

2022 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 • FAX 920-756-2701
Advertising & news e-mail: publications@zanderpressinc.com

Effective January 1, 2022

BRILLION NEWS SUBSCRIPTIONS

Circulation 1,739 - Paid in advance per year:

Within Calumet County \$46.00
Within Territorial United States..... \$56.00

SHOPPER ADVERTISING

Circulation of 6,673 (Delivered free by USPS within a 15 mile radius of Brillion)

DISPLAY (includes free color)..... \$11.48 per col. in.

CLASSIFIED (Shopper Only - MINIMUM \$6.00) \$.25 per word

BRILLION NEWS ADVERTISING

Circulation of 1,700 (Mailed Nationally)

DISPLAY (Black) \$10.67 per col. in.

COLOR CHARGES (for Brillion News): 4-8" \$20, 9-12" \$30, 13-18" \$42, 19-24" \$47, 25-40" \$58, 41-65" \$65, 66-80" \$75, 81-93" \$90.

(If you place it in both papers [combo], color is included for free in the Lake to Lake Shopper.)

COMBO ADVERTISING in Shopper and Brillion News

Circulation 8,311

DISPLAY (Black in Brillion News, free color in Shopper)..... \$16.59 per col. in.

INSERTIONS

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

LAKE TO LAKE SHOPPER..... \$50.00/1000

BRILLION NEWS \$60.00/1000

PAGE SPECIFICATION: Tabloid, 6 col. (9.75") x 15.5 in. Non-conformity negotiable.

The Brillion News also covers the City of Brillion and 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, Greenleaf, Wayside, and Morrison.

About Brillion: per 2019 census – population 3,327. 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: 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.