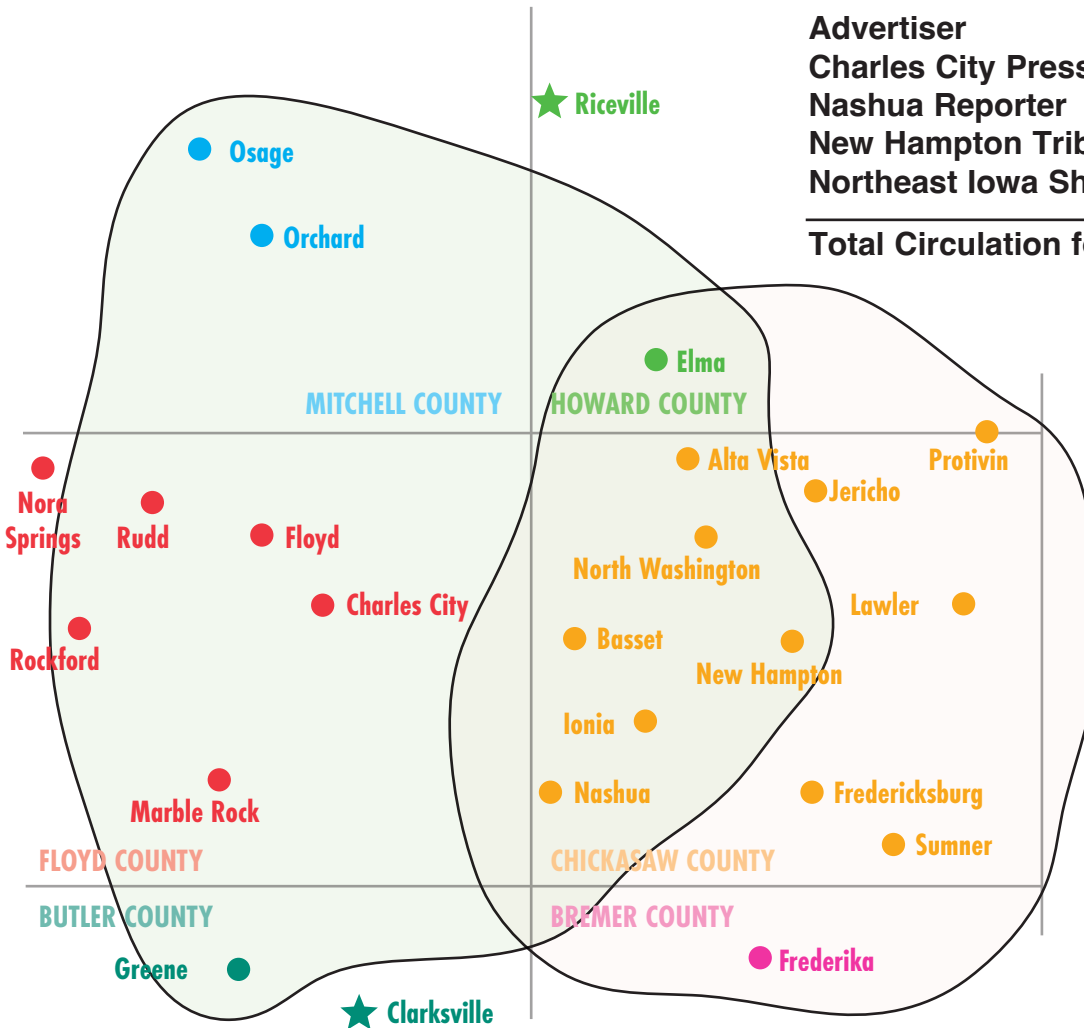


2024 Distribution

Effective August 2024

Circulation:

| | |
|--|---------------|
| Advertiser | 6,607 |
| Charles City Press | 2,000 |
| Nashua Reporter | 450 |
| New Hampton Tribune | 1,748 |
| Northeast Iowa Shopper | 14,420 |
| Total Circulation for 5 Publications: | 25,225 |



● Mailed

★ Drop-off Locations

- 34 miles to Cedar Falls (from Nashua)
- 20 miles to Waverly (from Nashua)

| Zip Code | Town | Zip Code | Town | Zip Code | Town |
|----------|--------------|----------|-------------|----------|----------------|
| 50616 | Charles City | 50619 | Clarksville | 50659 | New Hampton |
| 50435 | Floyd | 50628 | Elma | 50630 | Fredericksburg |
| 50471 | Rudd | 50461 | Osage | 52154 | Lawler |
| 50468 | Rockford | 50466 | Riceville | 52163 | Protovin |
| 50653 | Marble Rock | 50460 | Orchard | 50631 | Frederika |
| 50658 | Nashua | 50603 | Alta Vista | 50674 | Sumner |
| 50636 | Greene | 50645 | Ionia | | |

Plus over 20 Agent Locations!

Visit us on the web www.charlescitypress.com and www.nhtribune.news

RATES FOR DISPLAY ADVERTISING



| RATES | NORTHEAST IOWA SHOPPER (Tues) | PRESS ONLY (Tues & Fri) |
|--------------|----------------------------------|----------------------------|
| Open Rate | \$17.00 | \$14.00 1st run |
| Combo Rate | \$24.00 | +\$7.00 2nd run |
| Tri-Run Rate | \$30.00 | |

Charles City Press DEADLINE: Noon, 2 days prior to publication
Northeast Iowa Shopper DEADLINE: Noon, Thursday

ADvertiser

TRIBune
 New Hampton Chickasaw County
 Your Community. Your Team. Your Media.

