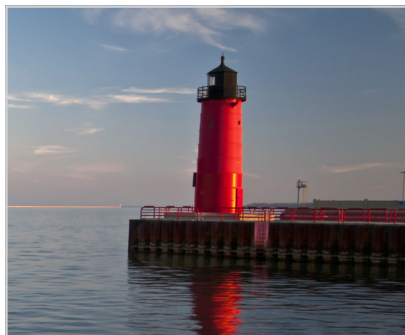




The Journal Times KENOSHA NEWS Lake Geneva REGIONAL NEWS

2023 MEDIA RATE GUIDE



Print | Digital | Niche Publications | Events

Journal Times
212 Fourth St, Racine, WI
262.634.3322
www.JournalTimes.com

Kenosha News
6535 Green Bay Rd, Kenosha, WI
262.657.1000
www.KenoshaNews.com

Lake Geneva Regional News
315 Broad St, Lake Geneva, WI
262.248.4444
www.LakeGenevaNews.net

Updated Dec. 21, 2022



COMPREHENSIVE MARKETING SOLUTIONS

FOR ANY SIZE BUSINESS

Wisconn Valley Media Group offers state-of-the-art marketing and advertising options to help you grow your business and achieve success! We would be delighted to help you structure a customized package to meet specific business goals. Contact the Wisconn Valley Media Group Advertising Department today at 262-656-6231 to speak with one of our experienced Account Representatives.



PRINT MARKETING
 Newspaper
 Special Sections
 Direct Mail
 Pre-Printed Inserts
 Get Out & About



DIGITAL MARKETING
 Banner Ads
 Targeted Display
 Audience Extension
 Email Marketing
 Website Development
 SEO



SOCIAL MEDIA MARKETING
 Social Media Management
 Reputation Management
 Facebook Live Broadcast

AND MORE!

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WISCONN VALLEY MEDIA GROUP COVERAGE MAP

Racine, Kenosha, and Walworth Counties, WI

NEWSPAPER READERSHIP

64% In a single week, 64% of residents have accessed information from their local newspaper through the physical newspaper or a digital platform (website, social media, or app).

42% 42% read a daily or Sunday edition of the printed newspaper in the last 7 days.

OUR AUDIENCE



50% Our audience is split 50/50 between male and female readers

49% 49% of readers are between the ages of 30-59

35% 35% of readers have children in their household



81% More than 7 in 10 readers have attended or graduated college and/or receive a post graduate degree.

Source: Coda Ventures Lee Enterprises Audience Report 2021



NEWSPAPER ADVERTISING DELIVERS RESULTS

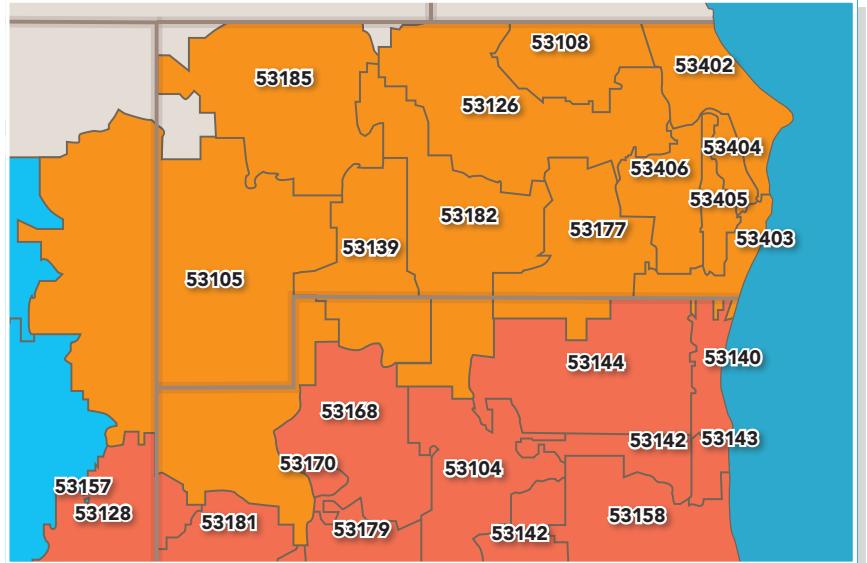
EIGHT MAJOR BENEFITS OF PRINT ADVERTISING:

- ✓ Prestige
- ✓ Trust
- ✓ Clearly defined target audiences
- ✓ High engagement rates
- ✓ High ad recall and branding
- ✓ Multiple forms of distribution
- ✓ Longevity
- ✓ Print persuades purchase influencers
- ✓ Print drives online research

92% of shoppers are always looking for deals

People turn to their local newspaper as a source of special offers, sales, and other deals.

Reach shoppers with a high level of disposable income by promoting your business and special offers with print advertising.



MARKET SNAPSHOT

Nestled between Chicago and Milwaukee, Southeast Wisconsin is a collection of thriving communities, and is in a period of unprecedented growth. This area has a rich history with chapters that include auto manufacturing, progressive education, and so much more. It is also poised for an exciting future with an influx of new businesses, developments, and residents moving to the area.

