

Direct mailed to **30,500+** mailboxes every Wednesday with readership over 55,000! Put the power of local news and direct mail to work for you.

Total circulation: 31,900


Effective January 1, 2024

Advertising Rates & Specs

Annual Frequency Rates are **PER INSERTION**

*Political advertising is open rate, pre-pay. Entertainment is pre-pay.


FULL PAGE



10.375" W x 15.75" H

	6x	13x	26x	52x	Open Rate
C	\$1,947.00	\$1,575.00	\$1,382.75	\$1,115.10	\$2,144.65
B/W	\$1,764.00	\$1,450.00	\$1,197.00	\$945.25	\$1,953.00

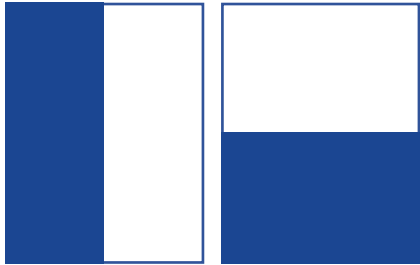
3/4 PAGE



7.718" W x 15.75" H

	6x	13x	26x	52x	Open Rate
C	\$1,627.70	\$1,465.15	\$1,115.10	\$892.10	\$1,789.00
B/W	\$1,464.75	\$1,275.75	\$945.00	\$756.00	\$1,606.50

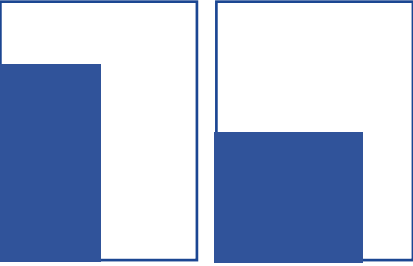
1/2 PAGE



5.0625" W x 15.75" H or 10.375" W x 7.875" H

	6x	13x	26x	52x	Open Rate
C	\$1,241.65	\$1,077.95	\$780.60	\$631.90	\$1,382.75
B/W	\$1,071.00	\$913.50	\$661.50	\$535.50	\$1,197.00


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5.0625" W x 11.875" H or 7.718" W x 7.875" H

	6x	13x	26x	52x	Open Rate
C	\$980.85	\$840.75	\$616.55	\$504.50	\$1,140.00
B/W	\$831.75	\$712.50	\$522.50	\$427.50	\$950.00

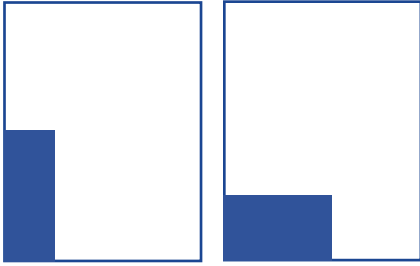
1/4 PAGE



5.0625" W x 7.875" H or 2.4" W x 15.75" H or 10.375" W x 3.875" H

	6x	13x	26x	52x	Open Rate
C	\$687.65	\$594.75	\$427.50	\$353.10	\$793.80
B/W	\$582.75	\$504.00	\$362.25	\$299.32	\$661.50

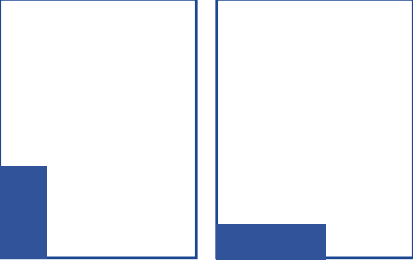
1/8 PAGE



2.4" W x 7.875" H or 5.0625" W x 3.875" H

	6x	13x	26x	52x	Open Rate
C	\$356.65	\$310.95	\$228.65	\$182.90	\$418.50
B/W	\$302.25	\$263.50	\$193.75	\$155.00	\$348.75

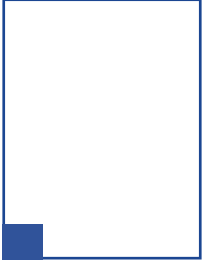
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2.4" W x 5.137" H or 5.0625" W x 2.5" H

	6x	13x	26x	52x	Open Rate
C	\$253.70	\$212.40	\$153.40	\$129.80	\$282.00
B/W	\$215.00	\$180.00	\$130.00	\$110.00	\$235.00

