

CENTRAL ST. CROIX NEWS

Your Good Neighbor in the Heart of St. Croix County

“Good Neighbors in The Heart of St. Croix County” - is the slogan we have adopted here at the Central St. Croix News. We serve the communities of the St. Croix Central School District, essentially Roberts and Hammond. We want to be your Good Neighbors. St. Croix County has, for nearly the past decade, been the fastest growing county in Wisconsin and in the Twin Cities metro area. The majority of

the development and population growth has been on the western side of the county, although it moves east as time progresses. The Central St. Croix area is essentially at the center of the county, connecting the suburbanized west with the more rural east and blending those whose families have lived in the area for decades and even centuries with “new arrivals” often making the trek from

across the border. Many of these transplants – and some of the longtime locals – are unaware of all the services and retail opportunities available in their backyard ... and the Central St. Croix News is the perfect venue for them to find out. In fact, the people who get the paper have requested it...therefore we know it is valued and looked at as opposed to free

distribution shoppers, which can claim a higher circulation but maybe can't claim as high a percentage of people who actually LOOK at them. The Central St. Croix News plans to be a driving force in spreading the news that our own neighbors' businesses, right here in the heart of St. Croix County, are a viable option to the Twin Cities for shopping, for services, for all the things that you need.



Advertising Rate Card

On January 28th, we will be rolling out a new look for the paper with a saturation mailing of our paper to upwards of 3000 homes in the Central St. Croix County. We think that this affords area businesses a unique opportunity to reach those customers with your messaging. To that end, I have enclosed our rate card. I will be following up on this email in the next few days. I look forward to talking to you.

Ad Size	Dimension (columns x inches)	Column Inches	Total	Per Col Inch
full page	6x20	120ci	\$570	\$4.75
half page	6x10	60ci	\$300	\$5.00
1/3 page	4x0	40ci	\$200	\$5.00
1/4 page	3x10	30ci	\$165	\$5.50
1/6 page	4x5 or 2x10	20ci	\$120	\$5.50
1/8 page	3x5	15ci	\$90	\$6
1/12 page	2x5	10ci	\$60	\$6
1/16 page	3x2.5	7.5ci	\$48.75	\$6.50
1/24 page	2x2.5	5ci	\$32.50	\$6.50