

# Inserts Pre-print Distribution

Reach the market you want

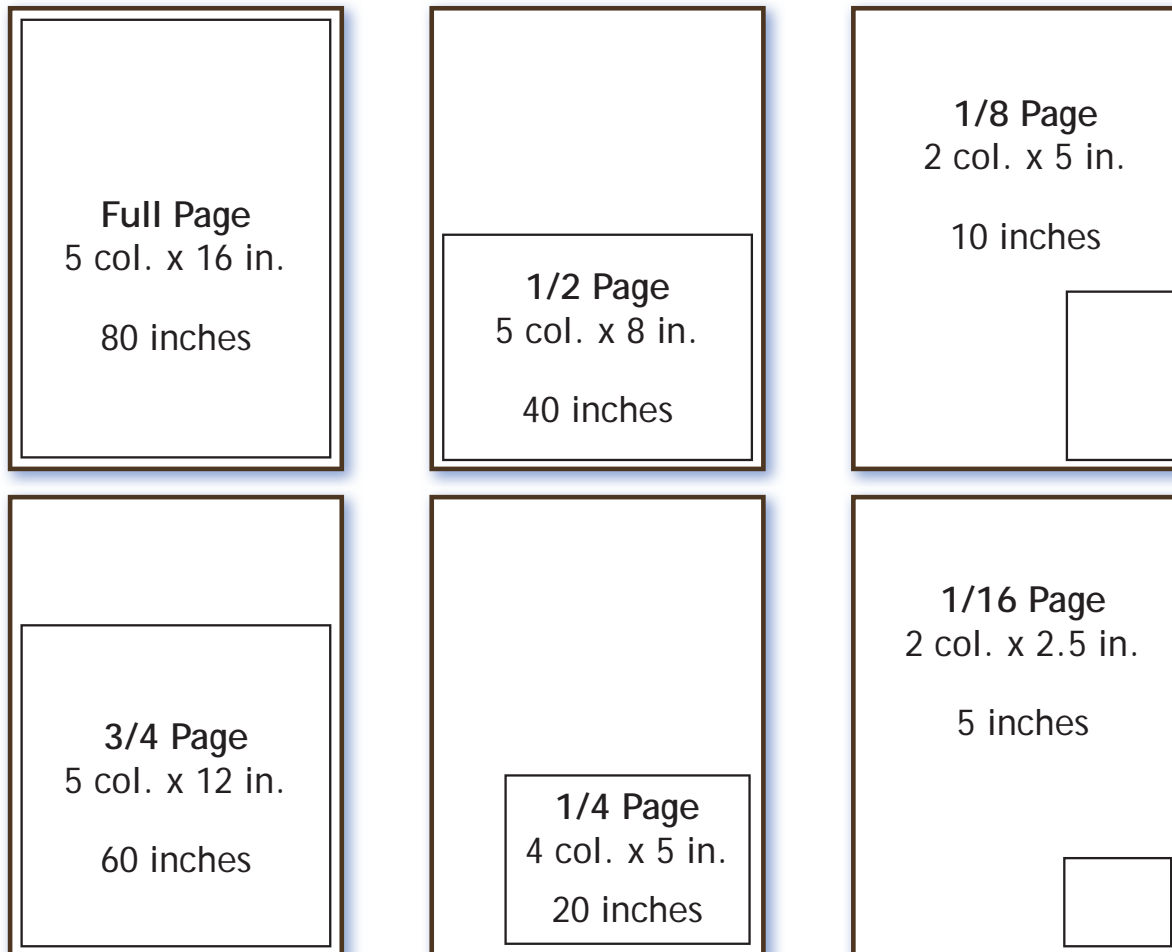
Newspapers come in two types - newspapers people subscribe to and read cover to cover and shoppers that people receive free of charge and read because they are chucked full of great deals.

**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 7" x 11" approx.

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

## Ad size chart

(1 column = 2" wide)



**BHG, Inc.**

## 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

THE  
**LEADER-NEWS**

mcleanads@bhgnews.com  
701-462-8126

Monroe County  
**RECORD**

ntadvertising@bhgnews.com  
701-627-4829

**Beulah Beacon**

beulahoffice@bhgnews.com  
701-873-4381

**CENTER REPUBLICAN**

hazensales@bhgnews.com  
701-748-2255

**Hazen Star**

hazensales@bhgnews.com  
701-748-2255

THE  
**McCLUSKY GAZETTE**

gazette@bhgnews.com  
701-363-2492

Central McLean  
**News-Journal**

mcleanads@bhgnews.com  
701-462-8126

Coal Country  
**Dollar Saver**

beulahoffice@bhgnews.com  
701-873-4381

**Xtra**

mcleanads@bhgnews.com  
701-462-8126

# Newspaper Rates

## 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

	Inch Rates
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
Colored streamer (5 col x 1 inch ad Page 1)* .....	\$80.00
Classified Display .....	\$ 9.50
Classified Word Ad .....	\$.80.00 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:

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

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



# Multiple paper rates

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

\*rates are per inch per paper

# Shopper Publications

Place your advertising message in 14,000 households through the XTRA and the Coal Country Dollar Saver

**\$7.75** per inch for one shopper or  
**\$11.90** 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.

