

NEWSPAPER CERTIFICATION RATES -- 2004-05

Newspaper No.

247 MILTON COURIER

PO BOX 69
MILTON WI 53563-0069

Telephone: (608) 868-2442

Day(s) Published: Th

Paid Circulation: 3,100

Fax: (608) 868-4664

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>
NEW CENTURY SCHOOL BOOK	9	14.00	\$.5487	\$.5487	\$.4311
NEW CENTURY SCHOOL BOOK	9	30.00	\$1.1758	\$1.1758	\$.9238

249 MILWAUKEE COMMUNITY JOURNAL

3612 N MARTIN LUTHER KING
MILWAUKEE WI 53212-4198

Telephone: (414) 265-5300

Day(s) Published: W F

Paid Circulation: 62,000

Fax: (414) 265-1536

Tax ID No: 391274640

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).

250 MILWAUKEE COURIER

PO BOX 06279
MILWAUKEE WI 53206-0279

Telephone: (414) 449-4860

Day(s) Published: Sa

Paid Circulation: 15,000

Fax: (414) 449-4872

Tax ID No: 391174173

Parent Company: COURIER COMMUNICATIONS 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.

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				<u>First Insertion</u>	<u>Subsequent Insertion</u>
ENGLISH TIMES	6	0.00		**	

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

251 MILWAUKEE STAR

PO BOX 06279
MILWAUKEE WI 53206-6279

Telephone: (414) 449-4870

Day(s) Published: Th

Paid Circulation: 5,000

Fax: (414) 449-4872

Tax ID No: 391174173

Parent Company: COURIER COMMUNICATIONS 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.

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				<u>First Insertion</u>	<u>Subsequent Insertion</u>
ENGLISH TIMES	6	0.00		**	

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

NEWSPAPER CERTIFICATION RATES -- 2004-05

Newspaper No.

252 DEMOCRAT TRIBUNE (THE)
 334 HIGH ST
 MINERAL POINT WI 53565-1219

Telephone: (608) 987-2141 Day(s) Published: Th
 Paid Circulation: 1,327
 Fax: Circulation Adjustment: 0%
 Tax ID No: 391808526
 Parent Company: REILLY & REILLY 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>
SWISS	8	12.20	\$.5625	\$.5625	\$.4420
SWISS	8	25.50	\$1.1758	\$1.1758	\$.9238

253 LAKELAND TIMES
 PO BOX 790
 MINOCQUA WI 54548-0790

Telephone: (715) 356-5236 Day(s) Published: Tu F
 Paid Circulation: 6,666
 Fax: (715) 358-2121 Circulation Adjustment: 0%
 Tax ID No: 391022888

<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	10	9.50	\$.3723	\$.3723	\$.2925

254 MONDOVI HERALD-NEWS INC
 PO BOX 67
 MONDOVI WI 54755-0067

Telephone: (715) 926-4970 Day(s) Published: Th
 Paid Circulation: 3,500
 Fax: (715) 926-4928 Circulation Adjustment: 0%
 Tax ID No: 391133035

<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	9.5	12.50	\$.5157	\$.5157	\$.4052
TIMES	9.5	25.50	\$1.0520	\$1.0520	\$.8265
HELVETICA	9.5	12.50	\$.4899	\$.4899	\$.3849
HELVETICA	9.5	25.50	\$.9994	\$.9994	\$.7852

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

Telephone: (608) 837-2521 Day(s) Published: W
 (888) 330-6083 Paid Circulation: 1,254
 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	12.60	\$.5810	\$.5810	\$.4565
HELVETICA	8	25.60	\$1.1804	\$1.1804	\$.9274

NEWSPAPER CERTIFICATION RATES -- 2004-05

Newspaper No.

256 MARQUETTE COUNTY TRIBUNE

PO BOX 188
MONTELLO WI 53949-0188

Telephone: (608) 297-2424

Day(s) Published: Th

Paid Circulation: 4,435

Fax: (608) 297-9293

Circulation Adjustment: 0%

Tax ID No: 391287272

Parent Company: NEWS PUBLISHING CO 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>
TIMES	9	11.25	\$.4682	\$.4682	\$.3679

258 MOSINEE TIMES (THE)

407 THIRD ST
MOSINEE WI 54455-1426

Telephone: (715) 693-2300

Day(s) Published: Th

Paid Circulation: 2,424

Fax: (715) 693-1574

Circulation Adjustment: 0%

Tax ID No: 391791687

<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	12.38	\$.4852	\$.4852	\$.3812

