



Advertising Rates

Rates Effective 1.1.18

Our Community Newspapers

McLean County
Independent

bhgads@bhgnews.com
701-463-2201

THE
LEADER-NEWS

mcleanads@bhgnews.com
701-462-8126

Beulah Beacon
The Voice Of The Energy Capital Of The Midwest

beulahoffice@bhgnews.com
701-873-4381

Hazen Star

hazensales@bhgnews.com
701-748-2255

Central McLean
News-Journal

mcleanads@bhgnews.com
701-462-8126

New
Town **News**
A South Street

ntadvertising@bhgnews.com
701-627-4829

Northwest
County
RECORD

ntadvertising@bhgnews.com
701-627-4829

CENTER REPUBLICAN

hazensales@bhgnews.com
701-748-2255

The **McCLUSKY GAZETTE**

gazette@bhgnews.com
701-363-2492

Coal Country
Dollar Saver

beulahoffice@bhgnews.com
701-873-4381

Xtra
www.bhgnews.com

mcleanads@bhgnews.com
701-462-8126

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	\$7.50
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

SPECIAL ADVERTISING RATES

- Colored Banner ad **\$75.00**
(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) - **\$9.00**. It's **\$4.50** per column inch for each additional paper.

Classified Word Ad - **\$8.00** for first run in any grouping, over 20 words add 25¢ for each additional word. Half price of original price for additional weeks or additional grouping.

Multiple Paper Rates

THE MORE YOU PLACE, THE MORE YOU SAVE!

2 - papers or shoppers	\$5.80	7 - papers or shoppers	\$4.50
3 - papers or shoppers	\$5.20	8 - papers or shoppers	\$4.40
4 - papers or shoppers	\$4.80	9 - papers or shoppers	\$4.30
5 - papers or shoppers	\$4.70	10 - papers or shoppers.....	\$4.20
6 - papers or shoppers	\$4.60	11 - papers or shoppers.....	\$4.10

*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.....	\$7.50
Per inch for two shoppers	\$11.25
• 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) 1¢ 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 \$150

Our statewide classified system can place your ad in all of North Dakota's newspapers for one low price of only **\$150 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

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.

Display Ad Examples

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

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 \$36 per year for in-state subscribers, \$48 for out-of-state subscribers and \$25 per year for on-line subscribers. Check with any of the BHG offices for details.

1 x 3 ad size (3 column inches) \$22.50	1 x 1 ad size (1 column inch) \$7.50	1 x 5 ad size (5 column inches) {same as 2 x 2.5 - same price} \$37.50
	1 x 2 ad size (2 column inches) \$15.00	
2 x 2 ad size (4 column inches) {same as 1 x 4 size - same price} \$30.00		

2 x 3 ad size
(6 column inches)

{same as 1 x 6 size - same price}

\$45.00

1 x 7 ad size
(7 column inches)

{same as 2 x 3.5
- same price}

\$52.50

2 x 4 ad size
(8 column inches)

{same as 1 x 8 size - same price}

\$60.00

3 x 3 ad size
(9 column inches)

{same as 2 x 4.5 size - same price}

\$67.50

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

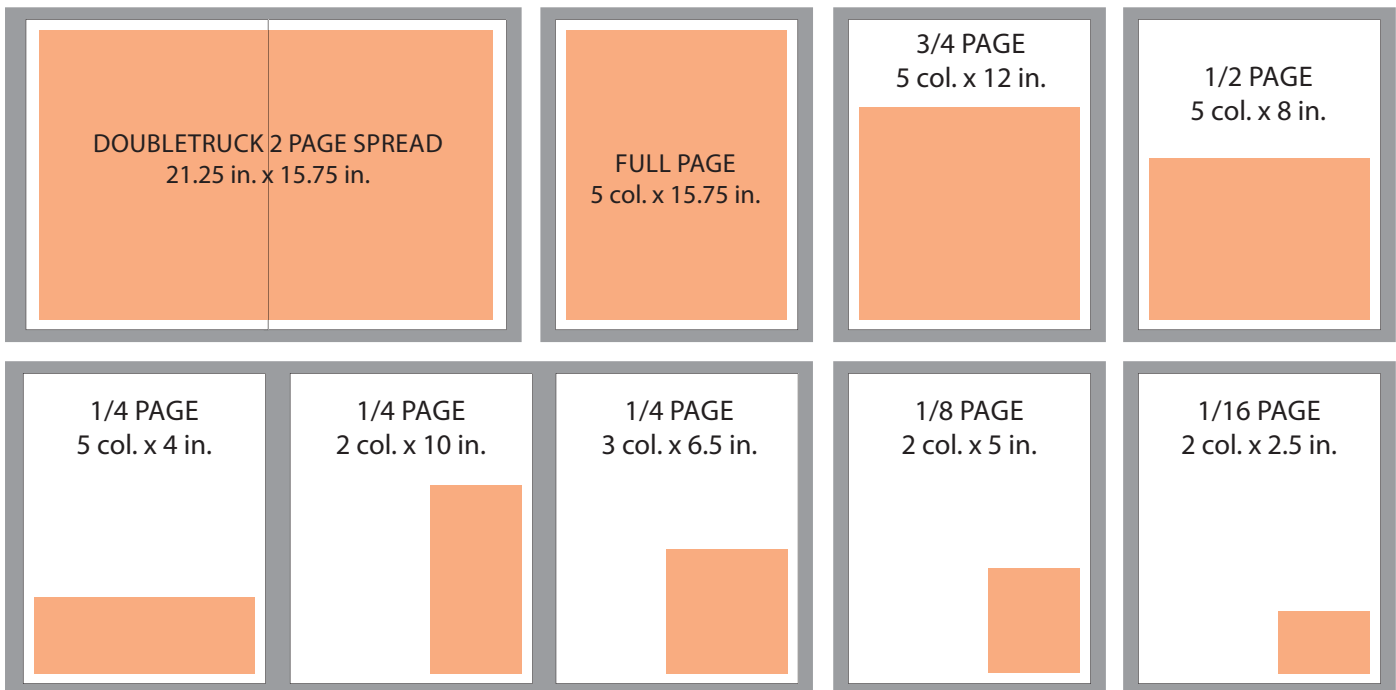
Business Card Size Ad..... \$10 per week, 3 month commitment required

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



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..... \$225
 Northwest or Southwest Region \$125
 89 Newspapers Statewide \$600

CALL YOUR LOCAL SALES REPRESENTATIVE FOR MORE INFORMATION.