

# INSERTS PRE-PRINT DISTRIBUTION

Reach the market you want

Newspapers come in two types - newspapers people subscribe to and read cover to cover and shoppers that people receive free of charge and read because they are chucked full of great deals.

**Zoned Coverage:** Pick the area you want to cover; pay only for that circulation.

**Costs:** 8.5¢ each for up to 12-page broadsheet (24 page tab); 9¢ for 16-page broadsheet (32-page tab). The Northern Sentry insert rate is \$50/thousand. Additional Charges: Folding (if necessary) 1¢ each. Pre-print insert should be no larger than 7" x 11" approx.

## AD SIZE CHART

(1 column = 2" wide)

<p><b>Full Page</b> 5 col. x 16 in.  80 inches</p>	<p><b>1/2 Page</b> 5 col. x 8 in.  40 inches</p>	<p><b>1/8 Page</b> 2 col. x 5 in.  10 inches</p>
<p><b>3/4 Page</b> 5 col. x 12 in.  60 inches</p>	<p><b>1/4 Page</b> 4 col. x 5 in.  20 inches</p>	<p><b>1/16 Page</b> 2 col. x 2.5 in.  5 inches</p>



**BHG, Inc.**

# ADVERTISING RATES

Rates Effective July 1, 2016



# NEWSPAPER RATES



## COMMUNITY NEWSPAPERS

McLean County Independent  
 Beulah Beacon • Hazen Star • The Leader-News  
 McClusky Gazette • Velva Area Voice • Underwood News  
 New Town News • Mountrail County Record  
 Center Republican • McLean County Journal

	Inch Rates
Weekly Total 0 to 9 .....	\$ 7.50
Weekly Total 10 to 15 .....	\$ 7.25
Weekly Total 16 to 29 .....	\$ 7.00
Weekly total 30 to 60 .....	\$ 6.70
Weekly Total 61 and up .....	\$ 6.50
Colored streamer (5 col x 1 inch ad Page 1)* .....	\$75.00
Classified Display .....	\$ 9.00
Classified Word Ad .....	\$8.00 for first 20 words
	25 cents for each additional word, additional weeks or papers, 1/2 price of original ad.

Business directories and other advertising packages available through each newspaper.

Advertising Deadline: 10 a.m. Tuesday for Thursday dateline. Deadlines for:

Beulah Beacon • Hazen Star is 5 p.m. Monday  
 Underwood News • The Leader-News • Center Republican is 3 p.m. Monday  
 Velva Area Voice • McClusky Gazette • McLean County Journal is 10 a.m. Monday

Tabloid Size; Contract Rates Available; All Rates Non-Commissionable

## MILITARY NEWSPAPER RATES

Reaches 5,000 base families, free distribution at racks in Minot and surrounding area.

Entire newspaper available online at [www.northern Sentry.com](http://www.northern Sentry.com).

The Northern SENTRY

100% coverage of Minot Air Force Base

Weekly Total 0 to 9 .....	\$9.00
Weekly Total 10 to 15 .....	\$8.55
Weekly Total 16 to 29 .....	\$8.30
Weekly Total 30 to 59 .....	\$8.05
Weekly Total 60 and up .....	\$7.60



Advertising Deadline: 12 p.m. Tuesday, Printed weekly on Thursday;  
 Tabloid Size; Contract Rates Available; All rates non-commissionable

## MULTIPLE PAPER RATES

2 - paper .....	\$5.70	9 - paper .....	\$4.20
3 - paper .....	\$5.10	10 - paper .....	\$4.15
4 - paper .....	\$4.75	11 - paper .....	\$4.10
5 - paper .....	\$4.60	12 - paper .....	\$4.05
6 - paper .....	\$4.50	13 - paper .....	\$4.00
7 - paper .....	\$4.40	14 - paper .....	\$3.90
8 - paper .....	\$4.30		

Above rates are per inch per paper

## SHOPPER PUBLICATIONS

Place your advertising message in 16,900 households through the XTRA and the Coal Country Dollar Saver

