



# CAPTURE THIS ENGAGED AUDIENCE!



*For local news and community information, people prefer newspapers as their primary source over any other medium.\**

**Reach as many as 1.8 million readers per week.**

## RATES

<b>Statewide</b>	25 words	\$300
	Per additional word	\$ 10
<b>Per region</b>	25 words	\$100
	Per additional word	\$ 5

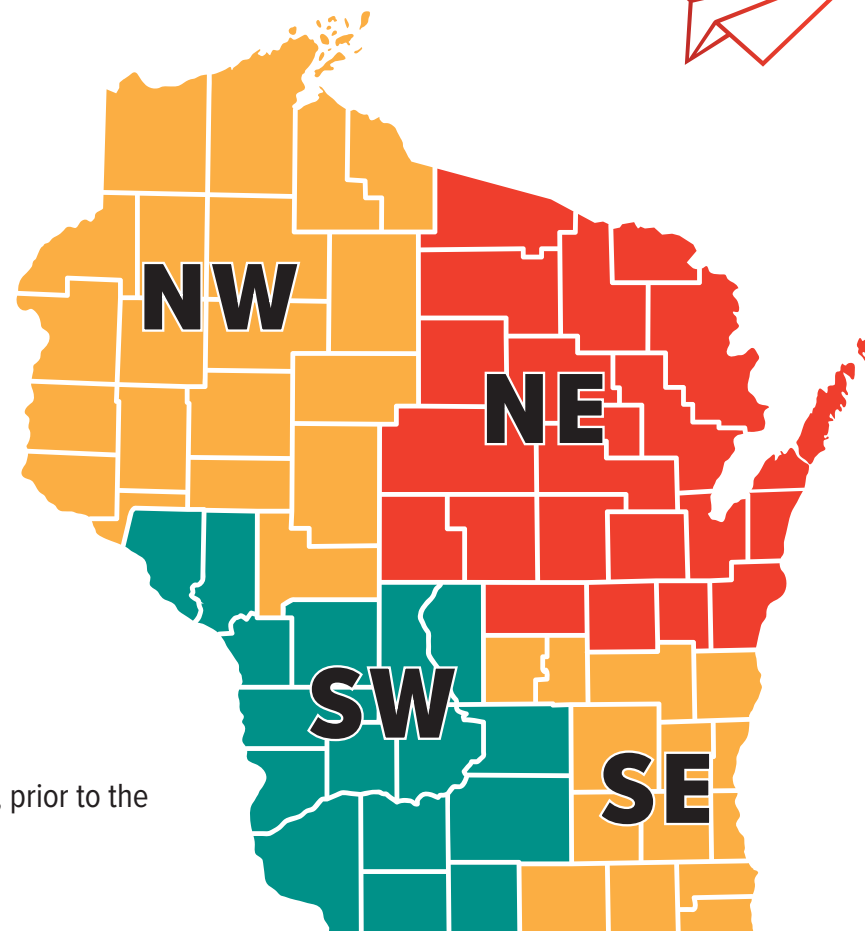
*Regions: Northeast, Northwest, Southeast, Southwest*

## FREQUENCY

In order to maximize response to your advertising message, frequency is key! With CNA's frequency discount, place an ad for four consecutive weeks and your ad runs free for a fifth week.

## DEADLINE

Ad copy, insertion order and payment must be received by Wednesday at 2 pm CST, prior to the week of publication. Day of publication varies by newspaper.



# WISCONSIN CLASSIFIED PAPERS

## NORTHEAST REGION

Antigo Daily Journal \*  
*Antigo Journal Express*<sup>2</sup>  
Ashwaubenon - The Press  
Balsam Lake, County Ledger Press  
Brillion News  
*Brillion Lake to Lake Shopper*<sup>2</sup>  
Clintonville Chronicle  
Clintonville Tribune-Gazette  
Crandon Forest Republican  
Denmark News  
Eagle River Vilas County News Review  
*Eagle River Northwoods Trader*<sup>2</sup>  
Edgar Record Review  
Florence Mining News  
Ironwood Daily Globe  
Kaukauna Times-Villager  
Kiel Tri-County News  
Marinette Eagle Herald \*  
*Marinette, Eagle Herald Sunday*<sup>2</sup>  
Marion Advertiser  
Marshfield News-Herald \*  
*Marshfield Central WI Shopper Resource*<sup>2</sup>  
Minocqua Lakeland Times  
New London Press Star  
Oconto Falls Oconto County Times-Herald  
*Oconto Falls Super Shopper*<sup>2</sup>  
Owen Sentinel & Rural News  
Peshtigo Times  
*Peshtigo Times-Saver*<sup>2</sup>  
Rhineland Northwoods River News  
*Northwoods Super Shopper*<sup>2</sup>  
Stevens Point Journal \*  
Sturgeon Bay Door County Advocate  
Three Lakes News  
Tomahawk Leader  
*Tomahawk Leader Extra*<sup>2</sup>  
Valders Journal  
Waupaca Wisconsin State Farmer  
Waupaca County Post