**Nashua
 REPORTER**

| RATES | ADVERTISER SHOPPER (Tues) | NH TRIBUNE (Thurs) | NASHUA (Fri) |
|-------------------------------|------------------------------|-----------------------|-----------------|
| Open Rate | \$13.00 | \$11.00 | \$5.00 |
| Combo Rate (2 publications) | \$16.00 | | |
| Tri-Run Rate (3 publications) | \$19.00 | | |

New Hampton Tribune DEADLINE: 4pm, Monday
New Hampton Advertiser DEADLINE: Noon, Thursday
Nashua Reporter DEADLINE: Noon, Wednesday

COLOR CHARGE: All Color will be charged at \$4.00/col. inch
 All Color Prices are Per Page & Per Publication.

POSITION: Requests for position will be honored when possible, **BUT ARE NOT GUARANTEED!**

(RATES SUBJECT TO CHANGE WITHOUT NOTICE)

Column Sizes

- 1 column - 1.8125"
- 2 columns - 3.75"
- 3 columns - 5.6875"
- 4 columns - 7.625"
- 5 columns - 9.5625"
- 6 columns - 11.5"
- example - 6 col x 21.25" is 11.5" wide x 21.25" tall*

For All Your Advertising Contact:

Chris Rimrod, Account Representative

PHONE: (641) 228-3211 • EMAIL: chris@charlescitypress.com

801 RIVERSIDE DRIVE • CHARLES CITY, IOWA 50616

Online Web Ads



www.charlescitypress.com



Your Community. Your Team. Your Media.

www.nhtribune.news

| Current | Increase % | Increase |
|-----------|------------|----------|
| \$108,576 | 6% | \$6,511 |
| \$69,842 | 6% | \$4,191 |
| \$69,615 | 6% | \$4,176 |
| \$92,597 | 12% | \$11,111 |
| \$69,615 | 6% | \$4,176 |

- All ads appear on every page EXCEPT Obit Page
- Ads can be scheduled to start/stop on specific days.
- Ad heights in the sidebar are not set in stone. The height can vary with each ad. Different height ads can be put in the sidebar, The block will shift up/down according to the image height that is placed there.
- Ad widths in the right column should stay the same.
- Ads can have a click through to a website, social media page, pdf, or special section page, i.e. Greenhouse Guide Page
- A new block can be added in the right sidebar to have an ad that stays at the top and doesn't rotate with the others.



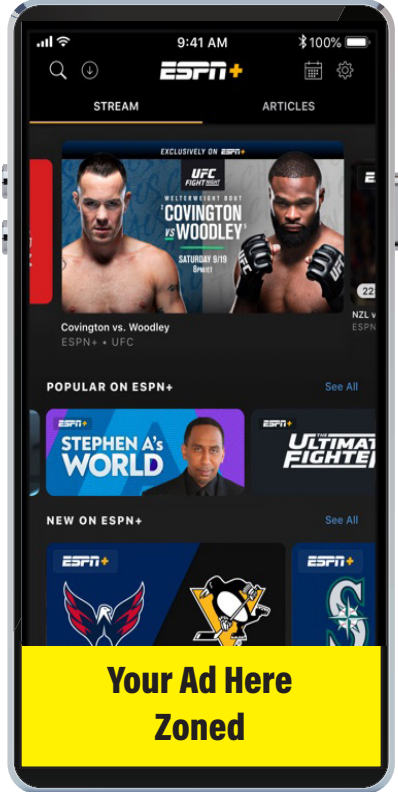
Banner (Flag)
620x90 pixels (8.5"x1.25")
\$165

Video Box (Sidebar)
1170x658 pixels
\$385

Half Box (Sidebar)
300x150 pixels (4.167"x2.083")
\$86

Big Box (Sidebar)
300x250 pixels (4.167"x3.427")
\$148

Bundle Print & Mobile Banner Ads

| | <u>Impressions</u> | <u>Cost</u> | |
|---|--------------------|----------------|--|
|  <p>Charles City Press</p> <p>AND</p>  <p>New Hampton TRIBUNE Chickasaw County Your Community. Your Team. Your Media.</p> | 10,000 | \$228 |  |
|  <p>northeast iowa SHOPPER <i>It's About You!</i></p> | 25,000 | \$455 | |
| Advertiser | 50,000 | \$798 | |
| Nashua REPORTER | 100,000 | \$1,375 | |

2022 NATIONAL DISPLAY ADVERTISING RATES

- Charles City Press / New Hampton Tribune (newspaper) **\$16** col. inch
- Advertiser / Northeast Iowa Shopper (TMC) **\$19** col. inch
- Newspaper and TMC Combination **\$29** col. inch

LINE CLASSIFIED AD RATES

All Classified Line Ads \$10 Per Publication or \$22 Week Package
(50 words or less)

For Rent, For Sale, Miscellaneous, etc.

INSERT RATES (per thousand)

| | | |
|---------------------------|------------------------|-------------------------|
| Minimum Charge..... \$227 | 8 Page Tab..... \$70M | 24 Page Tab..... \$99M |
| Single Sheet..... \$62M | 12 Page Tab..... \$78M | 28 Page Tab..... \$114M |
| 4 Page Tab..... \$64M | 16 Page Tab..... \$84M | 32 Page Tab..... \$129M |
| | 20 Page Tab..... \$91M | |

Above prices are for full run inserts. There is a 10% additional charge for Zoned Inserts.