POPULATION

Kenosha County:	168,752
Racine County:	198,896
Walworth County:	106,799

MEDIAN HOUSEHOLD INCOME

Kenosha County:	\$66,595
Racine County:	\$62,556
Walworth County:	\$66,034

% HOME OWNERSHIP

Kenosha County:	66.4%
Racine County:	68.1%
Walworth County:	68.7%

% WITH COLLEGE EDUCATION

Kenosha County:	27.8%
Racine County:	25.8%
Walworth County:	29.5%

Source: Census.gov QuickFacts 2021, <https://www.census.gov/quickfacts>

KENOSHA NEWS The Journal Times

RETAIL ADVERTISING Rates and Information

The Journal Times & Kenosha News

ROP ADS

2 x 2.35" BW	\$150	6 x 20.4" (full page) BW.....	\$3,060
2 x 2.35"	\$170	6 x 20.4" (full page)	\$3,310
2 x 7.45" BW	\$405	6 x 3"	\$759
2 x 7.45"	\$465	(front page strip, Color only*)	
2 x 4.9" (1/16 page) BW	\$300	6 x 2"	\$895
2 x 4.9" (1/16 page)	\$340	(Top Banner, Color Only*)	
3 x 4.9" (1/8 page) BW.....	\$405	6 x 3 Strip	\$559
3 x 4.9" (1/8 page)	\$465	(on Inside Page*)	
3 x 10" (1/4 page VT) BW	\$750	Gatefold	\$5,000
3 x 10" (1/4 page VT)	\$870	(Two 4.894"x20.4" ads for the front panel	
6 x 4.9" (1/4 page HZ) BW.....	\$750	and two 9.889"x20.4" ads for the back	
6 x 4.9" (1/4 page HZ)	\$870	panel)	
3 x 20.4" (1/2 page VT) BW ..	\$1,800	Double Truck.....	\$4,500
3 x 20.4" (1/2 page VT)	\$2,040	(Centerfold, 21.544" x 20")	
6 x 10" (1/2 page HZ) BW.....	\$1,800	Picture Frame	\$1,500
6 x 10" (1/2 page HZ).....	\$2,040	(One 9.889"x3" strip ad at the bottom of	
		the front page, a 9.889" x 1.5" header at	
		the top of the front page, and 0.5" border	
		on each side of the front page copy)	

FREQUENCY DISCOUNTS

Clients who commit to multiple ads within a 16-week period will receive a frequency discount:

FREQUENCY	DISCOUNT
3 or more	10%
6 or more	25%

OTHER RATES

Guaranteed Placement..... +25%

Any ad that runs in the Sunday edition of the Kenosha News or Journal Times can be picked up the following Monday for **50% off**.

ADVERTISING DEADLINES

Ad Runs On	Space/Copy Due
Monday.....	4 p.m. Thursday
Tuesday.....	4 p.m. Thursday
Wednesday	4 p.m. Friday
Thursday	4 p.m. Monday
Friday	4 p.m. Tuesday
Saturday.....	4 p.m. Wednesday
Sunday	11 a.m. Thursday

Ads accepted after deadline may be charged an additional 15%. Holidays require early deadlines.

Email ads to our creative department at:
ads@journaltimes.com

If file size exceeds 2mb, please email your ad materials to: **journaltimesads@gmail.com**

Please make sure you are clearly identifying business name, publication, and publish date when sending your files.

COLUMN SIZES

Column Width	Inches
1 column.....	1.55"
2 column.....	3.22"
3 column.....	4.89"
4 column.....	6.56"
5 column.....	8.22"
6 column.....	9.89"

Full page height (broadsheet): 20.4"

Full page height (tabloid): 10"

Notice of cancellation of advertisement with any Wisconsin Valley Media Group publication after the space and copy deadline has passed will result in a 40% penalty of the cost of the advertisement to be paid by the advertiser.

Creative service charges may apply to all ads designed by our designers. All rates listed above are per ad.

KENOSHA NEWS

The Journal Times

PREMIUM POSITIONS

Rates and Placements

The Journal Times & Kenosha News



FRONT PAGE (A1)

	1x	4x	Weekly (3-mo contract)
Top Billboard.....	\$859	\$659	\$559
Ad is placed above the masthead on page A1. Also includes 20,000 high impact digital impressions per ad.			
Print: 9.89" wide x 2" tall Digital: Reveal – 1920x350/ 800x250			
Bottom Strip.....	\$759	\$559	\$459
Ad is placed at the bottom of page A1. Also includes 20,000 high impact digital impressions per ad.			
Print: 9.89" wide x 3" tall Digital: 1920x600 / 800x250			
Sticky Note.....	\$1200		
Full circulation, includes print & insertion 3" wide x 2.5" (Image area: 2.875" x 2.375")			
Picture Frame.....	\$1,500	\$1,200	\$1,000
Ad is placed around the entire front page of the Newspaper. This is exclusive placement. See page 5 for dimensions.			

SECTION FRONT ADS

Ad is placed at the bottom of your choice of section front.
Exclusive placement! No other ads will appear near yours.
Also includes 10,000 high impact digital impressions!

	1x	4x	Weekly (3-mo contract)
6 col. x 3"	\$559	\$359	\$259

KENOSHA NEWS & JOURNAL TIMES NEWS SECTIONS

Local – Daily
Sports — Daily
A+ — Monday
Tuesday — Health
Wednesday — Food
Thursday — Get Out and About
Friday — Home & Garden
Saturday — Faith
Sunday — Living

CREATIVE SERVICE CHARGES MAY APPLY. ASK YOUR SALES REP FOR DETAILS.

LOOKING FOR EXTRA CASH FOR THE HOLIDAYS?
Become a Kenosha News newspaper carrier today!

Kenosha News
WISCONSIN COUNTY CITIES - DAILY
COVID-19 UPDATE
TIMES OF CLOUDS AND SUN 12-20 2020 WEDNESDAY, DECEMBER 2, 2020 KENOSHANews.com \$2.00

Randall town budget, levy to fall
Chairman: Tight limit
spending
The town of Randall, Wis., is looking to cut its 2021 budget by 10 percent, which would mean a 10 percent drop in the town's operating budget. The town's board of trustees is expected to vote on the budget on Dec. 15. The town's budget is currently \$1.2 million. The town's board of trustees is expected to vote on the budget on Dec. 15. The town's budget is currently \$1.2 million.

