



# Advertising Rates

Rates Effective 1.1.19

## Our Community Newspapers

McLean County  
**Independent**

bhgads@bhgnews.com  
701-463-2201

New Town  
**News**

ntadvertising@bhgnews.com  
701-627-4829

Central McLean  
**News-Journal**

mcleanads@bhgnews.com  
701-462-8126

THE  
**LEADER-NEWS**

mcleanads@bhgnews.com  
701-462-8126

Northwest  
**RECORD**

ntadvertising@bhgnews.com  
701-627-4829

Coal Country  
**Dollar Saver**

beulahoffice@bhgnews.com  
701-873-4381

**Beulah Beacon**

beulahoffice@bhgnews.com  
701-873-4381

**CENTER REPUBLICAN**

hazensales@bhgnews.com  
701-748-2255

**Xtra**

mcleanads@bhgnews.com  
701-462-8126

**Hazen Star**

hazensales@bhgnews.com  
701-748-2255

The **McCLUSKY GAZETTE**

gazette@bhgnews.com  
701-363-2492

# Newspaper Rates

## 9 WEEKLY COMMUNITY NEWSPAPERS

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

### DISPLAY ADS | RATES PER COLUMN INCH

Weekly Total 0 to 9 .....	\$7.75
Weekly Total 10 to 15 .....	\$7.50
Weekly Total 16 to 29 .....	\$7.25
Weekly total 30 to 60 .....	\$6.90
Weekly Total 61 and up .....	\$6.70

### SPECIAL ADVERTISING RATES

- Colored Banner ad **\$80.00**  
(5 col. x 1 inch ad at the bottom of page 1)
- Business directories and other advertising packages available through each newspaper.
- Contract Rates Available
- All Rates Non-Commissionable

### COLOR RATES

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

### CLASSIFIED ADVERTISING RATES

Classified Display Ad (per column inch)  
- **\$9.50. It's \$4.75** per column inch for each additional paper.

# Multiple Paper Rates

THE MORE YOU PLACE, THE MORE YOU SAVE!

2 - papers or shoppers .....	\$5.95	7 - papers or shoppers .....	\$4.65
3 - papers or shoppers .....	\$5.35	8 - papers or shoppers .....	\$4.55
4 - papers or shoppers .....	\$4.95	9 - papers or shoppers .....	\$4.45
5 - papers or shoppers .....	\$4.85	10 - papers or shoppers.....	\$4.35
6 - papers or shoppers .....	\$4.75	11 - papers or shoppers.....	\$4.25

\*Rates are per column inch per paper.

# Shopper Rates

## XTRA & COAL COUNTRY DOLLAR SAVER

Place your advertising message in 14,000 households

### DISPLAY ADS | RATES PER COLUMN INCH

Per inch for one shopper.....	\$7.75
Per inch for two shoppers .....	\$11.90
• Add \$1.00 for each color. (Min. \$10 and Max. \$40)	

### SPECIAL ADVERTISING RATES

- Front page ad with one additional color\* **\$350**
- Drop into second shopper\* ..... **\$250 more**
- \* First come, first served

### ADVERTISING DEADLINE

9 a.m. Thursday for Monday dateline



# Pre-printed Inserts

REACH THE MARKET YOU WANT

## 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).

## ADDITIONAL CHARGES

Folding (if necessary) 2¢ each. Pre-print insert should be no larger than 8½" x 11" approx.

## DEADLINE

Inserts for any BHG publication should be shipped or delivered prepaid to 91 N. Main St., Garrison, ND 58540, for arrival no later than the Monday preceding date of insertion.

# Classified Word Rates

## ADVERTISE UNDER THESE HEADINGS . . .

- |                 |                |                  |                |                  |               |
|-----------------|----------------|------------------|----------------|------------------|---------------|
| o Announcements | o Garage Sales | o Livestock      | o Mobile Homes | o Real Est. Rent | o Vehicles    |
| o Auctions      | o Giveaways    | o Lost/Found     | o Personals    | o Real Est. Sale | o Services    |
| o Business Opps | o Help Wanted  | o Misc. for Sale | o Pets         | o Recreational   | o Work Wanted |
| o Farm Related  | o Household    | o Misc. Wanted   |                |                  |               |

## CLASSIFIED ADVERTISING RATES

Classified Word Ad ..... **\$8** for first run in any ad grouping, over 20 words add **25¢ for each additional word**. Half price of original price for additional weeks or additional grouping.

## GROUPINGS

- McLean County Independent {Garrison}
  - Beulah Beacon & Hazen Star
  - New Town News & Mountrail County Record {Parshall}
  - Central McLean News-Journal {Underwood-Turtle Lake}, Leader-News {Washburn-Wilton} & Center Republican, McClusky Gazette
  - XTRA {McLean County to McClusky}
  - Dollar Saver {Mercer County to New Salem, etc.}
- \* Combine Groupings and SAVE!

# Statewide Classifieds

REACH 650,000 POTENTIAL CUSTOMERS FOR ONLY \$160

Our statewide classified system can place your ad in all of North Dakota's newspapers for one low price of only **\$160 for 25 words**. (\$5 for each additional word.) A true time saving, money saving way to buy, sell, or trade your merchandise. Contact us for border to border coverage in the North Dakota Statewide Classified section. **CALL YOUR LOCAL SALES REPRESENTATIVE FOR MORE INFORMATION.**

New  
Town **News**  
& Sanish Sentinel

900 households at least 1,800 people.

