

COOK COUNTY NEWS Herald



*Reporting from Cook County
and the North Shore
since 1881*

■ Grand Portage

■ Hovland

■ Grand Marais

■ Lutsen

■ Tofte

■ Schroeder

■ Taconite Harbor

Published: Every Saturday

Publisher: H & D Kettunen, LLC.

Circulation: Approx. 4,000 per week

1300 Distributed in Cook County on newsstands

1100 Subscriptions in Cook County

1600 Subscriptions out of County

**See us for your
advertising needs...**

ccnh@boreal.org • 218-387-9100

PO Box 757 • 15-1st Ave West • Grand Marais, MN 55604

Phone: 218-387-9100 • Toll Free: 1-888-387-8228 • Fax: 218-387-9500

www.CookCountyNews-Herald.com

Advertising Rates:

DISPLAY ADVERTISING

\$8.00/column inch *example below*
 2 columns wide
 x 2 inches high
 = 4 column inches
 x \$8.00
 = \$32.00

COLOR RATES

Single Color \$25.00
 Full Color \$85.00

BUSINESS/PROFESSIONAL DIRECTORY

Single (2.375" x 1.25") \$10.00/week
 Double (2.375" x 2.65") \$20.00/week

LINE ADVERTISING

Classifieds/Community Calendar
 First 20 words \$8.00
 Additional 10 words \$1.00

PRE-PRINTED INSERTS

Starting at \$85/thousand *call for estimate*

Advertising Deadline:

Tuesdays 4:00 pm

Ad sizing: *examples inside*

COLUMN WIDTHS

1 column	1.53 inches
2 column	3.19 inches
3 column	4.84 inches
4 column	6.49 inches
5 column	8.14 inches
6 column	9.806 inches

1/8 PAGE \$116.00

Vertical	3.19" x 7.25"
Square	4.84" x 4.82"
Horizontal banner	9.806" x 2.42"

1/4 PAGE \$228.00

Vertical	4.84" x 9.75"
Horizontal banner	9.806" x 4.875"

1/2 PAGE \$468.00

Vertical	4.84" x 19.625"
Horizontal	9.806" x 9.75"

FULL PAGE \$944.00

Vertical	9.806" x 19.625"
----------	------------------

Covering news and events around Cook County

For more than 120 years the Cook County News-Herald has kept its readers up-to-date on all the local government board meetings, festivals and events going on in Cook County. The following is a list of some of the events that are routinely covered. Mark your calendars to get your advertising in when it counts.

JANUARY

John Beargrease Sled Dog Marathon

FEBRUARY

Snowarama Easter Seals Snowmobile Fundraiser
American Birkebeiner
Winter Tracks on the Gunflint

MARCH

Mush for a Cure
Meet the CCHS Senior Class Weekly series—March - May depending on class size.

MAY

Gunflint Greenup
Spring Home Improvement*
Meet the CCHS Senior Class Booklet*

JUNE

Summer Solstice/Wooden Boat Show*

JULY

Grand Marais Art Festival
Dragon Boat Festival*

AUGUST

Fisherman's Picnic*
Grand Portage Rendezvous Days
Back To School

SEPTEMBER

Unplugged - North House Folk School Musical Celebration
Fall Home Improvement*

OCTOBER

Moose Madness

NOVEMBER

Winter Solstice/Arctic Film Festival

**Special pull-out insert*

MONTHLY FEATURES

Senior News - A full page feature focusing on our local senior citizens and events. 1st week of each month.

Backstage Buzz - Monthly feature showcasing the happenings at the Grand Marais Playhouse. 2nd week of each month

Where are we? - An interactive look at Cook County. 3rd week of each month.

Issues in Education - Exploring education in Cook County. Each month this feature is provided by our local schools. 4th week of each month.

REGULAR FEATURES

Outdoor page - Featuring local outfitter Cory Christianson's column "Tails from the Trail" and your fish/hunting pictures and seasonal fish/hunting/trail reports.

