

# 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 4,000 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 **\$6.50** per column inch  
The Buyers Guide **\$7.60** per column inch  
Classified Display **\$8.00** 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 \$10, 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 \$10, 15¢ ea. add'l. word

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

### BUSINESS and PROFESSIONAL DIRECTORY

\$60 per quarter (minimum insertion)

### INSERTS - 2 pm deadline Tuesdays

Local: 13¢ first ounce, 1¢ ea. additional ounce  
\* Folding charge: 4¢ per insert

### SUBSCRIPTION RATES

**Full Color Online Subscription \$32/year**  
Wells County addresses \$37/year  
Other N.D. addresses \$42/year  
Out of state \$47/year Snowbirds \$45/year

### TO CONTACT US :

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**Ads: [hpstories@hotmail.com](mailto:hpstories@hotmail.com)**

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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	\$ 19.50	\$ 22.80
1 x 4	26.00	30.40
1 x 5	32.50	38.00
2 x 2	26.00	30.40
2 x 3	39.00	45.60
2 x 4	52.00	60.80
2 x 5	65.00	76.00
2 x 6	78.00	91.20
2 x 7	91.00	106.40
2 x 8	104.00	121.60
2 x 9	117.00	136.80
2 x 10	130.00	152.00
3 x 3	58.50	68.40
3 x 5	97.50	114.00
3 x 7	136.50	159.60
3 x 10.5 (1/4 pg.)	204.75	239.40
6 x 1 (streamer)	39.00	45.60
6 x 2 (streamer)	78.00	91.20
6 x 10.5 (1/2 pg.)	409.50	478.80
3 x 21 (1/2 pg.)	409.50	478.80
6 x 21 (full pg.)	819.00	957.60

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

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