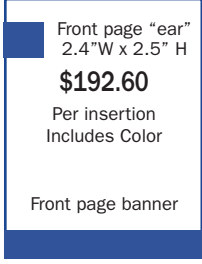
1/24 PAGE



2.4" W x 2.5" H

	6x	13x	26x	52x	Open Rate
C	\$123.90	\$111.75	\$79.65	\$67.85	\$150.00
B/W	\$105.00	\$92.50	\$67.50	\$57.50	\$125.00

PREMIUM FRONT-PAGE POSITIONS



Front page "ear"
2.4"W x 2.5" H
\$192.60
Per insertion
Includes Color

Front page banner
10.375" W x 2.0" H

	6x	13x	26x	52x	Open Rate
Front Page banner	\$687.65	\$594.75	\$427.50	\$353.10	\$793.80

DEADLINES & PREPRINT INFO

Space/Copy Deadline: 12:00 Noon Friday
Camera Ready Materials Deadline: 12:00 Noon Monday
Obituary Deadline: 12:00 Noon Monday
Classified Liner Deadline: 4:00pm Friday
Insert Deadline: 10 days prior to publication date.
 32,000 inserts delivered freight-paid to Christiansen Marketing Partners
 (1211 E. Richmond St., Shawano, WI 54166)
 Maximum size is 8.25" x 11" folded tab-size newsprint.

Inserts:	Size	CPM
	Single sheet	\$36.00
	4-page tab	\$36.00
	8-page tab	\$36.00
	12-page tab	\$62.10
	16-page tab	\$72.70

Print & Insert or larger inserts – Call for pricing.
Oshkosh Herald is mailed and received in home on Wednesday.*

*If a holiday falls on Wednesday, early deadlines apply and we are delivered in-home Tuesday.

“Weekly advertising in the Herald has been a great investment.”

Kyle Heinrich, Kitz & Pfeil

Reach over 55,000 potential customers every week in the Business & Service Directory

52x \$32

26x \$42

13x \$52

*consecutive weeks/B&W

Classified Advertising

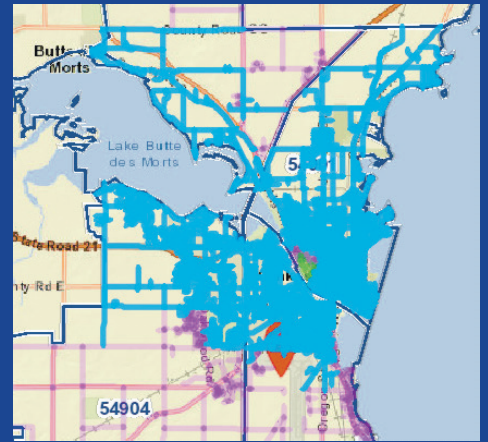
\$25 for first 20 words
 \$0.50 per word thereafter
BOLD \$5 per ad (all or part)
 Logo or photo \$10
 10% rerun discount,
 consecutive weeks, no changes
 Prepay required.

Deadline: 4pm Friday

Rates effective 1/01/2024 – Annual Frequency Agreements/Rates per Insertion

Reach more of the market by including the **Neenah News** in your marketing campaign. Delivered Fridays to over 21,000 households in ZIP code 54956.

Oshkosh Herald is direct mailed using USPS and reaches over 90% of the Oshkosh Area School District.



Ad Specs

Submitting artwork: All halftone screens should be output at 100-line ruling with a minimum resolution of 200 dpi with standard screen angles for both Color and B/W images. Dot gain compensation should be set at 25%. Total ink limit should not exceed 220. Digital files may be sent via email to advertise@oshkoshherald.com

Design is provided free of charge. Proofs are issued upon request only and limited to two revisions. Color must be designated as CMYK process color. Other color designations may result in black & white printing. Please check type is 100% black, not four-color process black.

Fonts must be converted to paths/outlines before submission OR printer and screen fonts must be included with the ad. If the ad contains missing fonts, the art department will substitute a font as close in appearance to the original as possible. No credit or adjustments will be given due to font substitution. Fonts cannot be True Type.

All ad materials must be submitted in the following formats: Adobe InDesign, Adobe Illustrator or Photoshop, EPS or PDF. PDF is preferred.

Submit to advertise@oshkoshherald.com with client name and publication date in subject line please

Oshkosh Herald

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 Suite 300, Oshkosh WI 54901
920-385-4512