Truly a winning smile
Local 8th grader
wins national title
A local 8th grader, Julia Eisenbaum, has won the national title in the 2020 National American Junior Miss Competition. She was crowned Miss America Junior Miss 2020. She is a student at Randall Middle School in Randall, Wis. She is a student at Randall Middle School in Randall, Wis.

Virus still affecting mental health
Expert sees some hope
as pandemic drags on
A mental health expert says that while the COVID-19 pandemic has caused significant mental health issues, there is still some hope for the future. The expert, Dr. [Name], says that many people are experiencing anxiety, depression, and other mental health issues. However, she believes that with the right support and resources, people can overcome these challenges.

Make money in the morning
A local paper route can put you on the road to financial independence. While the rest of the world is sleeping, you can be out on your route earning. If you're looking for extra money, we have a route to fit your needs.

Great wages for any age
A paper route is a great job for anyone looking to run their own business. Many young adults have developed a strong work ethic and business skills by running a route. Many retired folks have found a second career to be the perfect supplemental income. Some of our larger routes are managed by entire families! We can find the route that's perfect for you, too.

Kenosha News
Call us today to learn more!
262.631.1761

Lake Geneva REGIONAL NEWS

An award-winning paid circulation broadsheet-newspaper, locally operated and continuously published each week since 1872. The Regional News, the official newspaper of Lake Geneva, has a weekly press run of 4,000 copies.

Publishes weekly on Wednesdays
Reservation Deadline: Noon Monday

The Resorter

A tabloid-size publication that highlights entertainment, events, shopping and more for the Lake Geneva area. The Resorter has a weekly press run of 7,000 copies.

Publishes weekly on Wednesdays
Reservation Deadline: 5 p.m. Thursday

RETAIL ADVERTISING Rates

The Lake Geneva Regional News & The Resorter

2 x 2.35" BW	\$60
2 x 2.35"	\$75
2 x 4.9" (1/16 page) BW	\$100
2 x 4.9" (1/16 page)	\$130
2 x 7.45 BW	\$135
2 x 7.45"	\$185
3 x 4.9" (1/8 page) BW	\$135
3 x 4.9" (1/8 page)	\$185
3 x 10" (1/4 page VT) BW	\$270
3 x 10" (1/4 page VT)	\$320
6 x 4.9" (1/4 page HZ) BW	\$270
6 x 4.9" (1/4 page HZ)	\$320
3 x 20.4" (1/2 page VT) BW	\$480
3 x 20.4" (1/2 page VT)	\$555
6 x 10" (1/2 page HZ) BW	\$480
6 x 10" (1/2 page HZ)	\$555
6 x 20.4" (full page) BW	\$725
6 x 20.4" (full page)	\$800
5 x 2.35" (front page strip, Color only*)	\$285
6 x 3" Strip (on Inside Page*)	\$195
Gatefold	\$2,000
(Two 4.894"x20.4" ads for the front panel and two 9.889"x20.4" ads for the back panel)	
Double Truck	\$1,500
(Centerfold, 21.544" x 20")	
Picture Frame	\$750
(One 9.889"x3" strip ad at the bottom of the front page, a "8.2 x 1.5" header at the top of the front page, and 0.5" border on each side of the front page copy)	

ADDITIONAL INFO Rates and Discounts

FREQUENCY DISCOUNTS

Clients who commit to multiple ads within a 13-week period will receive a frequency discount:

3 ads..... 10% 5 ads.....20% 10 ads..... 30%

Long-term contract rates available. Please call us at 262-248-4444 for more information.

Our team of designers can create a custom ad for your business! Creative service charges may apply.



Lake Geneva REGIONAL NEWS

PREMIUM POSITIONS Rates and Placements

The Lake Geneva Regional News

PICTURE FRAME ADS:

The sizes are: Bottom Strip is 9.889" by 3", borders are 0.5" and top is 8.2" by 1.5"

Number of Weeks	Rate
1-3	\$750
4+	\$700

FRONT PAGE BANNER AD - A SECTION

6 columns (9.889") x 3"

Number of Weeks	Rate
1-3	\$285
4-11	\$275
12-17	\$265
18+	\$250

FRONT PAGE BANNER AD - B or D SECTION

6 columns (9.89") x 3"

Number of Weeks	Rate
1-3	\$195
4-11	\$185
12-17	\$175
18+	\$165

FRONT PAGE BANNER AD - C SECTION

6 columns (9.89") x 3"

Number of Weeks	Rate
1-3	\$95
4-11	\$85
12-17	\$75
18+	\$60

SECTION A GATEFOLD

The gatefold wraps around the front section (A) of the newspaper. \$1,500

Includes two 3 col. x 20.4" ads for the front panel and two 6 col. x 20.4" ads for the back panel.

Purchase both Section A and B spades for \$2,500.

FULL-PAGE CENTER SPREAD

Cover two facing pages for \$1,500



LAKE GENEVA'S WELCOME HOME

The Lake Geneva Regional News publishes a monthly home section that focuses on all aspects of home and living. Readers are drawn to the magazine because of its local editorial content that highlights our area's unique history, notable properties and significant architecture.

This is the perfect publication for real estate agents, remodelers, contractors, lenders, interior designers and other businesses to reach people in the market to buy, sell or remodel a home.



We also offer:

- Advertisers can receive editorial space for press releases.
- A "Featured Home" listing is included for advertiser who average three insertions per month into the magazine.

