



The Christian Courier Newspaper  
 9733 W Greenfield Avenue  
 Milwaukee WI 53214 Christian-Courier.com  
 America's Longest Running Christian Newspaper!

# 2010 Advertising Rate Sheet

Effective 1/1/2010



**Disclaimer:** The Christian Courier, its staff, publisher, contractors and designates, reserve the right to publish or decline any listing submitted. Advertisements for alcoholic beverages and certain amusement are not accepted. **Digital-ready artwork and announcements must be received no later the 20<sup>th</sup> of the month preceding publication. Creative copy requiring graphic design work by Courier staff must be submitted by the 7<sup>th</sup>.** The Christian Courier reserves the right to determine whether an error in publication warrants republication or refund. Unless otherwise noted, all newspaper and website content is the property of The Christian Courier, a division of ProBuColls Association, and a 501(c)3 charity chartered in Wisconsin. **Rates are net and payable in advance with order accompanied by photo-ready artwork.** Questions may be addressed to [Advertising@ChristianCourierNewspaper.com](mailto:Advertising@ChristianCourierNewspaper.com) or by calling 414.344.7300

SIZE	B/W	Color	Approx Dimensions (may vary from actual)
Full Page	NA	\$600	6 col x 16"
Half Page	\$380	\$400	6 col wide x 8.25"
1/3 Page	\$225	\$300	6 col x 5.75 or 3 col x 7"
Quarter Page	\$150	\$200	6 col x 4 or 3 col x 3.5
Eighth Page	\$75	\$90	6 col x 2" or 3 col x 4"
Business Card Size	\$25	\$40	2 col x 1.75
Half-Business Card	\$20	\$25	1 col wide square (1.7" x 1.7")

Advertiser-Preferred Placement	Surcharge to Reserve Specific Page or Location or Feature
Right Hand Read	Add \$15
Specific Page	Add \$75 (Calendar Page - \$95)
Website POP-UP	\$100 per week

Standard Print Rate	\$9.00	Per column-inch
<b>DISCOUNT for SAME AD in 3 or more CONSECUTIVE issues w/o changes</b>	8% discount	From single Gross Amount
<b>6 Month Campaign</b> <b>12 Month Campaign</b>	<b>10%</b> <b>25%</b>	From single Gross Amount excluding graphic design services
<b>Church Directory Listing and Bulk Subscription (25 or more copies)</b>	\$3.50 per month	<b>Billed Semiannually</b> <b>Includes bulk delivery of any number of copies</b>
<b>"Yellow Page" Advertiser Listing Without display ad</b>	\$10 per month	<b>Free with ad of 3 or more consecutive months</b>
<b>Web Banner Ad with Link (small 200 pixels wide /large 450 pixels wide)</b>	\$25 small \$100 large	<b>Free with ad campaign of 3 or more months</b>
<b>Graphic Design Services for non-digital formats or non-photo-ready artwork – Fee is waived for 6/12month runs – Finished work is © Christian Courier Newspaper</b>	10% of Ad	\$25 minimum charge
<b>Classified Listings (approx 25 chars per line) – Sales, Housing &amp; Employment</b>	\$10.00 Flat Plus \$2.00	From 1-3 lines Per line after 3
<b>Call, fax. Email or visit our website for more information or to submit an advertisement.</b>		
Tel: 414.345.3545 Fax: 414.344.7375		
Email: <a href="mailto:Advertising@ChristianCourierNewspaper.com">Advertising@ChristianCourierNewspaper.com</a>		
Web: <a href="http://www.ChristianCourierNewspaper.com">http://www.ChristianCourierNewspaper.com</a>		

