

Madison area **Neighbors** your community ■ your news MONTHLY

The Best Consumers Are Right In the Neighborhood.

Whether you're a local business, a non-profit organization or a community activist, you can share your products, services or announcements with the community through Neighbors Monthly – the most widely distributed publication in Madison devoted entirely to local content.

Neighbors focuses on community news, neighborhood profiles, youth sports, senior activities, local volunteer efforts and much more. And a community calendar keeps Madison area adults updated on neighborhood events.

Distributed to 54,100 Madison area households the first Friday of each month in the Wisconsin State Journal, your advertisement in Neighbors will be seen by up to 166,320 adults.

For more information or to advertise, contact your Neighbors advertising sales consultant or call Jennifer Hefty, Publication Manager at (608) 252-6235.

72% of adults in the Madison area read the daily Wisconsin State Journal.

Source: Scarborough Research Study, 2007–2008; Audit Bureau of Circulation, March 2008
Base: 231,000 Madison area adults in 537XX ZIP codes and 53593, 53558, 53562



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Wisconsin State Journal
77 Square

Madison area

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ADVERTISING RATES:

Ad size	Dimensions	Open Rate	CONTRACT RATES		
			4 times	6 times	12 times
1/16	2.375" x 2.25"	\$95	\$85	\$70	\$65
1/8 VT	2.375" x 4.75"	\$180	\$160	\$140	\$125
1/8 HZ	5" x 2.25"	\$180	\$160	\$140	\$125
1/4 VT	2.375" x 10"	\$350	\$315	\$275	\$250
1/4 HZ	5" x 4.75"	\$350	\$315	\$275	\$250
1/2 VT	5" x 10"	\$695	\$620	\$545	\$495
1/2 HZ	10.25" x 4.75"	\$695	\$620	\$545	\$495
3/4 Pg	7.625" x 10"	\$1,065	\$945	\$835	\$775
Full Pg	10.25" x 10"	\$1,375	\$1,200	\$1,060	\$975
Banner	10.25" x 2.25"	\$350	\$315	\$275	\$250
Front Cover	10.25" x 4"	\$845	\$735	\$695	\$650
Back Cover	10.25" x 10"	\$1,900	\$1,655	\$1,560	\$1,385

Front & Back Cover rates include full color.

COLOR CHARGES:

1-Color	\$125
2-Color	\$225
4-Color	\$295

SENDING FILES:

E-mail:

neighbors@madison.com

When sending e-mail, compress all files using "Stuff-It" or "Zip" programs.

CD, DVD:

Please print disk directory and mail with CD/DVD to:

Neighbors
2001 Fish Hatchery Rd.
Madison, WI 53713

Programs Supported:

Adobe Acrobat,
InDesign CS

All fonts and graphics must be included

Call for instructions when sending files larger than 5MB.

PUBLISHED:

First Friday of every month in the Wisconsin State Journal

DEADLINE:

Thursday 4:00 p.m., one week prior to publication

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