

NEWSPAPER CERTIFICATION RATES -- 2004-05

Newspaper No.

211 HERALD (THE)

PO BOX 235
IOLA WI 54945-0235

Telephone: (715) 445-6397

Day(s) Published: Th

Paid Circulation: 1,322

Fax: (715) 445-4237

Circulation Adjustment: 0%

Tax ID No: 391592032

Parent Company: TREY FOERSTER INK 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	8	14.00	\$.6455	\$.6455	\$.5072
HELVETICA	8	30.00	\$1.3833	\$1.3833	\$1.0868

214 DODGE COUNTY INDEPENDENT-NEWS (THE)

PO BOX 167
JUNEAU WI 53039-0167

Telephone: (920) 386-2421

Day(s) Published: Th

Paid Circulation: 817

Fax: (920) 386-2422

Circulation Adjustment: 0%

Tax ID No: 390658800

Parent Company: TIMES PUBLISHING COMPANY

<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	8	11.50	\$.5634	\$.5634	\$.4426
TIMES	8	24.00	\$1.1758	\$1.1758	\$.9238

215 KAUKAUNA TIMES (THE)

PO BOX 229
KAUKAUNA WI 54130-0229

Telephone: (920) 759-2000

Day(s) Published: W Sa

Paid Circulation: 6,492

Fax: (920) 759-7344

Circulation Adjustment: 0%

Tax ID No: 450470906

Email: ktimesales@new.rr.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 ROMAN	8	12.50	\$.6254	\$.6254	\$.4914

217 LABOR PAPER

3030 39TH AVE
KENOSHA WI 53144-4210

Telephone: (262) 657-6116

Day(s) Published: F

Paid Circulation: 10,312

Fax: (262) 657-6153

Circulation Adjustment: 15%

Tax ID No: 390668923

Email: laborpaper@email.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	6.5	11.50	\$.6596	\$.7585	\$.5960
TIMES	10	11.50	\$.4663	\$.5362	\$.4213

NEWSPAPER CERTIFICATION RATES -- 2004-05

Newspaper No.

218 KEWASKUM STATESMAN

PO BOX 98
KEWASKUM WI 53040-0098

Telephone: (262) 626-2626
Fax: (262) 626-1382
Tax ID No: 391598859

Day(s) Published: Th
Paid Circulation: 3,275
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	11.00	\$.6309	\$.6309	\$.4957
HELVETICA	8	11.00	\$.5504	\$.5504	\$.4324
TIMES	9	11.00	\$.4881	\$.4881	\$.3835

219 KEWAUNEE ENTERPRISE (THE)

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
Paid Circulation: 1,656
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

220 TRI-COUNTY NEWS

606 FREMONT ST
KIEL WI 53042-1321

Telephone: (920) 894-2828
Fax: (920) 894-2161
Tax ID No: 391569735
Parent Company: DELTA PUBLICATIONS

Day(s) Published: Th
Paid Circulation: 2,166
Circulation Adjustment: 0%
Email: mike@deltapublications.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	10	14.00	\$.5676	\$.5676	\$.4460

221 LADYSMITH NEWS

PO BOX 189
LADYSMITH WI 54848-0189

Telephone: (715) 532-5591
Fax: (715) 532-6644
Tax ID No: 390895464
Parent Company: BELL PRESS INC

Day(s) Published: Th
Paid Circulation: 5,750
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>
SCHOOLBOOK	7	12.00	\$.5759	\$.5759	\$.4525
SCHOOLBOOK	8	12.00	\$.4865	\$.4865	\$.3823
SCHOOLBOOK	8	25.00	\$1.0136	\$1.0136	\$.7964

222 EPITAPH-NEWS

PO BOX 8
LA FARGE WI 54639-0008

Telephone: (608) 625-2451
Fax:
Tax ID No: 391521833

Day(s) Published: Th
Paid Circulation: 1,760
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	\$.4241	\$.4241	\$.3332

NEWSPAPER CERTIFICATION RATES -- 2004-05

Newspaper No.