Distribution Details

- This tabloid-size magazine is inserted in the Regional News the first week of each month.
- It's also available on newsstands throughout Southeastern Wisconsin all month.
- Each issue is published online at lakegenevanews.net.

Ad Size	1-3 month	4-6 month	7-9 month
Full Page (9.89" x 10")	\$335	\$285	\$249
Half Page (9.89 x 4.9" or 4.89" x 10)	\$270	\$255	\$195
Ear Ads (2x 2.35")	\$95	\$85	\$75

Only three ear ads are available per edition. The right of first refusal for last year's ear ads expires on Friday, Feb. 3 at 5 p.m. All ads include free color. Creative service charges may apply.

Publication Date	Ad Reservation	Final Ad Copy
Wednesday, March 8	Tuesday, Feb. 28 at 5 p.m.	Thursday, March 2 at 3 p.m.
Wednesday, April 5	Tuesday, March 28 at 5 p.m.	Thursday, March 30 at 3 p.m.
Wednesday, May 3	Tuesday, April 25 at p.m.	Thursday, April 27 at 3 p.m.
Wednesday, June 7	Tuesday, May 31 at 5 p.m.	Thursday, June 1 at 3 p.m.
Wednesday, July 5	Tuesday, June 28 at 5 p.m.	Thursday, June 29 at 3 p.m.
Wednesday, Aug. 2	Tuesday, July 25 at 5 p.m.	Thursday, July 27 at 3 p.m.
Wednesday, Sept. 6	Tuesday, Aug. 29 at 5 p.m.	Thursday, Aug. 31 at 3 p.m.
Wednesday, Oct. 4	Tuesday, Sept. 26 at 5 p.m.	Thursday, Sept. 28 at 3 p.m.
Wednesday, Nov. 8	Tuesday, Oct. 31 at 5 p.m.	Thursday, Nov. 2 at 3 p.m.

SPONSORED CONTENT

Sponsored Content appears alongside traditional news stories and allows a business to tell a long-form story about its services. Sponsored Content engages our audience. We will write the story for you and give you an opportunity to review it. You will select the date of publication.



With your investment you'll receive:

- 300 to 400 word article in the publication of your choosing.
- Article placed on corresponding authoritative website.
- Article will be posted on corresponding Facebook page.
- Article will be boosted on Facebook page (media spend \$200).

\$1,200.....	Journal Times or Kenosha News
\$750.....	Lake Geneva Regional News
\$2,000.....	Any Two publications
\$2,500.....	All three publications

ADD ONS:

\$500.....	50,000 Native Ad Impressions served across the Internet
\$450.....	20,000 Targeted Email Blast

GET OUT & ABOUT



Get Out & About is Southeastern Wisconsin's source for local entertainment, highlighting what's happening in music, theater, festivals, shows, fundraisers, art, and more!

The weekly section's tabloid format makes it easy for readers to reference and plan all week long! Get Out & About also features movie reviews and a complete calendar listing of upcoming events.

This section publishes in The Journal Times AND the Kenosha News every Thursday, giving your advertising message reach in both Racine and Kenosha counties!

PUBLISHES EVERY THURSDAY

Space reservation deadline is 4pm every Monday. Final approval due Tuesday at 5pm.

SIZE OF AD	OPEN	13X	26X	52X
2 x 2.35" BW (3.229"x2.35")	\$65	\$60	\$55	\$50
2 x 2.35" C (3.229"x2.35")	\$80	\$75	\$70	\$65
2 x 4.9" BW (3.229"x4.9")	\$130	\$120	\$110	\$100
2 x 4.9" Color (3.229"x4.9")	\$160	\$150	\$140	\$130
3 x 4.9" (1/4 page) BW (4.894"x4.9")	\$180	\$165	\$160	\$150
3 x 4.9" (1/4 page) Color (4.894"x4.9")	\$210	\$195	\$190	\$180
2 x 7.45" (Portrait) Color (3.229"x7.45")	\$210	\$195	\$190	\$180
3 x 10" (1/2 page VT) BW (4.894"x10")	\$300	\$275	\$265	\$250
3 x 10" (1/2 page VT) Color (4.894"x10")	\$350	\$325	\$300	\$275
6 x 4.9" (1/2 page HZ) BW (9.889"x4.9")	\$300	\$275	\$265	\$250
6 x 4.9" (1/2 page HZ) Color (9.889"x4.9")	\$350	\$325	\$300	\$275
6 x 10" BW (9.889"x10")	\$450	\$425	\$400	\$375
6 x 10" Color (9.889"x10")	\$500	\$450	\$425	\$400
6 x 10" (full back page) Color (9.889"x10")	\$800	\$750	\$700	\$600
6 x 3" (front strip ad) Color (9.889"x3")	\$900	\$800	\$700	\$600

FREE pick-up ad into the Journal Times or Kenosha News with a 6-month weekly commitment

FREE Smart Send subscription with a 12-month weekly commitment

*Creative service charges may apply.

KENOSHA & RACINE FISH FRY PAGES

In the Kenosha News and Journal Times, in the regional Get Out and About section, we publish a weekly fish fry page that our readers absolutely love. The same ad appears in front of our Kenosha and Racine audience for one low rate.

Prices

1 week = \$50

4 consecutive weeks = \$40

Eight consecutive weeks = \$30

Sizes and format

Ads are 3.229 inches wide by 2.35 inches tall

Ads appear in black and white.



THE RESORTER FISH FRY PAGES

The Resorter's fish fry page runs every other week in the popular publication. The Resorter is inserted into each edition of the Lake Geneva Regional News, and it is distributed on newsstands throughout Walworth County. Check with your sales representative on the run schedule.

