

# Vilas County News-Review and The Three Lakes News

*Covering area communities since 1885*



*Judged as Wisconsin's*  
**'Best Weekly'**

Wisconsin Newspaper Association  
2011, '13 and '15  
Large Weekly Division



- Award-winning quality
- Guaranteed distribution
- Total market coverage
- **Best marketing tool!\***

\*How America Shops & Spends 2011

## Eagle River Publications, Inc.

425 W. Mill St.  
P.O. Box 1929  
Eagle River, WI 54521



Phone (715) 479-4421  
Fax (715) 479-6242  
Email: [erpub@nnex.net](mailto:erpub@nnex.net)

*See our online edition!*  
[www.vcnewsreview.com](http://www.vcnewsreview.com)

*Also publishing:*

North Woods Trader  
Headwaters Area Guide

Vacation Week  
Senior Focus

Action Tracks  
Military Salute

**20,000**  
newspaper  
readers each  
week

# ADVERTISING RATES

Effective Jan. 1, 2017

**40,000**  
Trader readers  
each week

## News-Review Rates The Three Lakes News Rates

	<b>\$12.90 Per Column Inch</b>
Quarter Page (31½") .....	\$406.35
Half Page (63") .....	\$812.70
Full Page (126") .....	\$1,230.00

Circulation: 7,500-8,500

## Birthday/Anniversary Greeting

\$8 per inch — restrictions apply

## Pre-print Inserts

*Rates Upon Request*

Pre-prints must be quarter-folded to a size no more than 10" x 11" (Trader); 5½" x 10½" (News-Review)

## Color Rates

Full color add \$200 • Spot color add \$100

## National Ad Rates

SAU rate \$14.30

## North Woods Trader Rates

	<b>\$14.90 Per Column Inch</b>
Quarter Page (31½") .....	\$469.35
Half Page (63") .....	\$938.70
Full Page (126") .....	\$1,522.50

## Classified Ads

25 words for \$12, 30¢ for each additional word.  
Payable in advance, except for established business accounts.  
Blind ad charge \$5 per week. All caps \$5 one-time charge.

## Eagle River Business Directory

\$11 per column inch — minimum 13-week contract

## Special Publication Rates

*Available Upon Request*

- Vacation Week
- Progress
- Headwaters Area Guide
- Senior Focus
- Action Tracks
- Military Salute
- Kids Design An Ad
- Salute to Emergency Personnel

## Mechanical Information

WIDTH OF COLUMNS IN THE NEWS-REVIEW AND NORTH WOODS TRADER

*Other publication mechanical sizes upon request*

No. of Columns	Width in Picas	Width in Inches	HALF-PAGE HORIZONTAL OR QUARTER-PAGE AD DEPTH	
			Picas	Inches
1	10p2	1 <sup>11</sup> / <sub>16</sub> " (1.6875)	62p7.5	10 <sup>1</sup> / <sub>16</sub> " (10.4375")
2	21p4	3 <sup>3</sup> / <sub>16</sub> " (3.5625)		
3	32p6	5 <sup>5</sup> / <sub>16</sub> " (5.4375)		
4	43p8	7 <sup>1</sup> / <sub>4</sub> " (7.25)		
5	54p10	9 <sup>1</sup> / <sub>2</sub> " (9.125)		
6	66p	11"		
			FULL-PAGE AD DEPTH	
			Picas	Inches
			126p9	21 <sup>1</sup> / <sub>8</sub> " (21.125")

## Deadlines

### NORTH WOODS TRADER

TMC SHOPPER PUBLISHED WEDNESDAYS

*Deadlines listed are for the week prior to the North Woods Trader publication date.*

Real Estate Ads: Wednesday, noon

Display Ads: Wednesday, 5 p.m.

Classified Ads: Thursday, 10 a.m.

Display Ads Repeating with No Changes: Thursday, 10 a.m.

Proof Changes: Thursday, noon

### VILAS COUNTY NEWS-REVIEW

WEEKLY NEWSPAPER PUBLISHED WEDNESDAYS

Display Ads: Monday, 10 a.m.

Classified Ads: Monday, noon

Display Ads Repeating with No Changes: Monday, 10 a.m.