223 LAKE GENEVA REGIONAL NEWS

PO BOX 937
LAKE GENEVA WI 53147-0937

Telephone: (262) 248-4444
Fax: (262) 248-4476
Tax ID No: 391134986

Day(s) Published: Th
Paid Circulation: 5,600
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	7	10.75	\$.5681	\$.5681	\$.4463

224 LAKE MILLS LEADER

PO BOX 310
LAKE MILLS WI 53551-0310

Telephone: (920) 648-2334
Fax: (920) 648-8187
Tax ID No: 391703488
Parent Company: HOMETOWN NEWS LP

Day(s) Published: Th
Paid Circulation: 2,150
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>
TIMES	9	14.00	\$.5879	\$.5879	\$.4619
NEW CENTURY	9	12.50	\$.4819	\$.4819	\$.3786

227 GRANT COUNTY HERALD

PO BOX 310
LANCASTER WI 53813-0310

Telephone: (608) 723-2151
Fax: (608) 723-7272
Tax ID No: 391021971

Day(s) Published: Th
Paid Circulation: 4,350
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/TIMES	8	10.00	\$.4611	\$.4611	\$.3623

228 LODI ENTERPRISE

146 S MAIN STREET
PO BOX 16
LODI WI 53555-0016

Telephone: (608) 592-3261
Fax: (608) 592-3866
Tax ID No: 391501289

Day(s) Published: Th
Paid Circulation: 2,225
Circulation Adjustment: 0%
Email: lodient@itis.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	8	12.50	\$.5764	\$.5764	\$.4528
HELVETICA	8	25.50	\$1.1758	\$1.1758	\$.9238

229 TRIBUNE-RECORD-GLEANER (THE)

PO BOX 187
LOYAL WI 54446-0187

Telephone: (715) 255-8531
Fax: (715) 255-8357
Tax ID No: 391805480

Day(s) Published: W
Paid Circulation: 3,294
Circulation Adjustment: 0%
Email: trg@tznet.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	9	12.50	\$.4982	\$.4982	\$.3914

NEWSPAPER CERTIFICATION RATES -- 2004-05

Newspaper No.

231 LUXEBURG NEWS (THE)

PO BOX 68
ALGOMA WI 54201-0068

Telephone: (920) 487-2222

Day(s) Published: Th

Paid Circulation: 1,961

Fax: (920) 487-3194

Circulation Adjustment: 0%

Tax ID No: 391991539

Parent Company: DOOR COUNTY PUBLISHING LLC

<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

233 ADVOCATE (THE)

PO BOX 917
MANAWA WI 54949-0917

Telephone: (715) 445-6397

Day(s) Published: Th

Paid Circulation: 764

Fax: (715) 445-4237

Circulation Adjustment: 0%

Tax ID No: 391592032

Parent Company: TREY FOERSTER INK 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	8	14.00	\$.6455	\$.6455	\$.5072
HELVETICA	8	30.00	\$1.3833	\$1.3833	\$1.0868

234 MILWAUKEE TIMES

1938 N MARTIN LUTHER KING
MILWAUKEE WI 53213-3126

Telephone: (414)263-5088

Day(s) Published: Th

Paid Circulation: 25,000

Fax: (414)263-4445

Tax ID No: 391566354

Parent Company: NCON COMMUNICATIONS CORP

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		**	

This newspaper is a State of Wisconsin certified minority-owned business (MBE).

235 MARION ADVERTISER (THE)

PO BOX 268
MARION WI 54950-0268

Telephone: (715) 754-5444

Day(s) Published: Th

Paid Circulation: 2,800

Fax: (715) 754-4451

Circulation Adjustment: 0%

Tax ID No: 391534669

<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>
NEW CENTURY	9	14.00	\$.5397	\$.5397	\$.4240
NEW CENTURY	9	29.50	\$1.1373	\$1.1373	\$.8935

NEWSPAPER CERTIFICATION RATES -- 2004-05

Newspaper No.