Prices

1 week = \$50

4 consecutive weeks = \$40

Eight consecutive weeks = \$30

Sizes and formats

Ads are 3.229 inches wide by 3 inches tall

Ads appear in color





OUR AUDIENCE

Kenosha News Followers:62,075

Journal Times Followers:.....30,839

Lake Geneva Regional News Followers:
..... 15,419

Two ways to reach our audience

**FACEBOOK
LIVE EVENT**

- One video that is streamed live on our social media platforms.
- The video is 3 to 7 minutes in length.
- We will help you preplan your content.
- Built in analytics to track performance

Kenosha:.....\$325

Racine:.....\$325

Lake Geneva:.....\$150

Daily + Weekly Market:\$400

Daily Markets:.....\$500

All three markets:\$600

BOOSTED PARTNER POST

Capitalize on our massive audience and recognizable brand with a boosted sponsored partner post on our pages.

**Packages start at
\$225.**

**70 percent of the cost is actual
media spend!**



EMAIL MARKETING

Send a customized email blast to our database of more than 20,000 – per market – opt-in email addresses. The individuals on this list have opt-in to receive emails from local businesses seeking to promote its deals, specials and services. Your custom message includes images, a subject line and subject line. You can also have digital display advertising within the body of our most popular news email alerts. Our newsrooms distribute these emails to thousands of opt-in subscribers daily.

Prices

Kenosha or Racine — \$400

SE Wisconsin (more than 40,000 emails) — \$600

Redrop Email — \$200

(This email is sent to individuals who opened or clicked on the first email)

Sizes and format

Recommended size 725 pixels by 600 pixels; 3 MB Max is preferred.

The maximum size is 725 pixels wide by 1,200 pixels tall.

JPGs if only one URL link is requested.

HTML Creative: If multiple URL links are requested.

ENewletter Ad Inclusion

Price \$15 CPM

970 x 250 Static Preferred, but 728 x 90 static is also available

Select to appear on Breaking News, Daily Headlines, Trending News, Sports or any of our popular news alert lists.



TARGETED EMAIL

Advertisers who want to reach a custom audience in specific geographic areas can use targeted email as a cost effective tactic. This is a great option for campaigns targeting a specific audience in a large geographical area.

Talk to your sales representative to find out the number of available impressions for your specific audience.

Our Targeted Emails are CAN-SPAM compliant and target individuals who have double opted in to receive advertising messages.

Price

5,000 emails - \$200

10,000 emails - \$300

20,000 to 299,999 emails - \$20 CPM

300,000 to 399,999 emails - \$16 CPM

400,000 plus emails - \$12 CPM

Redrop

5,000 emails - \$180

10,000 emails - \$270

20,000 to 99,999 emails - \$18 CPM

100,000 to 199,999 emails - \$16 CPM

200,000 to 299,999 emails - \$14 CPM

300,000 to 399,999 emails - \$12 CPM

400,000 + emails - \$9 CPM



EVERY DOOR DIRECT MAIL from Wisconn Valley Media Group

**ONLY
45¢ PER
POSTCARD!**

Includes printing, processing,
bundling, delivery to the
post office and postage!
Minimum 5,000

Every Door Direct Mail allows you to mail a marketing message direct to consumers' homes, reaching every home within a specified area!

Our direct mail pieces are a large postcard size (7.5"x10"), full color and full gloss - commanding attention from potential consumers! Reach homes in your target market at a largely discounted postage rate!

PLUS our Every Door Direct Mail pieces now include a magnet for easy safe-keeping and increased shelf life!

POSTCARD FRONT

7.5"x10" Non-Bleed Postcard

.25" margins on all
four sides
Safe Image Area is
7" x 9.5"



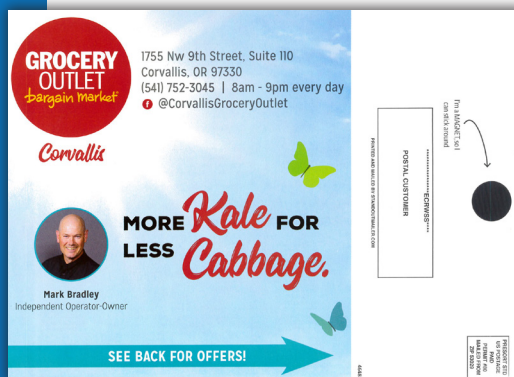
Contact your Sales Rep
or call 262-656-6231
to learn more

POSTCARD BACK

7.5"x10" Non-Bleed Postcard

.25" margins on three sides
and 3.25" postage area
Safe Image Area is 7" x 6.75"

POSTAGE AREA
NO IMAGE IN THIS
3.25" area!



I LOVE A DEAL

I Love A Deal is a revenue sharing program — similar to Groupon — between the Wisconn Valley Media Group and its advertising partners. The advertiser provides a discount for its products or services, and the Wisconn Valley promotes that coupon through all of its platforms. We do not receive a payment unless you make sales.

How it works?

- Partner with us to offer a savings of 50 percent or more.
- We promote your deal in print, online, on social media and through emails.
- Customer purchase the deal and redeems it at your business.
- We share the revenue from the deal.
- At the end of the deal we pay you.
- You never receive a bill.
- You will receive free advertising as part of the deal.



ADDED VALUE ADVERTISING.

