

KENOSHA NEWS 2011

Rev. 1/2011

Retail Advertising Rates/Information

Rates effective January 1, 2009

PRODUCT PROFILE: The Kenosha News has been the predominant newspaper of record in Kenosha County, Wisconsin for 110 years. A morning publication, the product is delivered seven days a week with circulation of 24,000 copies daily and 27,884 copies on Sundays.

The newspaper is Audit Bureau of Circulation Zip-Code audited and enjoys loyal readership with city zone penetration numbers that approach 60% of the occupied households. No other competitive media product provides similar audience reach and effectiveness in Kenosha County at such an attractive CPM.



Full Circulation PREPRINT INSERT RATES

<u>CPM</u> <u>Per Year</u>	<u>Card</u> <u>Stock</u>	<u>4 Tab</u>	<u>8 Tab</u>	<u>12 Tab</u>	<u>16 Tab</u>	<u>24-32 Tab</u>	<u>36-44 Tab</u>	<u>48-52 Tab</u>	<u>56-80+ Tab</u>
1-15	\$41	\$50	\$50	\$50	\$51	\$51	\$53	\$54	\$61
16-31	\$41	\$49	\$49	\$49	\$50	\$50	\$51	\$52	\$61
32-47	\$41	\$48	\$48	\$48	\$49	\$49	\$50	\$52	\$61
48-63	\$41	\$47	\$47	\$47	\$48	\$48	\$49	\$52	\$61
64-100	\$41	\$45	\$45	\$45	\$46	\$46	\$47	\$52	\$61
101-125	\$41	\$44	\$44	\$44	\$45	\$45	\$46	\$52	\$61
126 Over	\$41	\$43	\$43	\$43	\$43	\$43	\$44	\$52	\$61

Add \$3.00 CPM up-charge for Sunday

KENOSHA NEWS

5800-7th Avenue, Kenosha, WI 53140
 (262) 657-1000 • (800) 292-2700 (toll free)
 (262) 553-9770 from Racine (847) 746-3480 from Northern Illinois
 (262) 657-5101 FAX
 Monday – Friday, 8 a.m. - 5:30 p.m., c.s.t. Saturday, 8 a.m. - noon, c.s.t.
 E-Mail: ads@kenoshanews.com
 World Wide Web – <http://www.kenoshanews.com>

PERSONNEL

Publisher – Ken Dowdell.....262-656-6249
Advertising Director – Lani Renneau.....262-656-6243
Assistant Advertising Director – Dennis Serpe...262-656-6255
Customer Care Manager – Sharon Groenke...262-656-6259
Advertising Department.....262-656-6231
Advertising FAX.....262-657-5101