0.8644	0.8644	0.6828
Arial Bold Italic	8	112	28.83	1.3175	1.3175	1.0408
Arial Bold Italic	8	112	38.75	1.7707	1.7707	1.3988
Arial Bold Italic	8	112	48.66	2.2235	2.2235	1.7565
Arial Bold Italic	8	112	58.58	2.6768	2.6768	2.1146
Arial Bold Italic	8	112	68.40	3.1255	3.1255	2.4691
Arial Italic	6	76	9.00	0.6061	0.6061	0.4788
Arial Italic	6	76	18.92	1.2738	1.2738	1.0063
Arial Italic	6	76	28.83	1.9416	1.9416	1.5338
Arial Italic	6	76	38.75	2.6094	2.6094	2.0614
Arial Italic	6	76	48.66	3.2768	3.2768	2.5885
Arial Italic	6	76	58.58	3.9448	3.9448	3.1162
Arial Italic	6	76	68.40	4.6060	4.6060	3.6386
Arial Italic	8	102	9.00	0.4516	0.4516	0.3567
Arial Italic	8	102	18.92	0.9491	0.9491	0.7498
Arial Italic	8	102	28.83	1.4467	1.4467	1.1428
Arial Italic	8	102	38.75	1.9443	1.9443	1.5359
Arial Italic	8	102	48.66	2.4415	2.4415	1.9287
Arial Italic	8	102	58.58	2.9392	2.9392	2.3219

Arial Italic 8 102 68.40 3.4319 3.4319 2.7111

WAUSHARA

Waushara Argus

W7781 Hwy 21-73 East

PO Box 838

Wautoma, WI 54982-0838

Email: argus@wausharaargus.com

Web: www.wausharaargus.com

Comments:

County: Waushara

Telephone: (920) 787-3334

Fax: (920) 787-2883

Day(s) Published: W/

Paid Circulation: 4,495

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	10.5	134	11.00	0.4201	0.4201	0.3319
Arial	10.5	134	22.00	0.8402	0.8402	0.6638
Arial	10.5	134	34.00	1.2986	1.2986	1.0258
Arial	10.5	134	46.00	1.7569	1.7569	1.3879
Arial	10.5	134	57.00	2.1770	2.1770	1.7197
Arial	10.5	134	69.00	2.6353	2.6353	2.0818
Arial Bold	10.5	148	11.00	0.3804	0.3804	0.3005
Arial Bold	10.5	148	22.00	0.7608	0.7608	0.6010
Arial Bold	10.5	148	34.00	1.1757	1.1757	0.9288
Arial Bold	10.5	148	46.00	1.5907	1.5907	1.2566
Arial Bold	10.5	148	57.00	1.9711	1.9711	1.5571
Arial Bold	10.5	148	69.00	2.3860	2.3860	1.8849
Arial Italic	10.5	134	11.00	0.4201	0.4201	0.3319
Arial Italic	10.5	134	22.00	0.8402	0.8402	0.6638
Arial Italic	10.5	134	34.00	1.2986	1.2986	1.0258
Arial Italic	10.5	134	46.00	1.7569	1.7569	1.3879
Arial Italic	10.5	134	57.00	2.1770	2.1770	1.7197
Arial Italic	10.5	134	69.00	2.6353	2.6353	2.0818

WINNEBAGO

Omro Herald

130 W Larrabee

PO Box 502

Omro, WI 54963-0502

Email: ads@theberlinjournal.com

Web:

Comments:

County: Winnebago

Telephone: (920) 685-2707

Fax: (920) 361-1518

Day(s) Published: Th/

Paid Circulation: 1,069

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	9	114	11.50	0.5163	0.5163	0.4078
Arial	9	114	24.00	1.0774	1.0774	0.8511
Arial	9	114	36.00	1.6162	1.6162	1.2767
Arial	9	114	49.00	2.1998	2.1998	1.7377
Arial	9	114	63.00	2.8283	2.8283	2.2342
Arial Bold	9	126	11.50	0.4671	0.4671	0.3690
Arial Bold	9	126	24.00	0.9748	0.9748	0.7701
Arial Bold	9	126	36.00	1.4622	1.4622	1.1551
Arial Bold	9	126	49.00	1.9903	1.9903	1.5722
Arial Bold	9	126	63.00	2.5589	2.5589	2.0215
Arial Bold Italic	9	126	11.50	0.4671	0.4671	0.3690
Arial Bold Italic	9	126	24.00	0.9748	0.9748	0.7701
Arial Bold Italic	9	126	36.00	1.4622	1.4622	1.1551
Arial Bold Italic	9	126	49.00	1.9903	1.9903	1.5722
Arial Bold Italic	9	126	63.00	2.5589	2.5589	2.0215
Arial Italic	9	114	11.50	0.5163	0.5163	0.4078
Arial Italic	9	114	24.00	1.0774	1.0774	0.8511
Arial Italic	9	114	36.00	1.6162	1.6162	1.2767

Arial Italic	9	114	49.00	2.1998	2.1998	1.7377
Arial Italic	9	114	63.00	2.8283	2.8283	2.2342

WINNEBAGO

Oshkosh Northwestern

224 State Street
PO Box
Oshkosh, WI 54904
County: Winnebago
Telephone: (920) 431-8298
Fax: (877) 943-0443
Email: ljanowsk@gannett.com
Web: www.thenorthwestern.com
Comments:

Day(s) Published: Su/M/Tu/W/Th/F/Sa
Paid Circulation: 10,307
Circulation: 15%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	78	9.18	0.6023	0.6927	0.5472
Arial	6	78	19.36	1.2704	1.4610	1.1541
Arial	6	78	29.54	1.9385	2.2292	1.7610
Arial	6	78	39.73	2.6065	2.9975	2.3679
Arial	6	78	49.91	3.2746	3.7658	2.9749
Arial	6	78	60.09	3.9427	4.5341	3.5818

WINNEBAGO

Winneconne News

908 E Main Street
PO Box
Winneconne, WI 54986
County: Winnebago
Telephone: (920) 582-4541
Fax: (920) 582-4417
Email: beckyladue@winneconnenews.com
Web: www.winneconnenews.com
Comments:

Day(s) Published: W/
Paid Circulation: 1,669
Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	8	102	11.25	0.5645	0.5645	0.4459
Arial	8	102	23.25	1.1665	1.1665	0.9215
Arial Bold	8	112	11.25	0.5141	0.5141	0.4061
Arial Bold	8	112	23.25	1.0624	1.0624	0.8393
Arial Italic	8	102	11.25	0.5645	0.5645	0.4459
Arial Italic	8	102	23.25	1.1665	1.1665	0.9215

WOOD

Marshfield News Herald

144 N Central Avenue
PO Box
Marshfield, WI 54449-0070
County: Wood
Telephone: (920) 431-8298
Fax: (877) 943-0443
Email: ljanowsk@gannett.com
Web: www.marshfieldnewsheald.com
Comments:

Day(s) Published: M/Tu/W/Th/F/Sa
Paid Circulation: 5,858
Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	78	9.18	0.6023	0.6023	0.4758
Arial	6	78	19.36	1.2704	1.2704	1.0036
Arial	6	78	29.54	1.9385	1.9385	1.5313
Arial	6	78	39.73	2.6065	2.6065	2.0591
Arial	6	78	49.91	3.2746	3.2746	2.5868
Arial	6	78	60.09	3.9427	3.9427	3.1146

WOOD

Wisconsin Rapids Daily Tribune

101 W Riverview Expy Suite 131

PO Box

Wisconsin Rapids, WI 54495-3367

Email: ljanowsk@gannett.com

Web: www.wisconsinrapidsribune.com

Comments:

County: Wood

Telephone: (877) 943-0446

Fax: (877) 943-0443

Day(s) Published: M/Tu/W/Th/F/Sa

Paid Circulation: 6,098

Circulation: 0%

Font(s)	Point Size	Alphabet Length (pts)	Column Width (picas)	Base Rate	ADJUSTED RATES	
					First Insert	Subsequent Insert
Arial	6	78	9.18	0.6023	0.6023	0.4758
Arial	6	78	19.36	1.2704	1.2704	1.0036
Arial	6	78	29.54	1.9385	1.9385	1.5313
Arial	6	78	39.73	2.6065	2.6065	2.0591
Arial	6	78	49.91	3.2746	3.2746	2.5868
Arial	6	78	60.09	3.9427	3.9427	3.1146