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!*

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

See our online edition!
www.vcnewsreview.com

Also publishing:
North Woods Trader
Headwaters Area Guide
Vacation Week
Senior Focus
Action Tracks
Military Salute
ADVERTISING RATES
Effective Jan. 1, 2017

News-Review Rates
The Three Lakes News Rates
$12.90 Per Column Inch
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 10¾" (News-Review)
Color Rates
Full color add $200 • Spot color add $100
National Ad Rates
SAU rate $14.30

North Woods Trader Rates
$14.90 Per Column Inch
Quarter Page (31¾") ................................... $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 $6 one-time charge.

Eagle River Business Directory
$11 per column inch — minimum 13-week contract

Special Publication Rates
Available Upon Request
• Vacation Week
• Action Tracks
• Progress
• Military Salute
• Headwaters Area Guide
• Kids Design An Ad
• Senior Focus
• Salute to Emergency Personnel

Mechanical Information
WIDTH OF COLUMNS IN THE NEWS-REVIEW AND NORTH WOODS TRADER
Other publication mechanical sizes upon request

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<th>No. of Columns</th>
<th>Width in Picas</th>
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<td>5</td>
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HALF-PAGE HORIZONTAL OR QUARTER-PAGE AD DEPTH

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FULL-PAGE AD DEPTH

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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.
What we cover

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

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.

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