

# Dubuque The Advertiser

*"The Little Paper with the Big Impact"*

DubuqueToday.com

## Media Kit



# Thank You

for your interest in The Dubuque Advertiser.

I know you will find our low rates and large circulation suitable for your marketing plans.

Since the beginning of the Dubuque Advertiser in 1963, we have been striving for quality in lay-out and design, readership and distribution.

The bottom line, if we can market your products or service effectively at a low cost, you'll keep returning to...

**“The Little Paper With The Big Impact”**

**D**ubuque  
*The* **A**dvertiser

**CONTACT INFORMATION:**

**2966 J.F.K. Road  
Dubuque, Iowa 52002**

**(563) 588-0162**

**[dbqadvertiser@dbqadvertiser.com](mailto:dbqadvertiser@dbqadvertiser.com)**

**[www.DubuqueToday.com](http://www.DubuqueToday.com)**

# INFORMATION

Publication Date.....Wednesday

Copy Deadline.....Friday Noon  
*(Ads accepted through Monday if space is available)*

## Width of Column

1 column width.....	1.625”
2 column width.....	3.375”
3 column width.....	5.125”
4 column width.....	6.875”
5 column width.....	8.625”
6 column width.....	10.375”

Size of Page.....6 Column x 16 Inches

Ads that are completely camera ready, no changes to be made and sized to our column format, should be sent as a high resolution pdf. Other formats are not always compatible. It is assumed that any submitted artwork, photos or ad elements are owned by the submitter and have been approved and/or have no copyright restrictions and items are published with the permission of the client.

If you advertise with The Dubuque Advertiser, the information contained in this brochure constitutes a written agreement between you and The Dubuque Advertiser. You agree that our liability to you for errors in advertisements shall not exceed the cost of the advertisement. This is called 'liquidated damages'. You assume all liability for errors in advertisements if you have proofed the ad, or if the same ad has been run previously.

All advertising is subject to the approval of the publisher and/or management. The Dubuque Advertiser reserves the right to refuse any advertisement.

**FOR ALL OF YOUR COMMERCIAL  
PRINTING NEEDS...COUNT ON US!!**

# RATES

EFFECTIVE JANUARY 1, 2024

## DISPLAY RATES

Per Column Inch

Preferred Rate.....	\$13.00
This rate applies to accounts that run at least a 12 column inch ad each week of the year. Also valid for non-profit groups.	
Campaign Rate.....	\$14.00
This rate applies to accounts that run any size ad at least 4 weeks in a row, or every other week of the year. Also for accounts that guarantee 576 inches annually.	
Space Rate.....	\$15.00
This rate applies to accounts that run at least a 12 column inch ad or larger from one week to three weeks.	
Open Rate.....	\$16.00
This rate applies to accounts that run up to a 12 column inch ad from one to three weeks.	

## RATES FOR PREFERRED POSITIONING

1/2 Front Page.....	\$800.00
1/2 Back Page.....	\$750.00
1/2 Page Three.....	\$750.00
1/4 Page Three.....	\$375.00
Front Page Square.....	\$25.00

### [www.DubuqueToday.com](http://www.DubuqueToday.com)

Your ad will also appear on our website as a stand alone ad that readers can view, and, your ad will also be in our page flip e-edition of The Dubuque Advertiser that is accessible on our website.

## COLOR RATES

Add Color For \$4.00 Per Column Inch  
Minimum \$25 • Maximum \$200

## PRE-PRINT INSERTS

Insert Rate - Standard insert - 5M minimum.....\$70.00 per thousand

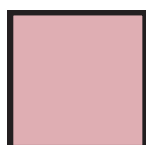
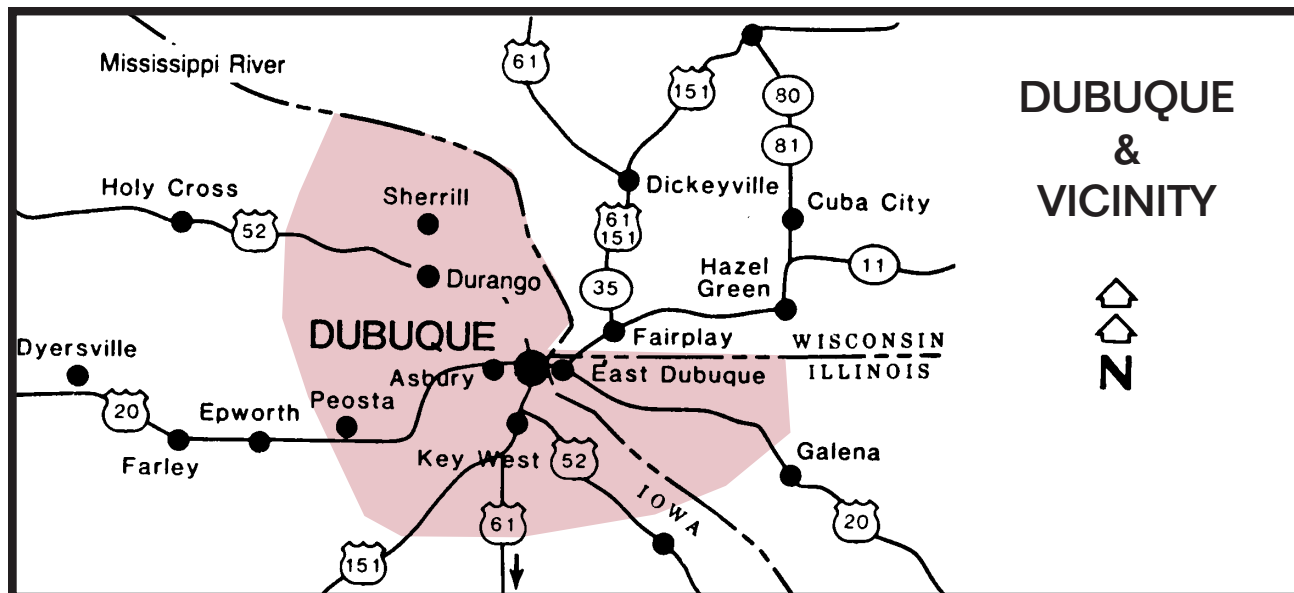
## BUSINESS CLASSIFIEDS

\$9.99 per insertion of 15 words or less for standard classified ads.  
Each additional word.....25¢

Only steady classified ads will be billed at no charge (except service charge on past due balance). All others will have \$1.00 billing charge added if payment is not received within 7 days of ad placement. Additional billing charges may be added if payment is not received after first billing.

\* Rates subject to change without notice \*

# CIRCULATION



## PRIMARY DELIVERY AREA

### HOME DELIVERY & BULK DISTRIBUTION IN

Dubuque, Iowa  
Peosta, Iowa  
East Dubuque, Illinois  
Durango, Iowa  
Sherrill, Iowa

### BULK DISTRIBUTION

In Many Small Communities in the Tri-State Area  
East Dubuque ~ Galena  
Cuba City ~ Dickeyville ~ Kieler ~ Potosi  
Epworth ~ Farley ~ Dyersville  
New Vienna ~ Luxemburg ~ Holy Cross ~ Sageville

**OVER 25,000 PAPERS WEEKLY**