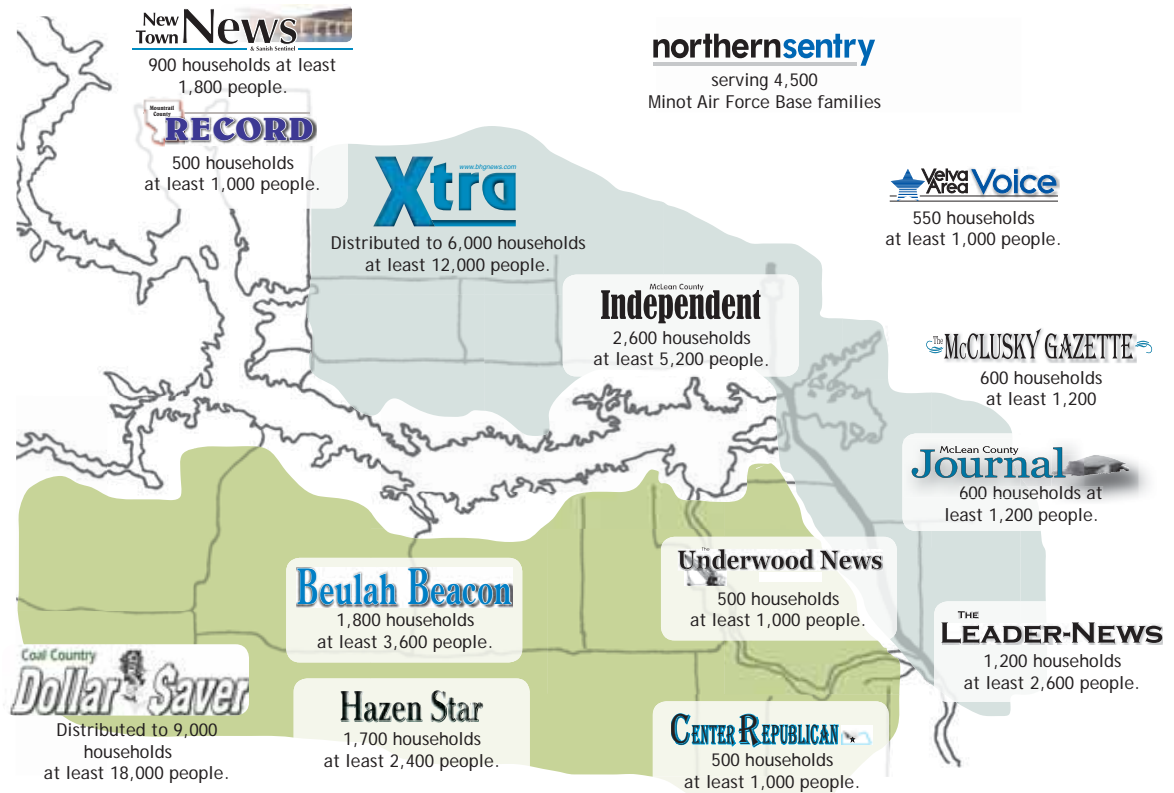


**\$7.50** per inch for one shopper or  
**\$11.25** per inch for two shoppers

**Advertising Deadline:**  
**9 a.m. Thursday for Monday dateline.**  
 Front page ad XTRA or Dollar Saver \$350 with one additional color.  
 Drop into 2<sup>nd</sup> shopper for \$250 more.  
 (First come, first served)

## Color Rates

**\$1.00** per inch for each color added (in addition to black).  
 Minimum \$10, Maximum \$40 per color.



### northern Sentry

serving 4,500  
 Minot Air Force Base families

### Velva Area Voice

550 households  
 at least 1,000 people.

### McCLUSKY GAZETTE

600 households  
 at least 1,200

### Journal

600 households  
 at least 1,200 people.

### Independent

2,600 households  
 at least 5,200 people.

### Beulah Beacon

1,800 households  
 at least 3,600 people.

### Underwood News

500 households  
 at least 1,000 people.

### Hazen Star

1,700 households  
 at least 2,400 people.

### Dollar Saver

Distributed to 9,000  
 households  
 at least 18,000 people.

### CENTER REPUBLICAN

500 households  
 at least 1,000 people.

### THE LEADER-NEWS

1,200 households  
 at least 2,600 people.