

NEWSPAPER CERTIFICATION RATES -- 2004-05

Newspaper No.

21 DAILY REPORTER (THE)
 225 E MICHIGAN ST, STE 540
 PO BOX 514033
 MILWAUKEE WI 53203-3433

Telephone: (414) 276-0273
 (800) 508-3800
 Fax: (414) 276-8057
 Tax ID No: 391779860
 Parent Company: DAILY REPORTER PUBLISHING CO

Day(s) Published: M Tu W Th F
 Paid Circulation: 2,130

This newspaper is published in Milwaukee County, and adjusted rates are not determined for Milwaukee County publications. Instead, Wisconsin law provides that the fees for the publication of a legal notice by this newspaper may be equal to, but not in excess of, the regular publishing rate actually required of private advertisers for similar advertising matter.

<u>Typeface or Font</u>	<u>Point Size</u>	<u>Column Width (picas)</u>	<u>Font Base Rate</u>	<u>ADJUSTED RATES</u>	
				<u>First Insertion</u>	<u>Subsequent Insertion</u>
TIMES	7	0.00		**	

22 MILWAUKEE JOURNAL SENTINEL
 PO BOX 661
 MILWAUKEE WI 53201-0661

Telephone: (414) 224-2207
 (800) 456-5943
 Fax: (414) 224-2505
 Tax ID No: 391178025

Day(s) Published: Su M Tu W Th F Sa
 Paid Circulation: 320,000
 Circulation Adjustment: 75%

<u>Typeface or Font</u>	<u>Point Size</u>	<u>Column Width (picas)</u>	<u>Font Base Rate</u>	<u>ADJUSTED RATES</u>	
				<u>First Insertion</u>	<u>Subsequent Insertion</u>
HELVETICA MEDIUM	7	12.20			
HELVETICA MEDIUM	7	25.00			
HELVETICA BOLD	7	12.20			
HELVETICA BOLD	7	25.00			

24 THE MONROE TIMES
 PO BOX 230
 MONROE WI 53566-0230

Telephone: (608) 328-4202
 Fax: (608) 328-4217
 Tax ID No: 391834121
 Parent Company: BLISS COMMUNICATIONS

Day(s) Published: M Tu W Th F Sa
 Paid Circulation: 5,645
 Circulation Adjustment: 0%
 Email: advprod@themonroetimes.com

<u>Typeface or Font</u>	<u>Point Size</u>	<u>Column Width (picas)</u>	<u>Font Base Rate</u>	<u>ADJUSTED RATES</u>	
				<u>First Insertion</u>	<u>Subsequent Insertion</u>
HELVETICA NARROW	7	8.00	\$5226	\$5226	\$4106
HELVETICA NARROW	7	16.60	\$1,0844	\$1.0844	\$8519
HELVETICA NARROW	9	8.00	\$4,003	\$4.003	\$3145
HELVETICA NARROW	9	16.60	\$8,306	\$8306	\$6525

26 OSHKOSH NORTHWESTERN (THE)
 224 STATE ST
 PO BOX 2926
 OSHKOSH WI 54901-2926

Telephone: (920) 235-7700
 (800) 924-6168
 Fax: (920) 426-6712
 Tax ID No: 541997071
 Parent Company: GANNETT MIDWEST PUBLISHING INC

Day(s) Published: Su M Tu W Th F Sa
 Paid Circulation: 26,963
 Circulation Adjustment: 75%

<u>Typeface or Font</u>	<u>Point Size</u>	<u>Column Width (picas)</u>	<u>Font Base Rate</u>	<u>ADJUSTED RATES</u>	
				<u>First Insertion</u>	<u>Subsequent Insertion</u>
FRANKLIN GOTHIC	6	7.42	\$4,713	\$8248	\$6480

NEWSPAPER CERTIFICATION RATES -- 2004-05

Newspaper No.

27 DAILY REGISTER

PO BOX 470
PORTAGE WI 53901-0470

Telephone: (608) 742-2111
(800) 236-2110
Fax: (608) 742-8346

Day(s) Published: Su M Tu W Th F
Paid Circulation: 4,848
Circulation Adjustment: 0%

Tax ID No: 391996557 Email: nmoyer@madison.com
Parent Company: CAPITAL NEWSPAPERS INC

<u>Typeface or Font</u>	<u>Point Size</u>	<u>Column Width (picas)</u>	<u>Font Base Rate</u>	<u>ADJUSTED RATES</u>	
				<u>First Insertion</u>	<u>Subsequent Insertion</u>
HELVETICA	6	12.00	\$.7426	\$7426	\$5834
HELVETICA	6	25.00	\$1.5471	\$1.5471	\$1.2155
HELVETICA	6	38.00	\$2.3516	\$2.3516	\$1.8476