With I Love A Deal your business will receive added value free advertising, which will help with your long-term brand recognition goals. At a minimum you will receive:

- **A free eighth of a page ad**
- **20,000 High Impact Impressions**
- **A email blast to our opt-in subscriber list**
- **Free exposure on our social media pages.**

NICHE PUBLICATIONS AND EVENTS

Our specialty publications and events connect with readers and members of the community who are interested in a specific topic, interest, or category. Connect directly with readers who are reading content related to your business or service, or talk directly with customers at one of our niche events.

THE JOURNAL TIMES SPECIAL SECTIONS & EVENTS

JANUARY

Winter Bridal Guide

FEBRUARY

How-To Guide
Racine Bridal Showcase (Event)
Home Expo (Event & Section)

MARCH

Progress
Career Fair (Event)

APRIL

Spring Home & Garden

MAY

Summer Fun Guide
Celebrate Nurses (Event & Section)
Lifestyle & Retirement Expo
(Event & Section)

JULY

Racine & Kenosha County Bride
Best of Racine Nomination

AUGUST

Best of Racine Voting

SEPTEMBER

Fall Fun Guide
Fall Home and Garden
Career Fair

OCTOBER

Best of Racine

NOVEMBER

Holiday Gift Guide

DECEMBER

Holiday Gatefold

KENOSHA NEWS SPECIAL SECTIONS & EVENTS

JANUARY

Winter Bridal Guide

FEBRUARY

Bridal Showcase (Event)
How-To Guide

MARCH

Kenosha Career Fair
Progress

APRIL

Spring Home and Garden
Career Fair

MAY

Summer Fun Guide
Celebrate Nurses (Event & Section)

JULY

Racine & Kenosha County Bride
Best of Kenosha Nominations
Lifestyle & Retirement Expo

AUGUST

Best of Kenosha Voting
Kenosha County Fair
Pleasant Prairie BBQ in the Park

SEPTEMBER

Fall Fun Guide
Fall Home and Garden

OCTOBER

Best of Kenosha
Lifestyle & Retirement Expo
(Event & Section)
Career Fair

NOVEMBER

Holiday Gift Guide

DECEMBER

Holiday Gatefold

LAKE GENEVA REGIONAL NEWS SPECIAL SECTIONS & EVENTS

JANUARY

Winter Bridal Guide
Winterfest Section

FEBRUARY

How to Guide

MARCH

Bridal Showcase (Event)

APRIL

Taste of the Lakes
Career Fair (Event)

MAY

Summer Fun Guide
Bacon Fest
Port of Call
Luxury Lake Geneva

JUNE

Summer Bridal Guide

JULY

Best of Geneva Lakes Nominations

AUGUST

Luxury Lake Geneva
Best of Geneva Lakes Voting

SEPTEMBER

Fall Fun Guide

OCTOBER

Best of Geneva Lakes

NOVEMBER

Holiday Gift Guide

PREPRINTED INSERTS Wednesday & Sunday

The Journal Times, Kenosha News,
Lake Geneva Regional News

FULL CIRC.	CARD STOCK	4 TAB	8 TAB	12 TAB	16 TAB	20 TAB	24 TAB	28 TAB	32 TAB*
OPEN	\$50	\$52	\$57	\$62	\$67	\$72	\$77	\$82	\$88
6 per year	\$42	\$48	\$54	\$59	\$64	\$69	\$74	\$79	\$84
12 per year	\$39	\$44	\$49	\$55	\$60	\$65	\$70	\$75	\$80
30 per year	\$38	\$43	\$48	\$54	\$59	\$64	\$69	\$74	\$79
45 per year	\$38	\$42	\$47	\$53	\$58	\$63	\$68	\$73	\$78
75 per year	\$38	\$39	\$44	\$49	\$57	\$60	\$65	\$70	\$75
100 per year	\$34	\$35	\$39	\$43	\$47	\$52	\$56	\$60	\$64
125 per year	\$30	\$31	\$34	\$37	\$40	\$43	\$46	\$49	\$53

*Add \$5 per 1000 for every four pages over 32. For page counts not listed use next higher tab size. Tab rates apply to flexi-pages; no discounts for flexi. Frequency rate discounts apply only to full-run inserts; not applicable to zoned distribution.

PRINT AND DELIVER

QUANTITY	8.5 X 11	11 X 17
5,000 – 9,999	\$79	\$155
10,000 – 24,999	\$60	\$107
25,000 – 29,999	\$51	\$82

A great alternative to direct mail. Our 50# glossy 2-slided full color is USPS and carrier home delivered. The price includes shipping to one location, delivery and print. Please allow up to 15 business days for creation, printing and inserting. Once artwork is approved it takes a minimum of 10 business days before the product is delivered to our printer.

Why You Should **Include Newspaper Inserts** In Your Marketing Mix

RESERVATIONS & DELIVERY

Reservations must be made at least two weeks in advance of publication date, and inserts should arrive 10 business days prior to publication. Shipments must arrive pre-paid.

Pre-prints must be delivered between 8 a.m. - 5 p.m. Monday - Friday to:

The Times Media
601 45th Street, Dock 4
Munster, Indiana 46321

Please include a shipping document to confirm advertiser, page count, total quantity and publication date. Boxes and/or skids must be clearly marked with publication date and quantity.

MINIMUM INSERT SIZE OF 5" BY 7"

MAXIMUM INSERT SIZE OF 10.75" BY 12.125"



COMMERCIAL CLASSIFIED AD RATES

JournalTimes.com,
KenoshaNews.com, LakeGenevaNews.net

Commercial Liner Ad

Standard rates are for maximum of 3 lines.

	KN or JT only	With Lake Geneva
Sunday	\$12.00	\$14
Weekday	\$11.00	\$13
Add additional lines	\$1.75 per line	\$1
Online Listing Add-On	\$1.00 per day	\$1

KenoshaNews.com or JournalTimes.com

Kenosha News AND Journal Times Combo Commercial Liner Ad

Standard rates are for maximum of 3 lines.