Mountrail  
County

**RECORD**

500 households at least 1,000 people.

**Xtra** www.bhgnews.com

Distributed to 7,000 households  
at least 14,000 people.

Lake Sakakawea

Coal Country  
**Dollar Saver**

Distributed to 7,000 households  
at least 14,000 people.

**Beulah Beacon**

1,600 households at least 3,200 people.

**Hazen Star**

1,600 households at least 3,700 people.

# Coverage area for shoppers



## ADVERTISING DEADLINES

Beulah Beacon.....	10 a.m. Tuesday for Thursday dateline
Hazen Star .....	10 a.m. Tuesday for Thursday dateline
McLean County Independent .....	10 a.m. Tuesday for Thursday dateline
The Leader-News .....	10 a.m. Tuesday for Thursday dateline
Central McLean News-Journal .....	10 a.m. Tuesday for Thursday dateline
The McClusky Gazette.....	10 a.m. Tuesday for Thursday dateline
Center Republican .....	10 a.m. Tuesday for Thursday dateline
New Town News .....	10 a.m. Wednesday for Friday dateline
Mountrail County Record.....	10 a.m. Wednesday for Friday dateline
Xtra .....	10 a.m. Thursday for Monday dateline
Dollar Saver.....	10 a.m. Thursday for Monday dateline

McLean County

# Independent

2,600 households at least 5,200 people.

The

# McCLUSKY GAZETTE

600 households at least 1,200 people.

Central McLean

# News-Journal

1,000 households at least 2,000 people.

THE

# LEADER-NEWS

1,200 households at least 2,600 people.

# CENTER REPUBLICAN

500 households at least 1,000 people.

# General Information

The publisher reserves the right to reject any advertisement.

Publisher will not be liable for omission of any advertisement. In the event of a typographical error that results in goods being advertised at less than proper price, goods may not be sold at advertised price and the difference charged to the newspaper.

Notice of typographical errors must be given in time for correction before the second insertion, otherwise no claim will be allowed. Advertisers providing camera ready copy are responsible for content. Position cannot be guaranteed except for page 1 streamer (sold on first come, first served basis). No credits or allowances for position given.

All advertising rates are non-commissionable. Print media services are available at no additional charge.

BHG, Inc. is a family of newspapers serving Beulah, Hazen, Garrison, Washburn-Wilton, New Town, Underwood-Turtle Lake, Center, and Parshall.

Subscriptions are available for \$40 per year for in-state subscribers, \$52 for out-of-state subscribers and \$25 per year for on-line subscribers. Online subscriptions are free with a print subscriptions. Snowbird price \$46. Check with any of the BHG offices for details.

# Display Ad Examples

These rates & sizes apply to our 9 community newspapers only.

**Make It  
Happen!**

Online  
subscriptions are  
free with a print  
subscriptions

**1 x 3 ad size  
(3 column inches)**

**\$23.25**

**1 x 5 ad size  
(5 column inches)**

{same as 2 x 2.5  
- same price}

**\$38.75**

**2 x 2 ad size  
(4 column inches)**

{same as 1 x 4 size - same price}

**\$31.00**

**2 x 3 ad size**  
(6 column inches)

{same as 1 x 6 size - same price}

**\$46.50**

**1 x 7 ad size**  
(7 column inches)

{same as 2 x 3.5  
- same price}

**\$54.25**

**2 x 4 ad size**  
(8 column inches)

{same as 1 x 8 size - same price}

**\$62.00**

**3 x 3 ad size**  
(9 column inches)

{same as 2 x 4.5 size - same price}

**\$69.75**

# More Options

## OBITUARIES

Full Obituary and Photo..... \$40    Death Notices..... FREE

## CARDS OF THANKS

Thank You ..... \$10 for 50 words, 10¢ for each additional word

## PROFESSIONAL DIRECTORY

Business Card Size Ad..... \$10 per week, 3 month commitment required

# Mechanical Requirements

Press Specifics ..... Tabloid paper size, Printed offset, Goss SC Press

Page size..... 5 Columns {10.25 inches} x 15.75 inches deep

Column width..... 2 inches

<p>DOUBLETRUCK 2 PAGE SPREAD 21.25 in. x 15.75 in.</p>	<p>FULL PAGE 5 col. x 15.75 in.</p>	<p>3/4 PAGE 5 col. x 12 in.</p>	<p>1/2 PAGE 5 col. x 8 in.</p>	
<p>1/4 PAGE 5 col. x 4 in.</p>	<p>1/4 PAGE 2 col. x 10 in.</p>	<p>1/4 PAGE 3 col. x 6.5 in.</p>	<p>1/8 PAGE 2 col. x 5 in.</p>	<p>1/16 PAGE 2 col. x 2.5 in.</p>

# Statewide 2x2 Ads

We can help you get your message out statewide with a 2 column x 2 inch ad in all or some of the state's newspapers.

It's an affordable way to reach your audience.

## 2x2 ADVERTISING RATES

Northeast or Southeast Region..... \$250  
 Northwest or Southwest Region ..... \$150  
 89 Newspapers Statewide ..... \$700

**CALL YOUR LOCAL SALES REPRESENTATIVE FOR MORE INFORMATION.**