237 JUNEAU COUNTY STAR-TIMES

PO BOX 220
MAUSTON WI 53948-0220

Telephone: (608) 847-6224

Day(s) Published: Th

Paid Circulation: 5,000

Fax: (608) 847-5457

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>
NEW CENTURY SCHOOLBOOK	9	9.00	\$.3256	\$.3256	\$.2558
NEW CENTURY SCHOOLBOOK	9	12.38	\$.4479	\$.4479	\$.3519
NEW CENTURY SCHOOLBOOK	9	19.50	\$.7055	\$.7055	\$.5543
NEW CENTURY SCHOOLBOOK	9	25.50	\$.9226	\$.9226	\$.7248
NEW CENTURY SCHOOLBOOK	10	12.38	\$.3988	\$.3988	\$.3133
NEW CENTURY SCHOOLBOOK	10	25.50	\$.8215	\$.8215	\$.6454

238 MAYVILLE NEWS

PO BOX 271
MAYVILLE WI 53050-0271

Telephone: (920) 387-2211

Day(s) Published: Th

Paid Circulation: 2,928

Fax: (920) 387-5515

Circulation Adjustment: 0%

Tax ID No: 391760572

Email: maynews@powerweb.net

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

239 MCFARLAND THISTLE

207 E MAIN ST
PO BOX 645
SUN PRAIRIE WI 53590-0645

Telephone: (608) 837-2521

Day(s) Published: W

Paid Circulation: 1,249

Fax: (608) 825-4460

Circulation Adjustment: 0%

Tax ID No: 391703488

Parent Company: HOMETOWN NEWS LP

<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	12.50	\$.5764	\$.5764	\$.4528
HELVETICA	8	25.60	\$1.1804	\$1.1804	\$.9274

240 STAR NEWS (THE)

PO BOX 180
MEDFORD WI 54451-0180

Telephone: (715) 748-2626

Day(s) Published: W

Paid Circulation: 6,242

Fax: (715) 748-2699

Circulation Adjustment: 0%

Tax ID No: 391558787

<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	9.50	\$.4753	\$.4753	\$.3734
HELVETICA	7	19.50	\$.9757	\$.9757	\$.7665
TIMES ROMAN	10	9.50	\$.3885	\$.3885	\$.3052
TIMES ROMAN	10	19.50	\$.7975	\$.7975	\$.6266

NEWSPAPER CERTIFICATION RATES -- 2004-05

Newspaper No.

241 MELLE WEEKLY-RECORD (THE)

PO BOX 678
MELLEN WI 54546-0678

Telephone: (715) 274-3131
Fax:
Tax ID No: 391411646
Parent Company: X L PUBLISHING

Day(s) Published: W
Paid Circulation: 1,400
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
TIMES	10	12.00	\$.4865	\$.4865	\$.3823

242 CHRONICLE (THE)

106 E HOGG
PO BOX 8
MELROSE WI 54642-0008

Telephone: (608) 488-3201
Fax: (608) 488-7851
Tax ID No: 420823980
Parent Company: LEE ENTERPRISES INC

Day(s) Published: W
Paid Circulation: 4,200
Circulation Adjustment: 0%
Email: mcgraphics@centurytel.net

<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	9	10.50	\$.4332	\$.4332	\$.3403

243 MENOMONEE FALLS NEWS

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: 3,565
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

244 DUNN COUNTY NEWS (THE)

PO BOX 40
MENOMONIE WI 54751-0040

Telephone: (715) 235-3411
Fax: (715) 235-0936
Tax ID No: 391628616

Day(s) Published: Su W
Paid Circulation: 5,000
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	11.40	\$.6383	\$.6383	\$.5015
TIMES ROMAN	7.5	12.00	\$.6414	\$.6414	\$.5039

246 MIDDLETON TIMES-TRIBUNE

PO BOX 286
BLACK EARTH WI 53515

Telephone: (608) 767-4032
(608) 836-1601
Fax: (608) 836-3759
Tax ID No: 391287272
Parent Company: NEWS PUBLISHING CO INC

Day(s) Published: Th
Paid Circulation: 2,575
Circulation Adjustment: 0%
Email: newspub@merr.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>
AVANT GARDE	7	11.50	\$.5519	\$.5519	\$.4336
ENGLISH TIMES	9	11.50	\$.4829	\$.4829	\$.3794