	KN and JT	With Lake Geneva
Sunday	\$23.00	\$26
Add additional lines	\$4.50 per line	\$5.50
Weekday	\$22.00	\$26
Add additional lines	\$3.00 per line	\$3
Online Listing Add-On	\$2.00 per day	\$2

KenoshaNews.com and JournalTimes.com

CLASSIFIED AD DEADLINES

Ad Runs On	Ad Due
Monday	Noon Friday
Tuesday	1 pm Monday
Wednesday	1 pm Tuesday
Thursday	1 pm Wednesday
Friday	1 pm Thursday
Saturday	Noon Friday
Sunday	Noon Friday

Call 262-657-1500 to
speak directly with one of
our Classified Advertising
Specialists.

For Help Wanted / Employment
Ads, please call 262-656-6231
and speak with one of our
Recruitment Specialists.

Business Professionals

Our guide to area professionals runs every day in the
Journal Times.

1 col x 3" ad is only \$9 per day.



DIGITAL DISPLAY AD RATES

JournalTimes.com, KenoshaNews.com, LakeGenevaNews.net

STANDARD DIGITAL BANNER ADS.....\$15 CPM

300x250, 728x90, 320x50 (DESKTOP & MOBILE)

SUPER SIZE ADS.....\$20 CPM

300x600 or 970x250 (DESKTOP & MOBILE)

HIGH IMPACT DIGITAL DISPLAY ADS.....\$35 CPM

Reveal D: 1920x350, M: 800x250

Reveal ads appear at the top of our website, and perform up to 10x better than the national average for click through rates!

InView Video 640x480 mp4 file\$35 CPM

QikVid with Leaderboard 970x250\$35 CPM

QikVid in Article 300x250\$35 CPM

PreRoll Video mp4\$35 CPM

Add \$10 CPM for custom targeting

WEBSITE READERSHIP

Readers and community members turn to our news sites to get the latest local, regional, and national news; sports, event information, and more!



KENOSHANEWS.COM

613K Users per month
5.8M Pageviews / month

JOURNALTIMES.COM

765K Users per month
7M Pageviews per month

LAKEGENEVANEWS.NET

143K Users per month
869K Pageviews / month

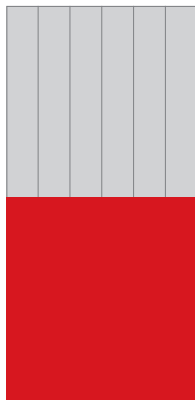
Google Analytics: 3-Month Average (March-May 2020)

PRINT DIMENSIONS | Choose The Right Ad, Audience & Frequency

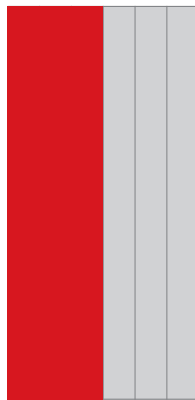
PRINT ADVERTISING



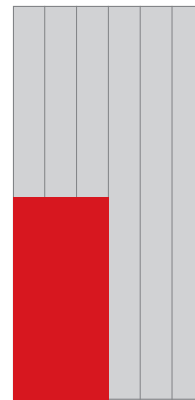
Full Page
6 column x 20.4" – 122.4"



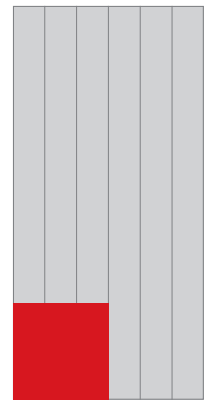
Half Page
6 column x 10" – 60"



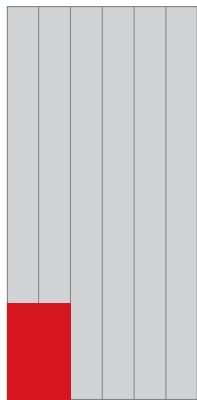
Half Vertical Page
3 column x 20.4" – 61.2"



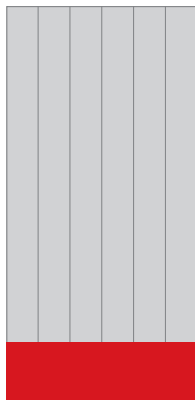
Quarter Page
3 column x 10" – 30"



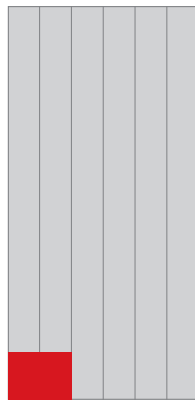
Eighth Page
3 column x 4.9" – 15"



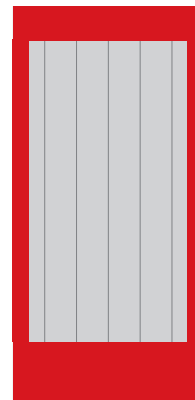
Twelfth Page
2 column x 4.9" – 10"



Strip Ad
6 column x 3" – 18"



The Mini
2 column x 2.35" – 5"



Picture Frame Ad
See Specs on pages 6 & 8.

COLUMN WIDTHS

6 column	9.889"
5 column	8.224"
4 column	6.559"
3 column	4.894"
2 column	3.229"
1 column	1.564"

DIGITAL ADVERTISING

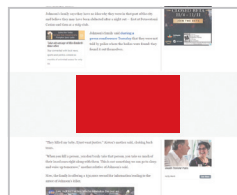
TARGETING ASPECTS AVAILABLE!



