

**CALEDONIA** *Argus*  
 & *Shopper* Established 1875

*The Caledonia*  
**Argus**

**APG**  
 ADAMS PUBLISHING GROUP LLC

**PIXELINK**  
 CREATIVE GROUP  
 digital solutions | marketing | design

**Caledonia**

Modular Ad Size	4 Inch Ad	6 Inch Ad	8 Inch Ad	10 Inch Ad	12 Inch Ad	16 Inch Ad	20 Inch Ad	1/4 Page Ad	1/3 Page Ad	1/2 Page Ad	2/3 Page Ad	3/4 Page Ad	Full Page Ad	
	<b>BRANDING</b>				<b>IMPRESSION</b>			<b>IDENTITY</b>			<b>DOMINANCE</b>			
<b>Open Rates</b>	Rate	\$ 37.80	\$ 54.20	\$ 70.60	\$ 87.00	\$ 108.40	\$ 141.20	\$ 174.00	\$ 278.30	\$ 364.40	\$ 536.60	\$ 708.80	\$ 794.90	\$ 1,053.20
Non-Modular Sized Ads \$8.20 PCI*														
<b>\$1,000 Level Contract Rates</b>	Rate	\$ 29.60	\$ 41.90	\$ 54.20	\$ 66.50	\$ 83.80	\$ 108.40	\$ 133.00	\$ 213.73	\$ 278.30	\$ 407.45	\$ 536.60	\$ 601.18	\$ 794.90
Non-Modular Sized Ads \$6.15 PCI*														
<b>\$2,500 Level Contract Rates</b>	Rate	\$ 26.32	\$ 36.98	\$ 47.64	\$ 58.30	\$ 73.96	\$ 95.28	\$ 116.60	\$ 187.90	\$ 243.86	\$ 355.79	\$ 467.72	\$ 523.69	\$ 691.58
Non-Modular Sized Ads \$5.33 PCI*														
<b>\$5,000 Level Contract Rates</b>	Rate	\$ 24.68	\$ 34.52	\$ 44.36	\$ 54.20	\$ 69.04	\$ 88.72	\$ 108.40	\$ 174.08	\$ 226.64	\$ 329.96	\$ 433.28	\$ 484.94	\$ 639.92
Non-Modular Sized Ads \$4.92 PCI*														
<b>\$10,000 Level Contract Rates</b>	Rate	\$ 21.72	\$ 30.08	\$ 38.44	\$ 46.80	\$ 60.16	\$ 76.88	\$ 93.60	\$ 151.67	\$ 195.56	\$ 283.34	\$ 371.12	\$ 415.01	\$ 546.68
Non-Modular Sized Ads \$4.18 PCI*														
<b>\$15,000 Level Contract Rates</b>	Rate	\$ 21.40	\$ 29.60	\$ 37.80	\$ 46.00	\$ 59.20	\$ 75.60	\$ 92.00	\$ 149.15	\$ 192.20	\$ 278.30	\$ 364.40	\$ 407.45	\$ 536.60
Non-Modular Sized Ads \$4.10 PCI*														

\* Non-Modular sized ads are rated at the Non-Modular rate (Per Column Inch - PCI), plus an audience enhancement/digitizing rate per ad of: \$5 up to a 10" ad, \$10 up to a 30" ad, and \$20 for all ads over 30".

**CLASSIFIED LINE ADVERTISING RATES**

Caledonia Argus..... **\$8.20** for 5 lines  
 Each additional line ..... **\$3.00**  
 Rerun Rate..... **\$4.00** per week  
 Found & Giveaway (5 line max)..... **FREE** one week

Effective 10/1/17

**CLASSIFIED DISPLAY ADVERTISING RATES**

Caledonia Argus..... **\$9.20** pci  
 Minimum display ad: 1 column x 1.5"

**DISPLAY ADVERTISING RATES**

Caledonia Argus..... **\$8.20** pci  
 Minimum display ad: 1 column x 1.5"