28 JOURNAL TIMES (THE)

212 FOURTH ST
PO BOX 786
RACINE WI 53401-0786

Telephone: (262) 634-3322
Fax: (262) 631-1702

Day(s) Published: Su M Tu W Th F Sa
Paid Circulation: 36,312
Circulation Adjustment: 75%

Tax ID No: 420823980
Parent Company: LEE ENTERPRISES INC

<u>Typeface or Font</u>	<u>Point Size</u>	<u>Column Width (picas)</u>	<u>Font Base Rate</u>	<u>ADJUSTED RATES</u>	
				<u>First Insertion</u>	<u>Subsequent Insertion</u>
AVANTE GARDE MEDIUM	6	6.56	\$.3353	\$5867	\$4609

Newspaper does not publish legal notices on Saturdays.

29 DAILY NEWS (THE)

PO BOX 778
RHINELANDER WI 54501-0778

Telephone: (715) 362-6397
Fax: (715) 369-2377

Day(s) Published: Su M Tu W Th F
Paid Circulation: 6,000
Circulation Adjustment: 0%

Tax ID No: 391849679
Parent Company: PULITZER PUBLISHING CO

<u>Typeface or Font</u>	<u>Point Size</u>	<u>Column Width (picas)</u>	<u>Font Base Rate</u>	<u>ADJUSTED RATES</u>	
				<u>First Insertion</u>	<u>Subsequent Insertion</u>
HELVETICA	8	12.00	\$.5644	\$5644	\$4434
HELVETICA	8	25.00	\$1.1758	\$1.1758	\$9238
HELVETICA	8.5	12.00	\$.5324	\$5324	\$4183
HELVETICA	8.5	25.00	\$1.1093	\$1.1093	\$8715

NEWSPAPER CERTIFICATION RATES -- 2004-05

Newspaper No.

31 SHAWANO LEADER

PO BOX 416
SHAWANO WI 54166-0416

Telephone: (715) 526-2121

Day(s) Published: Su M Tu W Th F

Fax: (715) 524-3941

Paid Circulation: 6,492

Circulation Adjustment: 0%

Tax ID No: 391996557

Email: sbenish@madison.com

Parent Company: CAPITAL NEWSPAPERS INC

<u>Typeface or Font</u>	<u>Point Size</u>	<u>Column Width (picas)</u>	<u>Font Base Rate</u>	<u>ADJUSTED RATES</u>	
				<u>First Insertion</u>	<u>Subsequent Insertion</u>
HELVETICA	6	12.00	\$.7426	\$.7426	\$.5834
HELVETICA	6	18.50	\$ 1.1449	\$ 1.1449	\$.8995
HELVETICA	6	24.00	\$ 1.4852	\$ 1.4852	\$ 1.1669
HELVETICA	6	36.00	\$ 2.2279	\$ 2.2279	\$ 1.7503
HELVETICA	6	72.00	\$ 4.4557	\$ 4.4557	\$ 3.5006
TIMES	10	18.50	\$.7251	\$.7251	\$.5697
TIMES ROMAN	10	12.00	\$.4703	\$.4703	\$.3695
TIMES ROMAN	10	18.50	\$.7251	\$.7251	\$.5697
TIMES ROMAN	10	24.00	\$.9406	\$.9406	\$.7390
TIMES ROMAN	10	36.00	\$ 1.4110	\$ 1.4110	\$ 1.1085
TIMES ROMAN	10	72.00	\$ 2.8219	\$ 2.8219	\$ 2.2171
HELVETICA	10	12.00	\$.4479	\$.4479	\$.3519
HELVETICA	10	18.50	\$.6906	\$.6906	\$.5425
HELVETICA	10	24.00	\$.8959	\$.8959	\$.7038
HELVETICA	10	36.00	\$ 1.3438	\$ 1.3438	\$ 1.0557
HELVETICA	10	72.00	\$ 2.6876	\$ 2.6876	\$ 2.1115
HELVETICA	10	11.00	\$.4042	\$.4042	\$.3175