Proof Changes: Monday, noon

News-Review Copy: Monday, 10 a.m.

## Credit Terms

Net payable within 30 days of the invoice (except February – 28 days). A late payment charge of 1½% per month, annual rate of 18%, will be charged on accounts which have balances 30 days or older. A minimum service charge of \$5 will be charged.

## Position Requests

The News-Review cannot guarantee special position requests, however, we will make an effort to meet special placement requests. We will not charge extra for this service, but on the other hand, we are not responsible financially for not honoring a special request.

## Ad Disclaimer

The Publisher reserves the right to censor, reject, alter or refuse any advertising copy in its sole discretion in accordance with any rules the publisher may now have, or may adopt in the future, concerning the acceptance of advertising matter.

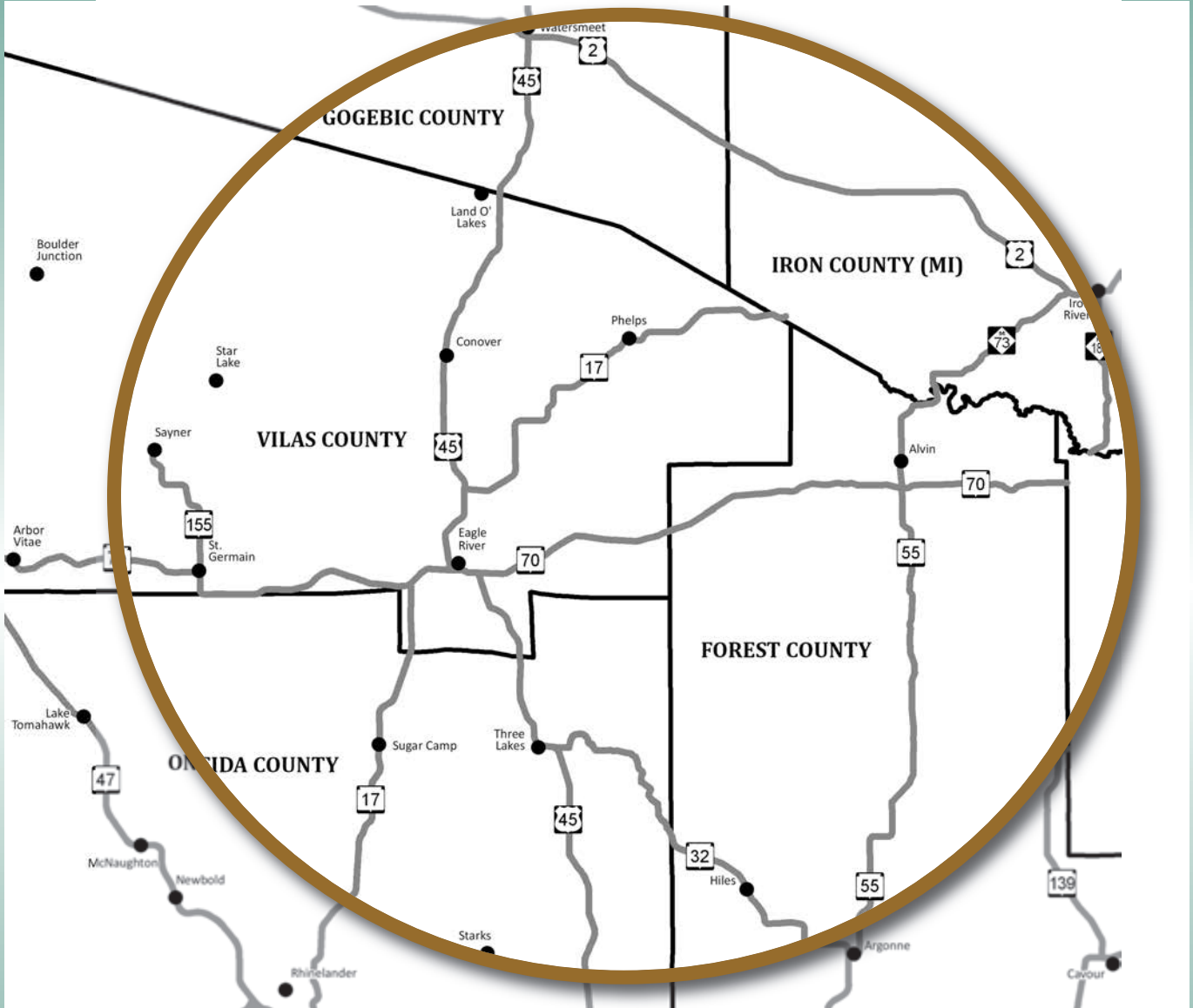
If there is an error in an advertisement attributable to the Publisher, the error shall be deemed immaterial. The Publisher's liability for an error shall be only for such portion of the entire cost of such advertisement as the space occupied by the error bears to the whole space occupied by such advertisement.