Taste of Home - Bi-weekly food column provided by Sandy (Anderson) Holthaus who enjoys writing about her childhood in Schroeder-mixing memories with delicious home-style recipes.

Spiritual Reflections - Weekly column featuring members of the Cook County Ministerium.

Ad Design

Layout is included in the price of your ad, just send us the bits and pieces.

Submitted Artwork

Preferred format: pdf
 Resolution: 200 dpi
 Color: CMYK

See us for your advertising needs...

ccnh@boreal.org • 218-387-9100

Revision date 3/2013

**1 column x
1 inch
\$8⁰⁰**

**1 column x
2 inches
\$16⁰⁰**

**2 columns x 2 inches
\$32⁰⁰**

**2 columns x 3 inches
\$48⁰⁰**

**2 columns x 4 inches
\$64⁰⁰**

**2 columns x 6 inches
\$96⁰⁰**

**Business Professional
Directory - Single
\$10⁰⁰/week**

**Business Professional
Directory - Double
\$20⁰⁰/week**

The prices shown reflect
black and white pricing.
For color add:

\$25.00 Single Spot Color
\$85.00 Full Color

1 column inch.....\$8.00	26..... 208.00	53..... 424.00	80..... 640.00	106..... 848.00
2..... 16.00	27..... 216.00	54..... 432.00	81..... 648.00	107..... 856.00
3..... 24.00	28..... 224.00	55..... 440.00	82..... 656.00	108..... 864.00
4..... 32.00	28.5 1/4 page..... 228.00	56..... 448.00	83..... 664.00	109..... 872.00
5..... 40.00	29..... 232.00	57..... 456.00	84..... 672.00	110..... 880.00
6..... 48.00	30..... 240.00	58..... 464.00	85..... 680.00	111..... 888.00
7..... 56.00	31..... 248.00	58.5 1/2 page..... 468.00	86..... 688.00	112..... 896.00
8..... 64.00	32..... 256.00	59..... 472.00	87..... 696.00	113..... 904.00
9..... 72.00	33..... 264.00	60..... 480.00	88..... 704.00	114..... 912.00
10..... 80.00	34..... 272.00	61..... 488.00	89..... 712.00	115..... 920.00
11..... 88.00	35..... 280.00	62..... 496.00	90..... 720.00	116..... 928.00
12..... 96.00	36..... 288.00	63..... 504.00	91..... 728.00	117..... 936.00
13..... 104.00	37..... 296.00	64..... 512.00	92..... 736.00	118 Full page..... 944.00
14..... 112.00	38..... 304.00	65..... 520.00	93..... 744.00	
14.5 1/8 page..... 116.00	39..... 312.00	66..... 528.00	94..... 752.00	
15..... 120.00	40..... 320.00	67..... 536.00	95..... 760.00	
16..... 128.00	41..... 328.00	68..... 544.00	96..... 768.00	
17..... 136.00	42..... 336.00	69..... 552.00	97..... 776.00	
18..... 144.00	43..... 344.00	70..... 560.00	98..... 784.00	
19..... 152.00	44..... 352.00	71..... 568.00	99..... 792.00	
20..... 160.00	45..... 360.00	72..... 576.00	100..... 800.00	
21..... 168.00	46..... 368.00	73..... 584.00	101..... 808.00	
22..... 176.00	47..... 376.00	74..... 592.00	102..... 816.00	
23..... 184.00	48..... 384.00	75..... 600.00	103..... 824.00	
24..... 192.00	49..... 392.00	76..... 608.00	104..... 832.00	
25..... 200.00	50..... 400.00	77..... 616.00	105..... 840.00	
	51..... 408.00	78..... 624.00		
	52..... 416.00	79..... 632.00		

3 columns x 3 inches

\$72⁰⁰

The prices shown reflect
black and white pricing.
For color add:

\$25.00 Single Spot Color
\$85.00 Full Color

3 columns x 5 inches

\$120⁰⁰

See us for your
advertising needs...
ccnh@boreal.org • 218-387-9100