32 SHEBOYGAN PRESS (THE)

PO BOX 358
SHEBOYGAN WI 53082-0358

Telephone: (920) 457-7711

Day(s) Published: Su M Tu W Th F Sa

(800) 686-3900

Paid Circulation: 26,407

Fax: (920) 457-0178

Circulation Adjustment: 75%

Tax ID No: 541997071

Parent Company: GANNETT MIDWEST PUBLISHING INC

<u>Typeface or Font</u>	<u>Point Size</u>	<u>Column Width (picas)</u>	<u>Font Base Rate</u>	<u>ADJUSTED RATES</u>	
				<u>First Insertion</u>	<u>Subsequent Insertion</u>
HELVETICA 1	6	7.40	\$.4579	\$.8014	\$.6296
FRANKLIN GOTHIC	6	9.00	\$.5291	\$.9260	\$.7275

33 STEVENS POINT JOURNAL

1200 3RD CT
STEVENS POINT WI 54481-2835

Telephone: (715) 384-3131

Day(s) Published: M Tu W Th F Sa

Paid Circulation: 14,311

Fax: (715) 344-7229

Circulation Adjustment: 30%

Tax ID No: 541997071

Parent Company: GANNETT MIDWEST PUBLISHING INC

<u>Typeface or Font</u>	<u>Point Size</u>	<u>Column Width (picas)</u>	<u>Font Base Rate</u>	<u>ADJUSTED RATES</u>	
				<u>First Insertion</u>	<u>Subsequent Insertion</u>
HELVETICA	7	7.08	\$.3741	\$.4864	\$.3821

NEWSPAPER CERTIFICATION RATES -- 2004-05

Newspaper No.

34 DAILY TELEGRAM

1226 OGDEN AVE
SUPERIOR WI 54880-1590

Telephone: (715) 394-4411
Fax: (715) 394-9404
Tax ID No: 391840828

Day(s) Published: M Tu W Th F Sa
Paid Circulation: 10,719
Circulation Adjustment: 15%

<u>Typeface or Font</u>	<u>Point Size</u>	<u>Column Width (picas)</u>	<u>Font Base Rate</u>	<u>ADJUSTED RATES</u>	
				<u>First Insertion</u>	<u>Subsequent Insertion</u>
GENEVA	7	11.00	\$.5279	\$.6071	\$.4770
GENEVA	7	22.75	\$ 1.0918	\$ 1.2556	\$.9865
GENEVA	7	34.50	\$ 1.6557	\$ 1.9041	\$ 1.4960
GENEVA	7	46.25	\$ 2.2196	\$ 2.5526	\$ 2.0054
GENEVA	7	58.00	\$ 2.7836	\$ 3.2011	\$ 2.5149
GENEVA	7	69.75	\$ 3.3475	\$ 3.8496	\$ 3.0244

35 WEST BEND DAILY NEWS

PO BOX 478
WEST BEND WI 53095-0478

Telephone: (262) 338-0622
(800) 924-3142
Fax: (262) 338-1984
Tax ID No: 391486867
Parent Company: LAKESHORE NEWSPAPERS INC (CONLEY PUBLISHING GROUP)

Day(s) Published: M Tu W Th F Sa
Paid Circulation: 11,000
Circulation Adjustment: 15%

<u>Typeface or Font</u>	<u>Point Size</u>	<u>Column Width (picas)</u>	<u>Font Base Rate</u>	<u>ADJUSTED RATES</u>	
				<u>First Insertion</u>	<u>Subsequent Insertion</u>
HELVETICA LIGHT	6.75	8.30	\$.4647	\$.5344	\$.4199

36 WATERTOWN DAILY TIMES

PO BOX 140
WATERTOWN WI 53094-0140

Telephone: (920) 261-5161
Fax: (920) 261-5102
Tax ID No: 390658800
Parent Company: TIMES PUBLISHING COMPANY

Day(s) Published: M Tu W Th F Sa
Paid Circulation: 9,780
Circulation Adjustment: 15%

<u>Typeface or Font</u>	<u>Point Size</u>	<u>Column Width (picas)</u>	<u>Font Base Rate</u>	<u>ADJUSTED RATES</u>	
				<u>First Insertion</u>	<u>Subsequent Insertion</u>
HELVETICA	5.6	12.20	\$.8082	\$.9294	\$.7302
HELVETICA	6	12.20	\$.7550	\$.8682	\$.6821
HELVETICA	7	12.20	\$.6447	\$.7414	\$.5825
HELVETICA	8.6	12.20	\$.5264	\$.6054	\$.4756
TIMES ROMAN	9.75	12.20	\$.4947	\$.5688	\$.4469

37 FREEMAN (THE)

801 N BARSTOW ST
PO BOX 7
WAUKESHA WI 53187-0007

Telephone: (262) 542-2501
Fax: (262) 542-6082
Tax ID No: 391481874
Parent Company: CITIZEN PUBLISHING COMPANY OF WISCONSIN INC (CONLEY PUBLISHING GROUP LTD)

