

NEWSPAPER CERTIFICATION RATES -- 2004-05

Newspaper No.

186 FRANKLIN HUB

PO BOX 510210
NEW BERLIN WI 53151-0210

Telephone: (262) 938-5000

Day(s) Published: Th
Paid Circulation: 3,364

Fax: (262) 938-5001
Tax ID No: 391170916
Parent Company: ADD INC

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>
CENTURY BOOK	7	11.00		**	
CENTURY BOOK	8	11.00		**	

187 INTER-COUNTY LEADER

303 N WISCONSIN AVE
PO BOX 490
FREDERIC WI 54837-0490

Telephone: (715) 327-4236

Day(s) Published: W
Paid Circulation: 7,029
Circulation Adjustment: 0%

Fax: (715) 327-4870
Tax ID No: 390367595

<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	\$.4380	\$.4380	\$.3442

188 FRIENDSHIP REPORTER

PO BOX 99
ADAMS WI 53910-0099

Telephone: (608) 339-7844

Day(s) Published: W
Paid Circulation: 1,745
Circulation Adjustment: 0%

Fax: (608) 339-3903
Tax ID No: 391336129
Parent Company: MEDIA COMMUNICATIONS 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	10	10.00	\$.4355	\$.4355	\$.3421
HELVETICA	10	21.50	\$.9363	\$.9363	\$.7356
HELVETICA	10	32.75	\$ 1.4262	\$ 1.4262	\$ 1.1205

NEWSPAPER CERTIFICATION RATES -- 2004-05

Newspaper No.

189 GALESVILLE REPUBLICAN

PO BOX 695
GALESVILLE WI 54630-0695

Telephone: (608) 582-2330

Fax: (608) 582-2455
Tax ID No: 391530720

Day(s) Published: Th
Paid Circulation: 1,650
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-NARROW	7	11.00	\$.7087	\$.7087	\$.5568
HELVETICA-NARROW	7	23.00	\$ 1.4818	\$ 1.4818	\$ 1.1642
HELVETICA-NARROW	8	11.00	\$.6159	\$.6159	\$.4839
HELVETICA-NARROW	8	23.00	\$ 1.2878	\$ 1.2878	\$ 1.0118
HELVETICA	7	11.00	\$.5813	\$.5813	\$.4567
HELVETICA	7	23.00	\$ 1.2154	\$ 1.2154	\$.9549
HELVETICA-NARROW	9	11.00	\$.5504	\$.5504	\$.4324
HELVETICA-NARROW	9	23.00	\$ 1.1508	\$ 1.1508	\$.9041
HELVETICA	8	11.00	\$.5072	\$.5072	\$.3985
HELVETICA	8	23.00	\$ 1.0605	\$ 1.0605	\$.8332
HELVETICA-NARROW	10	11.00	\$.4975	\$.4975	\$.3908
HELVETICA-NARROW	10	23.00	\$ 1.0401	\$ 1.0401	\$.8172
HELVETICA	9	11.00	\$.4538	\$.4538	\$.3565
HELVETICA	9	23.00	\$.9489	\$.9489	\$.7455
HELVETICA	10	11.00	\$.4074	\$.4074	\$.3200
HELVETICA	10	23.00	\$.8518	\$.8518	\$.6692

190 CRAWFORD COUNTY INDEPENDENT AND THE KICKAPOO SCOUT

PO BOX 188
GAYS MILLS WI 54631-0188

Telephone: (608) 735-4413

Fax: (608) 375-2369
Tax ID No: 391852152
Parent Company: SOUTHWEST PUBLISHERS LLC

Day(s) Published: Th
Paid Circulation: 2,250
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 ROMAN	9	10.00	\$.4355	\$.4355	\$.3421

191 GERMANTOWN BANNER-PRESS

PO BOX 510210
NEW BERLIN WI 53151-0210

Telephone: (262) 938-5000

Fax: (262) 938-5001
Tax ID No: 391170916
Parent Company: ADD INC

Day(s) Published: Th
Paid Circulation: 2,208
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>
CENTURY BOOK	7	11.00	\$.5623	\$.5623	\$.4418
CENTURY BOOK	8	11.00	\$.4927	\$.4927	\$.3871

NEWSPAPER CERTIFICATION RATES -- 2004-05

Newspaper No.

