



# 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 1.3 million readers per week.**

## RATES

<b>2x2</b>	Statewide	\$1,350
	Per region	\$395
<b>2x4</b>	Statewide	\$2,925
	Per region	\$860

## REGIONS

Northeast  
Northwest  
Southeast  
Southwest

## FREQUENCY

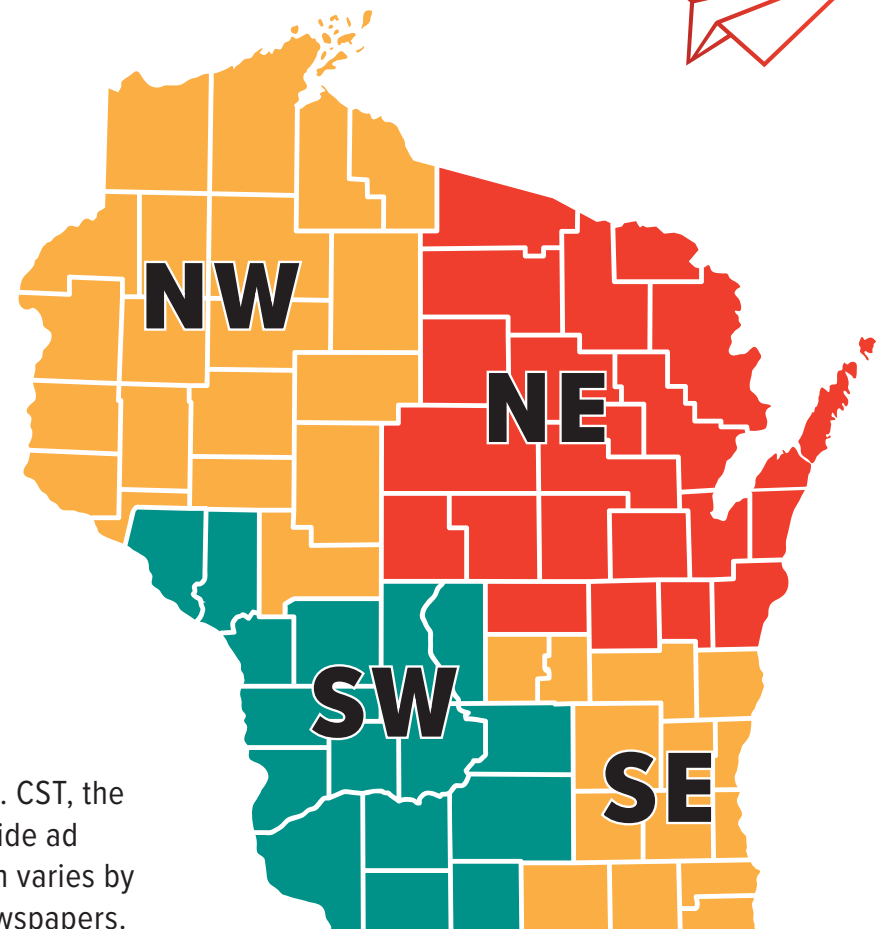
In order to maximize response to your advertising message, frequency is key! With CNA's frequency discount, place one ad at regular price and the second and third ads are 25% off.

## AD COPY

Choose from two sizes: 2x2 (3.792"x2") or 2x4 (3.792"x4")

## DEADLINE

Ad copy, insertion order and payment must be received by Wednesday at 2 p.m. CST, the week prior to the week of publication. Due to varying page widths, please provide ad copy in two widths: 3.792-inches wide and 3.22-inches wide. Day of publication varies by newspaper; CNA cannot guarantee a specific publication day, even for daily newspapers.



# WISCONSIN SMALL SPACE DISPLAY PAPERS

## NORTHEAST REGION

### Brown

The Press – Ashwaubenon, Howard, Suamico, Hobart  
Denmark News

### Calumet

Brillion News

### Door

Sturgeon Bay Door  
County Advocate

### Florence

Florence Mining News

### Forest

Crandon Forest-Republican

### Lincoln

Tomahawk Leader  
*Tomahawk Leader Extra*<sup>2</sup>

### Manitowoc

Kiel Tri-County News

### Marathon

Edgar Record Review

### Marinette

Peshtigo Times  
Marinette Eagle Herald\*  
*Marinette Eagle Herald Action Sunday*<sup>2</sup>

### Oconto

Oconto Falls Oconto County Times-Herald  
*Oconto Falls Super Shopper*<sup>2</sup>

### Oneida

Rhineland Northwoods River News  
*Northwoods Super Shopper*<sup>2</sup>

## Outagamie

Kaukauna Times-Villager

### Portage

Stevens Point Journal

### Shawano

Wittenberg Enterprise & Birnamwood News

### Vilas

Eagle River Vilas County News-Review

*Eagle River North Woods Trader*<sup>2</sup>

Three Lakes News

### Waupaca

Marion Advertiser  
New London Press Star  
Clintonville Chronicle  
Clintonville Tribune-Gazette  
Waupaca Wisconsin State Farmer

### Wausara

Wautoma Wausara Argus

### Winnebago

Winneconne News

### Wood

Marshfield News-Herald\*  
*Marshfield Central WI Shopper Snapshots*<sup>2</sup>  
Wisconsin Rapids Daily Tribune\*