Day(s) Published: M Tu W Th F Sa
Paid Circulation: 19,500
Circulation Adjustment: 45%

<u>Typeface or Font</u>	<u>Point Size</u>	<u>Column Width (picas)</u>	<u>Font Base Rate</u>	<u>ADJUSTED RATES</u>	
				<u>First Insertion</u>	<u>Subsequent Insertion</u>
CLASSIFIED BOOK #39	5.5	8.25	\$.4512	\$.6542	\$.5140
CLASSIFIED BOOK #39	5.5	12.20	\$.6672	\$.9674	\$.7601

NEWSPAPER CERTIFICATION RATES -- 2004-05

Newspaper No.

38 WAUSAU DAILY HERALD

PO BOX 1286
WAUSAU WI 54402-1286

Telephone: (715) 845-0686
(800) 477-4838
Fax: (715) 848 9360
Tax ID No: 061032273
Parent Company: GANNETT SATELLITE INFO SYS

Day(s) Published: Su M Tu W Th F Sa
Paid Circulation: 25,544
Circulation Adjustment: 75%

<u>Typeface or Font</u>	<u>Point Size</u>	<u>Column Width (picas)</u>	<u>Font Base Rate</u>	<u>ADJUSTED RATES</u>	
				<u>First Insertion</u>	<u>Subsequent Insertion</u>
HELVETICA	7	7.30	\$.3858	\$.6751	\$.5304

39 DAILY TRIBUNE (THE)

220 1ST AVE SOUTH
WISCONSIN RAPIDS WI 54494-8090

Telephone: (715) 384-3131
Fax: (715) 422-6758
Tax ID No: 541997071
Parent Company: GANNETT MIDWEST PUBLISHING INC

Day(s) Published: M Tu W Th F Sa
Paid Circulation: 14,200
Circulation Adjustment: 30%

<u>Typeface or Font</u>	<u>Point Size</u>	<u>Column Width (picas)</u>	<u>Font Base Rate</u>	<u>ADJUSTED RATES</u>	
				<u>First Insertion</u>	<u>Subsequent Insertion</u>
HELVETICA	7	7.08	\$.3743	\$.4866	\$.3823

101 TRIBUNE-PHONOGRAPH (THE)

PO BOX 677
ABBOTSFORD WI 54405-0677

Telephone: (715) 223-2342
Fax: (715) 223-3505
Tax ID No: 391688085
Parent Company: T P PUBLICATIONS

Day(s) Published: W
Paid Circulation: 2,432
Circulation Adjustment: 0%

<u>Typeface or Font</u>	<u>Point Size</u>	<u>Column Width (picas)</u>	<u>Font Base Rate</u>	<u>ADJUSTED RATES</u>	
				<u>First Insertion</u>	<u>Subsequent Insertion</u>
HELVETICA	8	9.50	\$.4559	\$.4559	\$.3582

102 ADAMS COUNTY TIMES

PO BOX 99
ADAMS WI 53910-0099

Telephone: (608) 339-7844
Fax: (608) 339-3903
Tax ID No: 391336129
Parent Company: MEDIA COMMUNICATIONS INC

Day(s) Published: W
Paid Circulation: 2,279
Circulation Adjustment: 0%

<u>Typeface or Font</u>	<u>Point Size</u>	<u>Column Width (picas)</u>	<u>Font Base Rate</u>	<u>ADJUSTED RATES</u>	
				<u>First Insertion</u>	<u>Subsequent Insertion</u>
HELVETICA	10	10.00	\$.4355	\$.4355	\$.3421
HELVETICA	10	21.50	\$.9363	\$.9363	\$.7356
HELVETICA	10	32.75	\$1.4262	\$1.4262	\$1.1205

105 ALGOMA RECORD HERALD

PO BOX 68
ALGOMA WI 54201-0068

Telephone: (920) 487-2222
Fax: (920) 487-3194
Tax ID No: 391991539
Parent Company: DOOR COUNTY PUBLISHING LLC

Day(s) Published: Th Sa
Paid Circulation: 2,411
Circulation Adjustment: 0%

<u>Typeface or Font</u>	<u>Point Size</u>	<u>Column Width (picas)</u>	<u>Font Base Rate</u>	<u>ADJUSTED RATES</u>	
				<u>First Insertion</u>	<u>Subsequent Insertion</u>
TIMES	7	11.10	\$.6215	\$.6215	\$.4883