**Call to plan your next ad campaign or event!**  
**Direct to Editor @ 414.345.3545**



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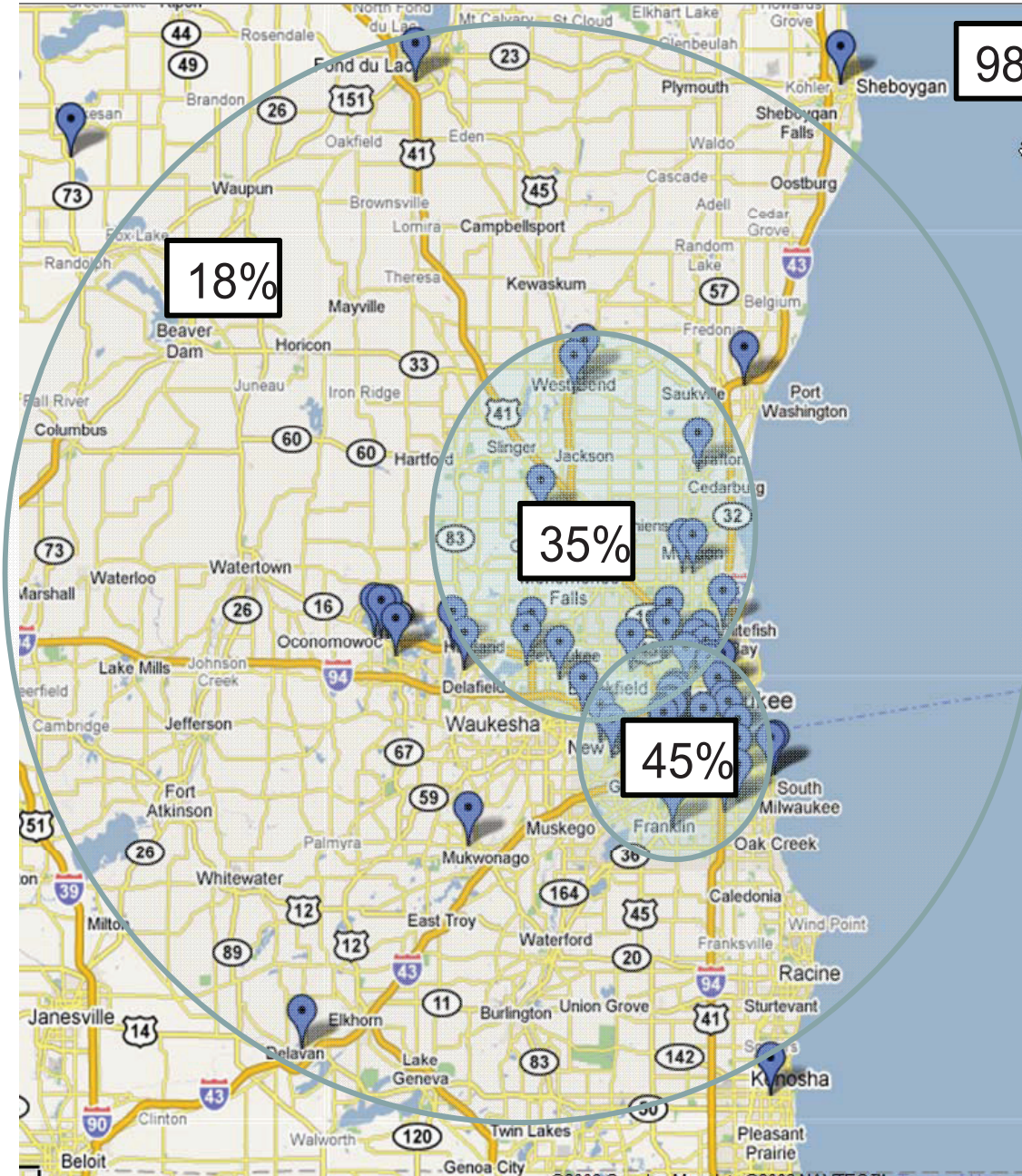
# 2010 Advertising Order Form

Effective 1/1/2010

<b>Church/Organization Name</b>		CIRCLE: Church Ministry School Business Individual
<b>Contact Name</b>		Title _____ Technical Billing
<b>Ship-To Address</b>		
<b>Bill To Address</b>		
<b>Ad Requested</b>	Full Page Half Page Quarter Page Sixth Page Eighth Page Biz Card Half-Biz Card Other: _____	CIRCLE ALL: Jan Feb Mar Apr May Jun July Aug Sept Oct Nov Dec  Special Frequency: _____
<b>Web Banner Ad with Link</b>	small banner large banner POPUP	Link to _____
<b>Details of Event (Use ONE FORM for EACH EVENT)</b>	<b>DESCRIPTION AND LOCATION</b>  (use additional paper if necessary)	<b>Dates/Times</b>
<b>Attachments</b>	Text File Word File Graphic (JPG, PNG, GIF, PSD) Name of files: _____ _____ _____ _____  EMAILED FTP CD PAPER	<b>Authorization</b> By initialing I hereby represent that I am able to represent the organization and that all of the information contained in and/or attached to this order becomes the property of The Christian Courier Newspaper which is authorized to use, modify and replicate for the purposes of advertising or promoting the event or organization described in this form. The Christian Courier Newspaper is not responsible for the content or any damages arising from any misprints, delays in publication, or any other cause.  INITIALS _____ DATE _____

Call, fax, Email or visit our website for more information or to submit an advertisement.  
 Tel: 414.345.545 Fax: 414.344.7375 Ema il: Advertising@ChristianCourierNewspaper.com Web: http://www.Christian-Courier.com

# 2009 Advertising Statistics



## 98% Local Distribution Density

- estimated readership 45-50,000
- 2009 readership – up 20%
- 2009 bulk distribution – up 20%
- 2009 advertising growth – 20%
- 2009 content growth – 25%  
(from 8 adjusted to 12 /16 pgs in new font)
- Over 500,000 unique website visitors each month

## Readership Table

➤ Milwaukee	45%	20,250
➤ Suburbs	35%	15,750
➤ Rural	18%	8,100
➤ Out-State	2%	900

## CENSUS Stats (2000)

- Milwaukee Pop 600,000
- Median age 31
- Male 48% Female 52%
- Own 45% Rent 55%
- Avg Household 2.5
- Avg Family 3.25
- Caucasian 49%, Black 37%, Hispanic/Latin 12%, Asian 2%