

# The Herald-Press

Circulation 2,400 (Local 1,300; N.D. 2,100)

## The Buyers Guide

A Total Market Coverage Section  
Section B circulated to over 4,400 homes

### DEADLINES

Legal & Public Notices **Tuesday 5:00 p.m.**  
Classified Advertising **Wednesday 2:00 p.m.**  
News & Display Advertising **Wednesday 5:00 p.m.**

### DISPLAY ADVERTISING RATES

The Herald-Press \$6.00 per column inch  
The Buyers Guide \$7.10 per column inch  
Classified Display \$7.40 per column inch  
Full color add'l. \$2/column inch. Call Edie for details.  
Advertising contract rates are available

### CLASSIFIED ADVERTISING

Published in The Buyers Guide

### PAYMENT IN ADVANCE ONLY

Deadline **Wednesday 2:00 p.m.**

First week 20 words or less \$9.00; 15¢ ea. add'l. word  
Each additional week is HALF PRICE

### CARDS OF THANKS

Published in The Herald-Press Payment in advance only  
20 words or less \$9.00; 15¢ ea. add'l. word  
Deadline **Wednesday 2:00 p.m.**

### BUSINESS and PROFESSIONAL DIRECTORY

\$58 per quarter (minimum insertion)

### INSERTS

Local: 13¢ first ounce, 1¢ ea. additional ounce  
\* Folding charge: 4¢ per insert  
Deadline **Tuesday 5 p.m.**

### SUBSCRIPTION RATES

Full Color Online Subscription \$30/year  
Wells County addresses \$35/year  
Other N.D. addresses \$40/year  
Out of state \$45/year Snowbirds \$43/year

### TO CONTACT US :

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Official Newspaper of Wells County



Columns wide by inches tall	The Herald-Press	Buyers Guide (Total Market Coverage)
1 x 3	\$ 18.00	\$ 21.30
1 x 4	24.00	28.40
1 x 5	30.00	35.50
2 x 2	24.00	28.40
2 x 3	36.00	42.60
2 x 4	48.00	56.80
2 x 5	60.00	71.00
2 x 6	72.00	85.20
2 x 7	84.00	99.40
2 x 8	96.00	113.60
2 x 9	108.00	127.80
2 x 10	120.00	142.00
3 x 3	54.00	63.90
3 x 5	90.00	106.50
3 x 7	126.00	149.10
3 x 10.5 (1/4 pg.)	189.00	223.65
6 x 1 (streamer)	36.00	42.60
6 x 2 (streamer)	72.00	85.20
6 x 10.5 (1/2 pg.)	378.00	447.30
3 x 21 (1/2 pg.)	378.00	447.30
6 x 21 (full pg.)	756.00	894.60

**For further assistance,  
please contact one of our staff...**

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