**LEGALS**

Caledonia Argus..... **\$9.00** pci  
 Certificate of Assumed Name..... **\$60.00** per week

**PAPER SIZE/TYPE | COLUMN SIZES**

BROADSHEET		6-COLUMN FORMAT			
1 COL	2 COL	3 COL	4 COL	5 COL	6 COL
1.99"	4.09"	6.21"	8.34"	10.46"	12.59"



**Nothing Attracts Attention Like FULL COLOR ADS**

10" or less - \$25/ad  
 10.5 - 31.5" - \$45  
 32.0" - 63.0" - \$65  
 63.5" and over - \$95

**DEADLINE:** Friday 4:00 p.m. | **PUBLICATION:** Wednesday

**All display, classified display and classified line ads also run in the Argus Shopper at no additional charge.**

Only established accounts may charge ads; all others may be charged to a credit card.

**Free Standing Inserts Available!**

Please contact Jeffrey Brown for a detailed map and pricing information

**Phone: 507-556-1702 • Email: jeffrey.brown@ecm-inc.com**

**CIRCULATION | READERSHIP | DELIVERY**

	HOMES	READERS	DELIVERY
Caledonia Argus:	2,300	5,750	Paid Mail
Shopper	3,748	9,395	Free Dist.

**INSERT RATES**

2000 & Over (1oz. or less) .....**\$75 per 1000; .0750 each**  
 Under 2000 (1oz. or less) .....**\$85 per 1000; .0850 each**

*Folding: 1¢ each. Call for quotes on inserts more than 1oz. or for size restrictions. **Deadline for inserts is one week prior to insertion.***

**Options:** 1,500 Caledonia & Eitzen Argus Subscribers & Counter Sales  
 5,848 Total (All Subscribers, Counter Sales & Shopper)  
 or a combination of shopper zip codes.

**SHOPPER DISTRIBUTION** (Total Shoppers: 3,748)

Spring Grove	1019	Hokah	502	Houston	1358
Box	246	Box	311	Box	266
Route 1	307	Route 1	191	Route 1	433
Route 2	425			Route 2	448
Route 3	41			Route 3	101
<b>Brownsville</b>	<b>451</b>	<b>New Albin</b>	<b>418</b>	Route 4	110
Box	213	Box	261		
Route	238	Route 1	157		

**GENERAL INFORMATION**

**Obituaries** ..... **\$60**  
**Wedding, Anniversary, Engagement**  
**Announcement Photos** ..... **\$10**

**Ad Changes/Errors:** Major typesetting and design changes on an original ad will be billed at \$35 per hour. The Argus shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. Liability for other errors or omissions is subject to a "make-good" equal in value to the ad in which the error or omission thereof occurred. We reserve the right to cancel or reject any advertisement deemed unsuitable.

**News Items:** The Argus will accept submitted news copy on a space available basis. News items received by 4 p.m. Friday will be given priority. Letters to the Editor must be 500 words or fewer and must be signed. Priority will be given to letters pertaining to local issues. We reserve the right to reject items deemed unsuitable.



**CONTACT INFORMATION:**

**Managing Editor:**  
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**ONLINE ADVERTISING RATES**

Call or email Jeffrey for pricing and details.

**507-556-1702 • [jeffrey.brown@ecm-inc.com](mailto:jeffrey.brown@ecm-inc.com)**

**SUBSCRIPTION RATES**

**\$44 In-Area:** (Brownsville, Caledonia, Dorchester, Eitzen, Hokah, Houston, La Crescent, New Albin, Spring Grove)

**\$45 Outside County:** Allamakee County (Harpers Ferry, Lansing, Postville, Rossville, Waukon), La Crosse County (Bangor, La Crosse, Onalaska, West Salem) and All Counties in Minnesota.

**\$49 Out of State**

**ONLINE SUBSCRIPTION RATES**

**\$0.99/day • \$6/month • \$20/year**

Subscriptions payable in advance. Subscriptions and renewals may be charges to credit card by phone or online at: [www.hometownargus.com](http://www.hometownargus.com)