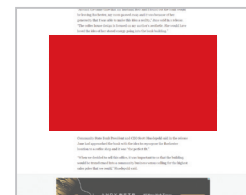
Reveal
1920p x 350p desktop,
800p x 250p mobile



Email Blast
Max. 725p x 1200p



In-View Video
640 x 480v
0:10-0:15 preferred length, 0:30 max.



Pre-Roll Video
640 x 480v
0:10-0:15 preferred length, 0:30 max.



Native Ad
800p x 450p photo +
headline and attribution



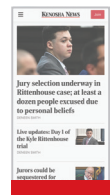
Block Ad
300p x 250p
(Static, HTML5, or gif)



Leaderboard
728p x 90p
(Static, HTML5, or gif)



Super Leaderboard
970p x 250p
(Static, HTML5, or gif)



Mobile Leaderboard
320p x 50p

General Advertising Information

Sales Director Robert Ireland 262.656.6306 robert.ireland@lee.net
Sales Director Clint Wiedholz 262.631.1704 clint.wiedholz@lee.net

Kenosha News: 6535 Green Bay Rd, Kenosha, WI 53142 | 262.657.1000 | www.KenoshaNews.com

Lake Geneva Regional News: 315 Broad St, Lake Geneva, WI | 262.248.4444 | www.LakeGenevaNews.net

Commissions/Policy

A. It is the condition of this rate card that Wisconn Valley Media Group reserves the right to revise its advertising rates at any time. As a matter of courtesy we will give our customers a 30-day notice.
B. 15% commission to recognized advertising agencies on the National Advertising rate only.
C. Advertisers and/or advertising agencies assume all liability for advertisements published (including illustration, text, claims, etc.) and agree to assume any and all responsibilities for claims occurring against Wisconn Valley Media Group.
D. Ultimate responsibility for the payment of all bills is assumed by the advertiser whether advertising has been placed by the advertiser or its agency of record.
E. All advertising is accepted subject to management and credit approval. Advance payment for advertising does not constitute a contract to publish until management approval is obtained.
F. The publisher reserves the right to edit or reject advertising submitted for publication.
G. For classified advertising, all advertisements are to be placed in proper classifications and must conform to style of type and makeup specified by the publisher.
H. Advertisers are responsible for checking their ads the first day of publication and immediately notifying The Journal Times of any errors with copy and/or illustration. Wisconn Valley Media Group liability is limited to a correction, if requested, or credit for the first day of publication and only for that portion of the ad which may be rendered valueless by such error. Claims for adjustments must be made within 36 hours after publication. The Journal Times accepts the responsibility for publishing each ad correctly as determined by original copy and if submitted on or before deadline. The Journal Times will not accept liability for changes in copy after the ad has been proofed.
I. If a scheduled advertisement is accidentally omitted, Wisconn Valley Media Group will re-schedule the advertisement for the earliest available publication date.

J. Sponsored Content or a News Style Advertisement must carry either the phrase Sponsored Content or Advertisement at the top of the ad.
K. The advertiser agrees to indemnify Wisconn Valley Media Group against any and all liabilities and expenses, including payment of judgments, attorney fees and costs arising from any and all claims involving the contents of advertisements published.
L. Advance payment is required for all Going Out of Business; Moving/ Estate Sales; Homes, Mobile Homes, Condos For Sale (unless by licensed Realtor); Open House; Situations Wanted; Business Opportunities; Services Offered, Personals; Charter Fishing; Fireplace and Fuel, and Wanted To Rent ads.
M. All political advertising must be pre-paid and carry proper disclaimers.
N. Wisconn Valley Media Group reserves the right to short rate contracts for nonfulfillment at the appropriate rate for actual performance.
O. All bills for non-contract advertisers are payable upon receipt. Contract advertising bills are payable by the 10th of the month.
P. Special rated transactions do not count towards "earned"/ contract rates.
Q. Wisconn Valley Media Group guarantees equal opportunity for all advertisers to earn the rates on this card consistent with deadline compliance and policies. Contract rates are not transferrable.
R. Any advertising agency establishing credit and placing advertising with Wisconn Valley Media Group shall be liable for payment of all media invoices. Sequential liability clauses are unacceptable.
S. Incorrect rates on insertion orders that do not correspond to the new rate card in effect will be regarded as clerical errors. The advertisement will be published and charged at the applicable rates in effect at time of publication.

Ad Specifications

The following guidelines are intended to help clients achieve the finest results when printing advertisements in any Wisconn Valley Media Group publication.

CAMERA-READY ADS

- Pre-designed advertisements must be sent in PDF or EPS format. To avoid printing or distortion issues, the best setting to utilize for PDFs is PDF/X-1a:2001.
- We do not accept Microsoft Publisher or Microsoft Word documents as completed advertisements. Please save files as a Press Quality PDF before submitting.
- All typefaces must be embedded. If using Adobe Illustrator, please outline the fonts.
- If pre-designed ads are in color, please make sure all black type is **100% black** (C=0, M=0, Y=0, K=100). Rich Black should be avoided.
- Do not use spot colors. The Lake Geneva Regional News, The Resorter, and all of our special and niche publications print exclusively in CMYK.
- If CMYK color breakdowns are in question, please request a current color chart from your Advertising Executive

IN-HOUSE DESIGNED ADS

- Vector logos are the preferred format (.EPS or .PDF files).
- Photography and other images to be used in your ads must be high resolution .JPG, .JPEG, .TIFF, or .PDF. Line art or clip art may also be submitted as .EPS.
- Please keep in mind that we can convert a color image into grayscale, but we can not convert grayscale images to color.