

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”

Dubuque
The **A**dvertiser

CONTACT INFORMATION:

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

(563) 588-0162

dbqadvertiser@dbqadvertiser.com

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 MAY 1, 2025

DISPLAY RATES

Per Column Inch

Preferred Rate.....\$14.00

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.....\$15.00

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.....\$16.00

This rate applies to accounts that run at least a 12 column inch ad or larger from one week to three weeks.

Open Rate.....\$17.00

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.....\$850.00

1/2 Back Page.....\$800.00

1/2 Page Three.....\$800.00

1/4 Page Three.....\$400.00

Front Page Square.....\$25.00

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

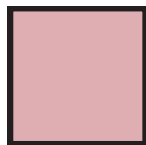
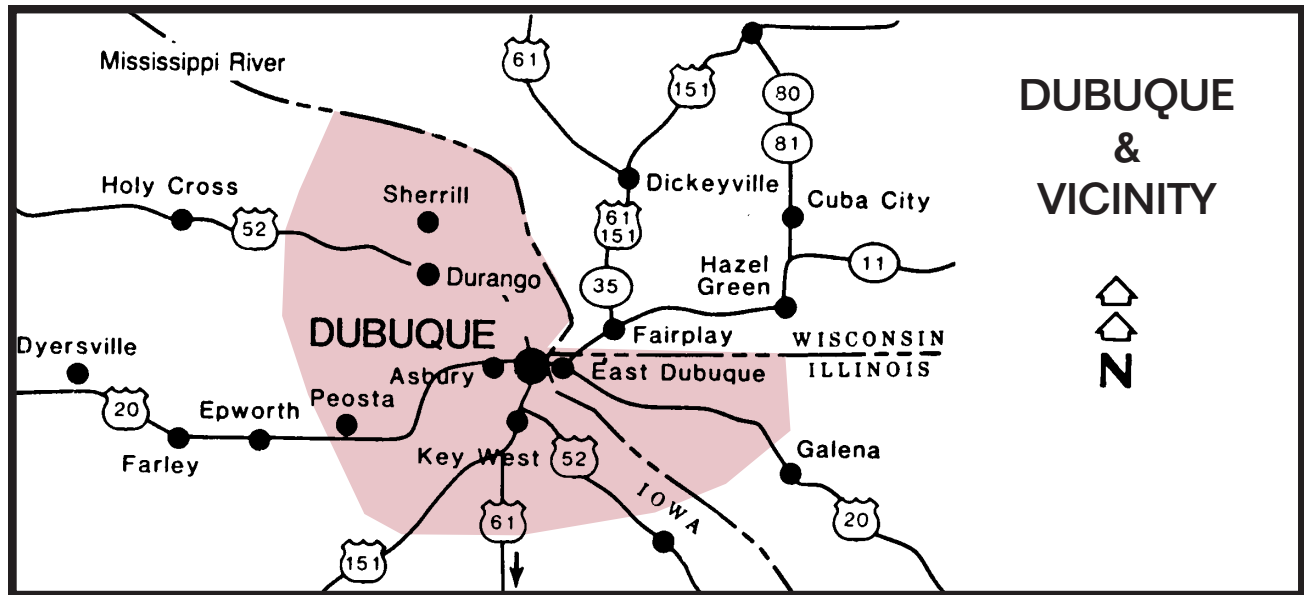
\$9.99 per insertion of 15 words or less for standard classified ads.

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

EXAMPLES OF COMMON AD SIZES and PRICES:

All prices are per week.

From 1 to 3 weeks:

Small Ads:

4" ad business card (3.375"w x 2"h) \$64 (add color for \$25)

6" ad (3.375"w x 3"h) \$96 (add color for \$25)

9" ad (5.125"w x 3"h) \$144 (add color for \$36)

Medium Size Ads:

1/8 Page - (5.125"w x 4"h) \$180 (add color for \$48)

1/6 Page - (5.125"w x 6"h) \$270 (add color for \$72)

1/4 Page - (5.125"w x 8"h) \$360 (add color for \$96)

Larger Ads:

32" ad - (6.875"w x 6"h) \$480 (add color for \$128)

1/3 Page - (10.375"w x 6"h) \$540 (add color for \$144)

Half Page (10.375"w x 8"h) - \$720 (add color for \$192)

Preferred Positions:

Half Front Page (10.375"w x 7"h) - \$800 (add color for \$192)

Half Page 3 (10.375"w x 8"h) - \$725 (add color for \$192)

1/4 page 3 (5.125"w x 8"h) - \$362.50 (add color for \$96)

Campaign Rate: 4 Consecutive Weeks or more:

Small Ads:

4" ad business card (3.375"w x 2"h) \$56 (add color for \$25)

6" ad (3.375"w x 3"h) \$84 (add color for \$25)

9" ad (5.125"w x 3"h) \$126 (add color for \$36)

Medium Size Ads:

1/8 Page - (5.125"w x 4"h) \$168 (add color for \$48)

1/6 Page - (5.125"w x 6"h) \$252 (add color for \$72)

1/4 Page - (5.125"w x 8"h) \$336 (add color for \$96)

Larger Ads:

32" ad - (6.875"w x 6"h) \$448 (add color for \$128)

1/3 Page - (10.375"w x 6"h) \$504 (add color for \$144)

Half Page (10.375"w x 8"h) - \$672 (add color for \$192)

Many Sizes Are Available to Fit Any Budget

DIGITAL AD NETWORK

Our Services



Text-based responsive search ads placed in search engine results on Google



Web - Display banner ads served on various websites: supported ad sizes include 300x250, 160x600, 728x90, 300x600, and 970x250

Mobile - Display banner ads served on mobile apps: supported sizes include 320x50, 300x250, and 728x90

Native - ads designed to look native to the websites on which they serve



Carousel and single image ads served on Facebook and Instagram



A pre-roll video ad that plays in-stream before a video or livestream



Why it works:

With a unified and consistent message distributed across all ad channels, customers are more likely to recognize and trust your brand, keeping your business top of mind to drive engagement and leads.



Quality Color Printing

- Brochures
- Posters
- Flyers
- Business Cards
- Announcements
- Invitations
- Presentations
- Newsletters
- Point of Purchase
- Postcards

Communicate in color with our high-quality and highly affordable, full-color printing services.

Whether it's business cards, a flyer or a personal project, our friendly, helpful staff gets your job done quickly and easily.

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