

2011 NATIONAL ADVERTISING RATE CARD
THE LAKE TO LAKE SHOPPER (Free Community Paper)
THE BRILLION NEWS (Subscription Paper)
425 W. Ryan Street, Brillion, Wisconsin 54110

Published by Zander Press Inc.
920-756-2222 or 866-756-2228 FAX 920-756-2701
news e-mail: editor@thebrillionnews.com • advertising e-mail: publications@zanderpressinc.com

Effective January 1, 2011

BRILLION NEWS SUBSCRIPTIONS

Circulation 2,000 - Paid in advance per year:

To Calumet county\$30.00
To territorial United States.....\$38.00

SHOPPER ADVERTISING

Circulation of 10,635 (Delivered free within a 15 mile radius of Brillion)

DISPLAY..... \$8.94 per col. in.
CLASSIFIED (Shopper Only - MINIMUM \$4.50) \$.25 per word

BRILLION NEWS ADVERTISING

Circulation of 2,000 (Mailed Nationally)

DISPLAY..... \$7.61 per col. in.

COMBO ADVERTISING in Shopper and Brillion News

Circulation 12,635

DISPLAY..... \$11.73 per col. in.

INSERTIONS

8.5" X 11" with up to 8 tab pages weighing 5 oz. or less

LAKE TO LAKE SHOPPER..... \$45.00/1000
BRILLION NEWS \$50.00/1000

PAGE SPECIFICATION: Tabloid, 6 col. x 16 in. Non-conformity negotiable.

The Brillion News also covers the Villages of Hilbert, Reedsville, Wrightstown, smaller surrounding communities and related county news. The Lake to Lake Shopper encompasses advertisers and customers in about a 15 mile radius of Brillion. Communities covered include Brillion, Hilbert, Forest Junction, Potter, Reedsville, Sherwood, Menasha Rural Route 1, Kaukauna Rural Route 3, Hollandtown, Greenleaf, Wrightstown, Chilton Rural Route 4, Collins, Cato, Whitelaw, Wayside, and Morrison.

About Brillion: per 2010 census – population 3,148. Calumet County, Northeastern Wisconsin within 25 miles of Appleton and the Fox Cities, the Metro Green Bay area, and Manitowoc on US Highway 10.

Industries: Brillion Iron Works (gray iron, ductile castings, agricultural machinery); Ariens Company (lawn, garden and snow equipment); Endries International Inc. (fastener distributor), and Professional Plating, Inc. (plating and E-coating).

Civic Organizations: American Legion Post and Auxiliary, Athletic Association, Chamber of Commerce, CFWC Woman's Club, Optimist Club, Jaycees, Conservation Club, Historical Society, Boy Scouts, Girl Scouts.

Churches: Missouri Lutheran, Wisconsin Lutheran, Roman Catholic, United Church of Christ, United Methodist, Community Assembly of God.

Amenities: Medical and dental clinics, new and updated public and parochial schools, community center with pool, public library, supper club with large banquet hall, hotel, public golf course, park system (including baseball and soccer fields, tennis, volleyball and basketball courts, playground equipment), hiking trail, wildlife center.

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