259 MOUNT HOREB MAIL

PO BOX 286
BLACK EARTH WI 53515

Telephone: (608) 767-4032

Day(s) Published: Th

Paid Circulation: 2,225

(608) 437-5553

Circulation Adjustment: 0%

Fax: (608) 437-3443

Tax ID No: 391287272

Email: news@pub@merr.com

Parent Company: NEWS PUBLISHING CO 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>
AVANT GARDE	7	11.50	\$.5519	\$.5519	\$.4336
ENGLISH TIMES	9	11.50	\$.4829	\$.4829	\$.3794

260 MUKWONAGO CHIEF

PO BOX 204
MUKWONAGO WI 53149-0204

Telephone: (262) 363-4045

Day(s) Published: W

Paid Circulation: 3,520

Fax: (262) 363-8573

Circulation Adjustment: 0%

Tax ID No: 391170916

Parent Company: ADD 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>
GARAMOND BOOOK	8	14.00	\$.6455	\$.6455	\$.5072
GARAMOND BOOOK	8	28.50	\$1.3141	\$1.3141	\$1.0325
GARAMOND BOOOK	8	43.50	\$2.0058	\$2.0058	\$1.5759
GARAMOND BOOOK	8	58.50	\$2.6974	\$2.6974	\$2.1193

261 PROGRESSIVE (THE)

PO BOX 247
MUSCODA WI 53573-0247

Telephone: (608) 739-3550

Day(s) Published: Th

Paid Circulation: 2,010

Fax: (none)

Circulation Adjustment: 0%

Tax ID No: 390940640

<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>
PALATINO	9	11.00	\$.4241	\$.4241	\$.3332

NEWSPAPER CERTIFICATION RATES -- 2004-05

Newspaper No.

262 MUSKEGO SUN

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: 3,119
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

263 CLARK COUNTY PRESS

PO BOX 149
NEILLSVILLE WI 54456-0149

Telephone: (715) 743-2600
Fax: (715) 743-5460
Tax ID No: 391287272
Parent Company: NEWS PUBLISHING CO INC

Day(s) Published: W
Paid Circulation: 3,265
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	9.50	\$.3852	\$.3852	\$.3026

264 NEW BERLIN CITIZEN

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: 3,718
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

265 POST MESSENGER

PO BOX 286
BLACK EARTH WI 53515

Telephone: (608) 767-4032
(608) 527-5252
Fax: (608) 527-5285
Tax ID No: 391287272
Parent Company: NEWS PUBLISHING CO INC

Day(s) Published: W
Paid Circulation: 2,500
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

NEWSPAPER CERTIFICATION RATES -- 2004-05

Newspaper No.

267 PRESS-STAR

PO BOX 283
NEW LONDON WI 54961-0283

Telephone: (920) 982-4321

Fax: (920) 982-7672

Tax ID No: 391170916

Parent Company: ADD INC

Day(s) Published: F

Paid Circulation: 2,700

Circulation Adjustment: 0%

Email: tkorth@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>
HELVETICA	6	6.75	\$.4177	\$.4177	\$.3282
HELVETICA	6	13.75	\$.8509	\$.8509	\$.6685
TIMES	8	6.75	\$.3377	\$.3377	\$.2653
TIMES	8	13.75	\$.6880	\$.6880	\$.5405

268 NEW RICHMOND NEWS

PO BOX 338
NEW RICHMOND WI 54017-0338

Telephone: (715) 246-6881

Fax: (715) 246-7117

Tax ID No: 450129560

Parent Company: RIVERTOWN NEWSPAPER GROUP

Day(s) Published: Th

Paid Circulation: 5,450

Circulation Adjustment: 0%

Email: nrn@rivertowns.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	8	11.00	\$.5072	\$.5072	\$.3985

270 OAK CREEK PICTORIAL

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: 3,875

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

271 OCONOMOWOC ENTERPRISE

PO BOX B
OCONOMOWOC WI 53066-6002

Telephone: (262) 567-5511

Fax: (262) 567-4422

Tax ID No: 391486867

Parent Company: LAKESHORE NEWSPAPERS INC (CONLEY PUBLISHING GROUP)

Day(s) Published: Th

Paid Circulation: 6,284

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>
NEW CENTURY	7	12.40	\$.6627	\$.6627	\$.5207