

CENTRAL ST. CROIX NEWS

Your Good Neighbor in the Heart of St. Croix County

“Good Neighbors in The Heart of St. Croix County” is the slogan we have adopted here at the Central St. Croix News. We serve the communities of the St. Croix Central School District, essentially Roberts and Hammond. We want to be your Good Neighbors.

St. Croix County has, for nearly the past decade, been the fastest growing county in Wisconsin and in the Twin Cities metro area. The majority of the development and population growth has been on the western side of the county, although it moves east as time progresses.

The Central St. Croix area is essentially at the center of the county, connecting the suburbanized west with the more rural east and blending those whose families have lived in the area for decades and even centuries with “new arrivals” often making the trek from across the border.

Many of these transplants – and some of the longtime locals – are unaware of all the services and retail opportunities available in their backyard ... and the Central St. Croix News is the perfect venue for them to find out.

In fact, the people who get the paper have requested it; therefore we know it is valued and looked at as opposed to free distribution shoppers, which can claim a higher circulation but maybe can’t claim as high a percentage of people who actually LOOK at them.

The Central St. Croix News plans to be a driving force in spreading the news that our own neighbors’ businesses, right here in the heart of St. Croix County, are a viable option to the Twin Cities for shopping, for services, for all the things that you need.

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Production office:
500 West Boulevard, Lower Level
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Advertising Rate Card

Circulation: 1,000 newspapers

Distribution: Subscribers primarily in Hammond & Roberts; also in surrounding St. Croix county communities and “across the border,” as well as throughout the country. Rack sales in Hammond, Roberts and Baldwin stores.

In 2010 we rolled out a new look for the paper and are planning for a saturation mailing of our paper to upwards of 3,000 homes in Central St. Croix County (Hammond & Roberts addresses). We think that this affords area businesses a unique opportunity to reach those customers with your marketing message.

Contact us for more details!

Ad Size	Price	Ad Size	Price
full page	\$570	1/16 page	\$48.75
half page	\$300	1/20 page	\$39.00
1/3 page	\$200	1/24 page	\$32.50
1/4 page	\$165	B&P	\$24.00
1/6 page	\$120		
1/8 page	\$90	column =	2.0174 in
1/10 page	\$72	gutter =	0.01667 in
1/12 page	\$60		
1/15 page	\$52		

We offer frequency discounts!
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