

# Reach More Households In Northwestern Illinois and Southern Wisconsin

Advertise in all newspapers or in a combination that meets your display or pre-print needs. Rock Valley Publishing provides an affordable and effective avenue for advertising throughout Northwestern Illinois and Southern Wisconsin. One phone call is all it takes to place a display or classified ad in 16 publications. Rock Valley Publishing reaches more households than any other print media in our area.

Rock Valley produces hometown newspapers that have been serving the area since 1860. For superior Advertising results, call 608-897-2193 or e-mail [paper@indreg.com](mailto:paper@indreg.com) and schedule your advertising space today.

We are also a full service printer with pre-press and mailroom services. Call for a quote on your next print project.

Independent  
**REGISTER**



Jaycee Covered Bridge  
on Sugar River Trail  
Tuesday, September 1, 2008  
Vol. 140 and 118, No. 25

The *Brodhead*  
**Independent**  
**REGISTER**

Rates effective  
September 1, 2008

Brodhead, WI 53520  
**\$1.00**  
Newsstand Price

## Display Advertising Rates

NATIONAL RATE \$10.35

## Frequent Volume Discount

Inches Per Month	Rate	Frequency Discount
up to 20"	9.00	1x
21" to 40"	8.20	8x
41" to 60"	7.60	26x
61" to 80"	7.40	39x
81" to 160"	7.20	52x

Rates include newspaper and shopper.  
See sales person for special contract rates.

## Color Charges

Per Ad, Per Page, 1 spot color.....\$65  
Specific Color Per Ad, Per Page.....\$80  
Full 4 Color.....\$225  
Internet Ads.....\$20

if run with a print ad

*Co-operative color rates with other advertisers on request.*

▶ **Full Page**..... \$592 (Inch dimensions 5 col. x 16")

Based on non contract rates. Equals 80 column inches

▶ **Half Page** ..... \$328 (Inch dimensions 5 col. x 8")

Based on non contract rates. Equals 40 column inches

▶ **Quarter Page** ..... \$180 (Inch dimensions 2 col. x 10")

Based on non contract rates. Equals 20 column inches

## The Independent-Register Mission Statement

- Our purpose is to provide results oriented advertising for area businesses along with high quality printing. We will provide the best local news possible through print & the Internet.

## Qualified Personnel

- Our staff can help you lay-out and design your advertisement. An attractive, neat and well thought out message will bring customers to your business.

## Lengthy History

- The Independent-Register has been serving and covering news for over 146 years, delivering local news and advertising information as the area's leading print media and Web site.

608-897-2193

The Independent Register  
-on the cutting edge  
of technology

Visit our Web page at:

[www.indreg.com](http://www.indreg.com)

Read past issues of The Independent-Register. View our "Current Week's Issue" to read features and area news. We can help you design your ad for our Internet site for as little as \$20.00 per week. Attach a link to your own Web site for as little as \$2.00 per week. We have an average of 36,000 visits per month and 100,000 page views per month.

**A Unique Way To Create  
a Successful Promotion**

A nice, clean and well thought out ad will bring people in your door!

Our ad sales personnel and graphic design department can design your ad to promote your business and bring more people through your door.

We'll Give  
**YOU**  
**100%**

US Mail  
Saturation  
Coverage  
See map for  
coverage area.

Give us a call  
**608-897-2193**



## Ad Sizes

Tabloid	5 Columns x 16"
Column width	11 ems
Gutter width	1 em
1 Column	1 7/8" or 11 ems
2 Column	3 7/8" or 23 ems
3 Column	5 7/8" or 35 ems
4 Column	7 3/4" or 47 ems
5 Column	9 7/8" or 59 ems

## Classifieds

**Only \$5.00** up to 20 words,  
10¢ per word after

Includes:

Newspaper & Shopping News 9,525 homes

What a Deal classifieds - 5 words for \$1.00



We accept MasterCard & Visa



## Preprint Rates

Single sheets (up to 8 1/2" x 11") .....	\$50
4-page tab .....	\$50
8-page tab/2 page standard (0.70 oz.) .....	\$55
All other inserts by quotation	12-page tab ..... \$60
\$125 minimum on all orders	16-page tab..... \$72

Size of inserts must not exceed 11 3/8" x 8". Inserts cannot have postal permits printed on them. Folding charge \$12 per thousand.