Wautoma Waushara Argus  
Winneconne News  
Wisconsin Rapids Daily Tribune \*  
Wittenberg Enterprise

**33 Newspapers/9 Shoppers**  
**Readership: 593,822**

## NORTHWEST REGION

Abbotsford Tribune-Phonograph  
Amery Free Press  
Ashland-Bayfield County Journal  
Augusta Area Times  
Baldwin Bulletin  
Balsam Lake County Ledger Press  
Barron News-Shield  
Black River Falls Banner Journal  
Bloomer Advance  
Chippewa Falls Chippewa Herald \*  
*Chippewa Falls Chippewa Advertiser*<sup>2</sup>  
Cumberland Advocate  
Durand Courier-Wedge  
Eau Claire Country Today  
Eau Claire Leader-Telegram \*  
Ellsworth Pierce County Herald  
Frederic Inter-County Leader  
Grantsburg Burnett County Sentinel  
Hayward Sawyer County Record  
*Hayward 4 Seasons*<sup>2</sup>  
Hudson Star-Observer  
*Hudson Star-Observer Express*<sup>2</sup>  
Ladysmith News  
Loyal Tribune Record Gleaner  
Medford Star News  
Menomonie Dunn County News  
*Menomonie Dunn County Advertiser*<sup>2</sup>  
Neillsville Clark County Press  
New Richmond The News  
*New Richmond Express*<sup>2</sup>  
Osceola Sun  
Osseo Tri-County News  
Owen Sentinel and Rural News  
Prescott Journal

Price County Review  
Rice Lake Chronotype  
River Falls Journal  
*River Falls Western Buyers Guide*<sup>2</sup>  
Shell Lake Washburn County Register  
Spooner Advocate  
Spring Valley Sun-Argus  
*Spring Valley Values Shopper*<sup>2</sup>  
Stanley Republican  
Superior Telegram  
Withee O-W Enterprise  
Woodville Leader

**40 Newspapers/7 Shoppers**  
**Readership: 501,324**

## SOUTHEAST REGION

Beaver Dam Daily Citizen \*  
Beloit Daily News\*  
Burlington Standard Press  
Campbellsport News  
Clinton Topper  
Edgerton Reporter  
*Edgerton Advertiser*<sup>2</sup>  
Elkhorn Independent  
Evansville Review  
*Evansville Trading Post*<sup>2</sup>  
Fort Atkinson, Daily Co. Union \*  
Janesville Gazette \*  
*Janesville Messenger*<sup>2</sup>  
Juneau Dodge Co. Independent News  
Lake Mills Leader  
Mayville Dodge Co. Pioneer  
Milton Courier  
Milwaukee Daily Reporter \*  
Montello Marquette County Tribune  
Oconomowoc Enterprise  
Plymouth Review  
Port Washington Ozaukee Press

Racine Journal Times \*  
Random Lake Sounder  
Ripon Commonwealth Press  
*Washington County Sunday Post*<sup>2</sup>  
Waterloo Courier  
Watertown Daily Times \*  
Waukesha Freeman \*  
West Bend Daily News \*

**26 Newspapers/4 Shoppers**  
**Readership: 415,038**

## SOUTHWEST REGION

Adams County Times/Friendship Reporter  
*Adams/Friendship Shoppers Weekly*<sup>2</sup>  
Alma Buffalo County Journal  
Baraboo News Republican \*  
Blair Press  
Boscobel Dial  
Brodhead Independent Register  
*Brodhead Independent Register Shopper*<sup>2</sup>  
Black Earth Star News  
Cambridge News & Deerfield Independent  
Cashton Record  
Cochrane-Fountain City Recorder  
Cuba City Tri-County Press  
Darlington Republican-Journal  
De Forest Times-Tribune  
Fennimore Times  
Gays Mills Crawford Co. Independent  
& The Kickapoo Scout  
Hillsboro Sentry-Enterprise  
La Crosse Tribune\*  
Lancaster Grant County Herald Independent  
Lodi Enterprise & Poyette Press  
Mauston Juneau County Star-Times  
McFarland Thistle/Herald Independent  
Middleton Times-Tribune  
Mondovi Herald News  
Monroe County Herald

Monroe Times\*  
Mount Horeb Mail  
New Glarus Post Messenger  
Oregon Observer  
Platteville Journal  
Portage Daily Register\*  
Prairie du Chien Courier Press  
*Prairie du Chien Courier Press Shopper*<sup>2</sup>  
Reedsburg Independent  
Reedsburg Times Press  
Richland Center Richland Observer  
Sauk City Sauk Prairie Eagle  
Stoughton Courier Hub  
Sun Prairie Star  
Tomah Journal and Monitor Herald  
Verona Press  
Viola Epitaph-News  
Viroqua Vernon County Broadcaster  
Waunakee Tribune  
Wisconsin Dells Events

**43 Newspapers/3 Shoppers**  
**Readership: 267,956**

\* Daily newspaper  
<sup>2</sup> Shopper



**Total Daily Newspapers: 20 | Total Weekly Newspapers: 122 | Total Shoppers: 23 | Total Publications: 165 | Total Readership: 1,778,140**