193 TRIBUNE PRESS REPORTER (THE)

PO BOX 38
GLENWOOD CITY WI 54013-0038

Telephone: (715) 265-4646
Fax: (715) 265-7496
Tax ID No: 391211933

Day(s) Published: W
Paid Circulation: 2,900
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	12.20	\$.5625	\$.5625	\$.4420
HELVETICA	8	25.00	\$1.1528	\$1.1528	\$.9057

194 GLIDDEN ENTERPRISE

PO BOX 128
GLIDDEN WI 54527-0128

Telephone: (715) 264-2052
Fax:
Tax ID No: 391199812

Day(s) Published: W
Paid Circulation: 1,360
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	9	13.00	\$.5411	\$.5411	\$.4251

195 BURNETT COUNTY SENTINEL

PO BOX 397
GRANTSBURG WI 54840-0397

Telephone: (715) 463-2341
Fax: (715) 463-5138
Tax ID No: 411923999
Parent Company: SENTINEL PUBLICATIONS

Day(s) Published: W
Paid Circulation: 4,250
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	9	12.00	\$.5226	\$.5226	\$.4106

196 GREENDALE VILLAGE LIFE

PO BOX 510210
NEW BERLIN WI 53151-0210

Telephone: (262) 938-5000
Fax: (262) 938-5001
Tax ID No: 391170916
Parent Company: ADD INC

Day(s) Published: Th
Paid Circulation: 2,404

<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>
CENTURY BOOK	7	11.00		**	
CENTURY BOOK	8	11.00		**	

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NEWSPAPER CERTIFICATION RATES -- 2004-05

Newspaper No.

197 GREENFIELD OBSERVER
 PO BOX 510210
 NEW BERLIN WI 53151-0210

Telephone: (262) 938-5000
 Fax: (262) 938-5001
 Tax ID No: 391170916
 Parent Company: ADD INC

Day(s) Published: Th
 Paid Circulation: 2,656

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				<u>First Insertion</u>	<u>Subsequent Insertion</u>
CENTURY BOOK	7	11.00		**	
CENTURY BOOK	8	11.00		**	

198 GREEN LAKE COUNTY REPORTER

301 JUNE ST
 PO BOX 10
 BERLIN WI 54923-0010

Telephone: (920) 361-1515
 Fax: (920) 361-1518
 Tax ID No: 390162680
 Parent Company: BERLIN JOURNAL NEWSPAPERS INC

Day(s) Published: Th
 Paid Circulation: 1,417
 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	9	11.50	\$.4745	\$.4745	\$.3728

200 CENTRAL ST CROIX NEWS

PO BOX 296
 HAMMOND WI 54015-0206

Telephone: (715) 796-2355
 Fax: (715) 796-2355
 Tax ID No: 391215759

Day(s) Published: W
 Paid Circulation: 1,150
 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	12.40	\$.4942	\$.4942	\$.3883
HELVETICA	10	12.40	\$.4486	\$.4486	\$.3525
HELVETICA	10	12.40	\$.3715	\$.3715	\$.2918

201 HARTFORD TIMES-PRESS

55 E SUMNER ST
 PO BOX 270550
 HARTFORD WI 53027-0550

Telephone: (262) 670-1563
 (800) 762-6219
 Fax: (262) 670-6689
 Tax ID No: 391264992

Day(s) Published: Th
 Paid Circulation: 7,100
 Circulation Adjustment: 0%
 Email: classifieds@conleynet.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 LIGHT	6.75	8.30	\$.4647	\$.4647	\$.3651
NEW CENTURY SCHOOLBOOK	8	8.30	\$.3365	\$.3365	\$.2644

Newspaper No.