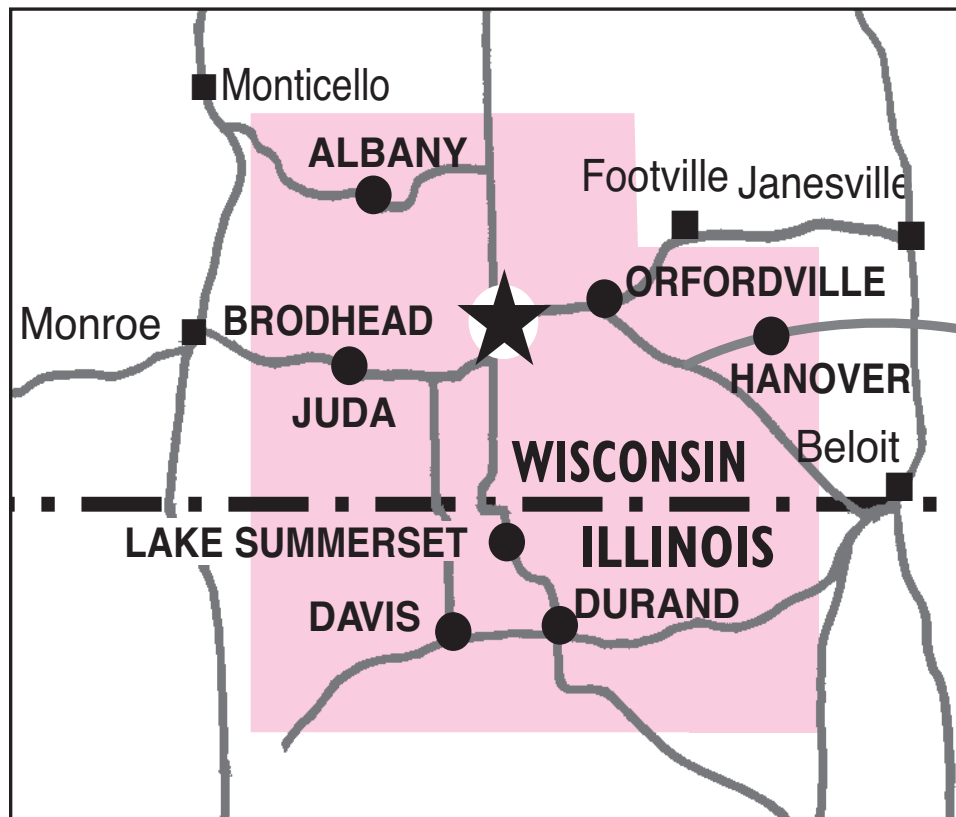
PRINT AND DELIVER PROGRAM AVAILABLE

## Deadlines

The Independent-Register Shopper and newspaper deadline is Noon Friday.

- ▶ 96% read ads in Register & Shopper
- ▶ 83% say Register-Shopper influences their shopping
- ▶ 92% read preprinted inserts
- ▶ Most helpful about local advertising specials

## Circulation 9,525



Papers.....	2,100
Shoppers.....	7,425

You receive 100% coverage with ads in the paper and Shopping News. We cover the areas of Brodhead (53520); Orfordville (53576); Juda (53550); Albany (53502), Hanover (53542) Wisconsin; also Durand (61024); Davis and Lake Summerset, Illinois (61019). All 7 areas receive 100% saturation by U.S. Mail.

922 W. Exchange St. • P.O. Box 255  
Brodhead, WI 53520-0255  
608-897-2193 • FAX 608-897-4137

E-mail: [paper@indreg.com](mailto:paper@indreg.com) • Web site: [www.indreg.com](http://www.indreg.com)