



READERSHIP = 10,000 potential customers

Circulation = approximately 3,000 issues • 8-16 page, free newspaper • Biweekly delivery
 PO Box 42, Land O' Lakes, WI 54540 • 715-547-3745 • info@borderbulletin.com

ADVERTISING RATES

2025

Chart shown is 95% of full size. All rates listed are per issue. Rates subject to change. All advertisements require a completed Advertising Work Order/Agreement Form.

BY	1 COLUMN	2 COLUMNS	3 COLUMNS	4 COLUMNS	5 COLUMNS
1"	8+ issues = \$11.50 single-issue = \$13.75	8+ issues = \$23.50 single-issue = \$27.50	8+ issues = \$35 single-issue = \$41.25	8+ issues = \$46.75 single-issue = \$55	8+ issues = \$58.50 single-issue = \$68.75
2"	8+ issues = \$23.50 single-issue = \$27.50	8+ issues = \$46.75 single-issue = \$55	8+ issues = \$70 single-issue = \$82.50	8+ issues = \$93.50 single-issue = \$110	8+ issues = \$117 single-issue = \$137.50
3"	8+ issues = \$35 single-issue = \$41.25	8+ issues = \$70 single-issue = \$82.50	8+ issues = \$105 single-issue = \$123.75	8+ issues = \$140.25 single-issue = \$165	8+ issues = \$175 single-issue = \$206.25
4"	8+ issues = \$46.75 single-issue = \$55	8+ issues = \$93.50 single-issue = \$110	8+ issues = \$140.25 single-issue = \$165	8+ issues = \$160 single-issue = \$206.25	8+ issues = \$233.75 single-issue = \$275
5"	8+ issues = \$58.50 single-issue = \$68.75	8+ issues = \$117 single-issue = \$137.50	8+ issues = \$175 single-issue = \$206.25	8+ issues = \$233.75 single-issue = \$275	8+ issues = \$292 single-issue = \$343.75
6"	8+ issues = \$70 single-issue = \$82.50	8+ issues = \$140.25 single-issue = \$165	8+ issues = \$210.50 single-issue = \$247.50	8+ issues = \$280.50 single-issue = \$330	8+ issues = \$350.75 single-issue = \$412.50

BASE RATE — \$13.75 per column-inch. Arrived at by multiplying the number of columns by vertical inches. columns X inches = column-inches

FULL-COLOR — An additional \$2 per column-inch. (\$20 minimum)

8+ ISSUES — Total rate is reduced by 15% when you commit to place an ad in 8 or more issues. Only minor changes are allowed.

CLASSIFIED ADS — \$7.25 for 25 words; 15¢ per word over 25; 100 word limit. Add a picture for \$6 more.