The Advertiser assumes full and complete responsibility and liability for the content of all advertising copy submitted, printed and published pursuant to this Agreement, and shall indemnify and save the Publisher harmless against any demands, claims or liability arising from the printing or publication of said advertising copy. The Advertiser shall reimburse the Publisher in settlement of claims or in satisfaction of judgments obtained by reason of the printing or publication of such advertising copy together with all expenses incurred in connection therewith, including, but not limited to, attorney's fees and costs of litigation.

# NORTH WOODS TRADER — Your Advertising Solution

Delivered to 17,500 households weekly

Guaranteed — U.S. Mail



**What  
we  
cover**

## Population Centers:

Eagle River area.....	6,580
Conover .....	705
Phelps.....	701
Iron River .....	1,100
Argonne/Hiles .....	650
Three Lakes .....	2,185
St. Germain .....	1,780
Land O' Lakes .....	1,500
Sugar Camp .....	600

# SPECIAL PUBLICATIONS

## Vacation Week



During the peak tourist seasons, the News-Review offers special publications designed to reach vacationers. The oldest and most popular of these is Vacation Week, which began in June of 1953. Vacation Week runs for 12 weeks during the summer and features timely and appropriate articles of interest to vacationers.

It is included in all copies of the paper distributed in Vilas and Oneida counties, and Vacation Week is sent to resorts, hotels, camps and information bureaus throughout the area, where it is very well received and used extensively by visitors during their entire stay in the area and by year around residents, as well.

## Headwaters Area Guide



The Headwaters Area Guide is the most comprehensive directory of local and area information for use in homes and businesses. This unique publication contains valuable but hard-to-find information about state and local agencies, area churches, commerce, community maps, courts, cultural activities, events, local and state politicians, groups, clubs and organizations.

You'll find a guide to shops and services, history, libraries, the media, Wisconsin offices and agencies, neighboring governments, schools, recreation, senior citizen agencies, utilities and emergency numbers. The Guide is distributed to area homes through direct mailing, businesses, newsstands, resorts, government offices and chambers of commerce. Advertising in the Headwaters Area Guide gives you the opportunity to be a part of the area's most successful and popular resource tool.

## Action Tracks



This publication has already won over many winter sports vacationers. Action Tracks is published once and distributed throughout the winter vacation season. It features well-written articles, maps and a schedule of events of interest to the winter vacationer. In addition to being distributed at all places that advertise, Action Tracks also is distributed to winter sports enthusiasts at motels, resorts and ski hills in the region (northeastern Wisconsin and nearby Upper Michigan), and at Wisconsin tourism outlets and entrances to the state where it has met with excellent reception.

All ads for this special publication are sold in modular sizes, on a seasonal, discounted basis.

## Special Sections

At appropriate times throughout the year, special sections are printed as part of the Trader or inserted in the News-Review to help target audiences.

- Business Card Directory — January
- Senior Focus — January
- Snowmobile Derby — January
- Progress — February
- Spring Bridal — February
- Kids Design an Ad — March
- Spring Home Improvement — March
- Yard & Garden — April
- Military Awareness — May
- Vacation Week — June-August
- Moonlight Madness — July
- Senior Focus — July
- Sidewalk Sales — August
- Real Estate Guide — Summer
- National Hunting & Fishing Day — September
- Fall Home Improvement — September
- Cranberry Crier — October
- Salute to Emergency Personnel — October
- Holiday Gift Guide — November
- Christmas Carol & Recipe Book — November
- Christmas Greetings — December