202 LAKE COUNTRY REPORTER

PO BOX 200
 HARTLAND WI 53029-0200

Telephone: (262) 367-3272

Fax: (262) 367-1136

Tax ID No: 391170916

Parent Company: ADD INC

Day(s) Published: M Th

Paid Circulation: 8,841

Circulation Adjustment: 15%

Email: lakenews@add-inc.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>
CENTURY SCHOOLBOOK	8	14.00	\$5.986	\$6884	\$5408
CENTURY SCHOOLBOOK	8	28.50	\$1.2186	\$1.4014	\$1.1010
CENTURY SCHOOLBOOK	8	43.50	\$1.8599	\$2.1389	\$1.6804
CENTURY SCHOOLBOOK	8	58.50	\$2.5013	\$2.8765	\$2.2599

203 SAWYER COUNTY RECORD

PO BOX 919
 HAYWARD WI 54843-0919

Telephone: (715) 634-4881

Fax: (715) 634-8191

Tax ID No: 411920378

Parent Company: SAWYER COUNTY PUBLICATIONS INC; MURPHY MCGINNIS MEDIA

Day(s) Published: W

Paid Circulation: 4,868

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	6	11.00	\$7.186	\$7186	\$5645
HELVETICA	6	22.75	\$1.4861	\$1.4861	\$1.1676

204 HOLMEN COURIER

PO BOX 140
 WEST SALEM WI 54669-0140

Telephone: (608) 526-3213

Fax: (608) 781-0905

Tax ID No: 420823980

Parent Company: LEE ENTERPRISES INC

Day(s) Published: F

Paid Circulation: 1,176

Circulation Adjustment: 0%

Email: holmennews@aol.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>
TIMES	9	11.00	\$4.790	\$4790	\$3764

205 HILLSBORO SENTRY-ENTERPRISE

PO BOX 469
 HILLSBORO WI 54634-0469

Telephone: (608) 489-2264

Fax: (608) 489-2348

Tax ID No: 391645515

Day(s) Published: Th

Paid Circulation: 2,024

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	10	11.00	\$4.311	\$4311	\$3387

NEWSPAPER CERTIFICATION RATES -- 2004-05

Newspaper No.

206 HORICON REPORTER

PO BOX 148
HORICON WI 53032-0148

Telephone: (920) 485-2016

Day(s) Published: Th

Paid Circulation: 1,450

Fax: (920) 485-4820

Circulation Adjustment: 0%

Tax ID No: 391760572

Parent Company: WISCONSIN FREE PRESS

<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	7.5	10.00	\$.5226	\$.5226	\$.4106
TIMES	10.2	10.00	\$.3855	\$.3855	\$.3029

207 HUDSON STAR-OBSERVER

PO BOX 147
HUDSON WI 54016-0147

Telephone: (715) 386-9333

Day(s) Published: Th

Paid Circulation: 7,275

Fax: (715) 386-9891

Circulation Adjustment: 0%

Tax ID No: 450129560

Email: hso@rivertowns.net

Parent Company: RIVERTOWN NEWSPAPER GROUP

<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>
TRUE TYPE SWISS	7	11.00	\$.5504	\$.5504	\$.4324
TRUE TYPE SWISS	7	22.90	\$ 1.1458	\$ 1.1458	\$.9002
ARIAL	8	11.00	\$.5389	\$.5389	\$.4234
ARIAL	8	22.90	\$ 1.1219	\$ 1.1219	\$.8814
TIMES ROMAN	9.5	11.00	\$.4384	\$.4384	\$.3445
TIMES ROMAN	9.5	22.90	\$.9127	\$.9127	\$.7171

209 IRON COUNTY MINER

216 COPPER ST
HURLEY WI 54534-1339

Telephone: (715) 561 3405

Day(s) Published: Th

Paid Circulation: 2,650

Fax:

Circulation Adjustment: 0%

Tax ID No: 391713913

Email: ironcountyminer@yahoo.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>
TIMES	9	12.00	\$.5226	\$.5226	\$.4106

210 INDEPENDENCE NEWS-WAVE

PO BOX 47
INDEPENDENCE WI 54747-0047

Telephone: (715) 985-3815

Day(s) Published: Th

Paid Circulation: 1,076

Fax: (715) 985-9330

Circulation Adjustment: 0%

Tax ID No: 390924673

<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>
NEWS NO 3	8	11.00	\$.4384	\$.4384	\$.3445
NEWS NO 3	8	23.00	\$.9167	\$.9167	\$.7202