

Deadlines

Lake County News Chronicle
Wednesday, Noon
Northland Smart Shopper
Friday, 5pm

Re-Run Discounts

2x **15%**
3x **25%**
4x **40%**

Contract Rates

Col. inches	Rate
100	\$8.84
250	\$8.46
500	\$8.08
750	\$7.54

Open Rate

Lake County News Chronicle **\$10.10**
Northland Smart Shopper **\$7.50**

Network Rate

Receive a discount if you place your ad in multiple publications of our network. Each paper offers a special network rate: Duluth News Tribune, Duluth Budgeteer News, Superior Telegram, Lake County News Chronicle, Pine Journal in Cloquet, and Northland Smart Shoppers in Cloquet, Superior and Two Harbors.

Lake County News Chronicle **\$8.38 pci**
Northland Smart Shopper **\$6.23 pci**

Color Rate

	PCI	min.	max.
One Color	15%	\$20	\$200
Full Color	20%	\$20	\$200

Shopper Advertising Opportunities

Special Occasion **\$5**
Business Directory(2x2, 13 wks) **\$107**
Business Directory(2x2, 26 wks) **\$179**
Business Directory(2x2, 52 wks) **\$299**
Coupon(2x4, 13 wks) **\$500**
Coupon(2x4, 26 wks) **\$800**
Coupon(2x4, 52 wks) **\$1,500**

Other Advertising Opportunities

Front Page Banner
(6x1.5) full color **\$185.61**
Nonprofit Rate **\$8.46**
Business Directory **\$8.75**
Church Sponsorship **\$9.01**
TV Strip (6x2) **\$65.51**
Color Contest Sponsor **\$158.31**
Signature Pages **\$31.66**
Special Occasion **\$9.54**