**27 Newspapers**

**6 shoppers**

**Readership: 396,972**

## NORTHWEST REGION

### Ashland

Ashland Daily Press\*

### Barron

Rice Lake Chronotype  
Chetek Alert  
Barron News-Shield

### Burnett

Grantsburg Burnett County Sentinel

### Chippewa

Chippewa Falls Chippewa Herald\*  
Stanley Republican  
Bloomer Advance

### Clark

Neillsville Clark County Press  
Loyal Tribune Record Gleaner  
Abbotsford Tribune-Phonograph  
Withee O-W Enterprise

Owen Sentinel & Rural News

### Douglas

Superior Telegram\*

### Dunn

Menomonie Dunn County News

### Eau Claire

Eau Claire Leader-Telegram\*  
Eau Claire Country Today  
Augusta Area Times

### Iron

Hurley Iron County Miner

### Jackson

Black River Falls Banner Journal

### Pepin

Durand Courier-Wedge

### Pierce

Ellsworth Pierce County Herald  
*Pierce County Herald Express*<sup>2</sup>  
Prescott Journal  
Spring Valley & Elmwood Sun-Argus  
*Spring Valley Values Shopper*<sup>2</sup>

## Polk

Amery Free Press  
Osceola Sun

### Price

Price County Review

### Rusk

Ladysmith News

### Sawyer

Hayward Sawyer County Record  
*Hayward Four Seasons*<sup>2</sup>

### St Croix

New Richmond News  
*New Richmond Express*<sup>2</sup>  
River Falls Journal  
*River Falls Journal Express*<sup>2</sup>  
Baldwin Bulletin  
Hudson Star-Observer  
*Hudson Star-Observer Express*<sup>2</sup>  
Woodville Leader

### Taylor

Medford Star News

### Trempealeau

Osseo Tri-County News

### Washburn

Spooner Advocate

**37 Newspapers**  
**6 Shoppers**  
**Readership: 361,584**

## SOUTHEAST REGION

### Marquette

Montello Marquette County Tribune

### Fond Du Lac

Ripon Commonwealth Press  
Campbellsport News

### Sheboygan

Random Lake Sounder

### Dodge

Beaver Dam Daily Citizen\*  
Mayville Dodge County Pioneer  
Juneau Dodge County Independent News

### Washington

West Bend Daily News\*

### Jefferson

Watertown Daily Times\*  
Fort Atkinson Daily  
Jefferson County Union\*  
Waterloo Courier  
Lake Mills Leader

### Milwaukee

Milwaukee Daily Reporter\*

### Ozaukee

Port Washington Ozaukee Press  
Cedarburg News Graphic

### Racine

Racine Journal Times\*  
Burlington Standard Press

### Rock

Janesville Gazette\*  
Beloit Daily News\*

Edgerton Reporter

*Edgerton Advertiser*<sup>2</sup>

Milton Courier

Evansville Review

*Evansville Trading Post*<sup>2</sup>

Clinton Topper

### Walworth

Elkhorn Independent  
Lake Geneva Regional News

### Waukesha

Waukesha Freeman\*  
Oconomowoc Enterprise

**27 Newspapers**  
**2 Shoppers**  
**Readership: 270,386**

## SOUTHWEST REGION

### Adams

Adams-Friendship Times Reporter  
*Adams Shoppers Weekly*<sup>2</sup>

### Buffalo

Mondovi Herald News  
Cochrane-Fountain City Recorder  
Alma Buffalo County Journal

### Columbia

Portage Daily Register\*  
Wisconsin Dells Events  
Lodi Enterprise & Poynette Press

### Crawford

Prairie du Chien Courier Press  
*Prairie du Chien Trader*<sup>2</sup>  
Gays Mills Crawford County Independent & Kickapoo Scout

### Dane

Sauk-Prairie Star News  
Sun Prairie Star  
*Sun Prairie Hometown Advertiser*<sup>2</sup>

Waunakee Tribune

Stoughton Courier Hub

Middleton Times-Tribune

Mount Horeb Mail

Oregon Observer

Verona Press

DeForest Times-Tribune

Cambridge News & Deerfield

Independent

Cottage Grove Herald Independent

Poynette Press

### Grant

Boscobel Dial

Platteville Journal

Lancaster Grant County Herald

Independent

Cuba City Tri-County Press

Fennimore Times

### Green

Monroe Times\*  
Brodhead Independent Register  
*Brodhead Register Shopper*<sup>2</sup>  
New Glarus Post Messenger  
Recorder

## Juneau

Mauston Juneau County Star-Times

### Lafayette

Darlington Republican Journal

### Monroe

Monroe County Herald

### Richland

Richland Center Richland Observer

### Sauk

Baraboo News Republic\*  
Sauk City Sauk Prairie Eagle  
Reedsburg Times Press

### Trempealeau

Blair Press

### Vernon

Hillsboro Sentry-Enterprise  
Viola Epitah-News

**39 Newspapers**

**4 shoppers**

**Readership: 265,146**

\* Daily Newspaper

<sup>2</sup> Shopper



**Total Daily Newspapers: 19 | Total Weekly Newspapers: 111 | Total Shoppers: 18 | Total Publications: 148 | Total Readership: 1,294,088**