

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, 2025

## Advertising Rates & Specs

**Annual Frequency Rates are PER INSERTION. Rates include COLOR**

\* 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
<b>C</b>	\$2,141.70	\$1,732.50	\$1,521.00	\$1,226.61	\$2,360.00

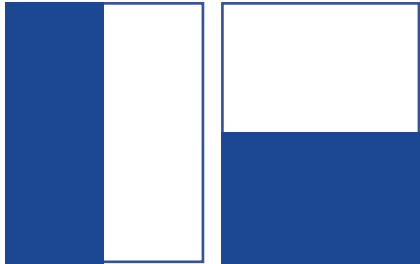
**3/4 PAGE**



7.718" W x 15.75" H

	6x	13x	26x	52x	Open Rate
<b>C</b>	\$1,790.47	\$1,611.70	\$1,226.61	\$981.31	\$1,967.90

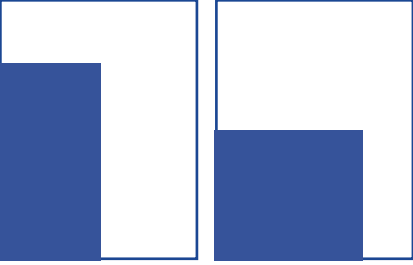
**1/2 PAGE**



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

	6x	13x	26x	52x	Open Rate
<b>C</b>	\$1,365.85	\$1,185.75	\$858.65	\$695.09	\$1,522.00


**3/8 PAGE**



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

	6x	13x	26x	52x	Open Rate
<b>C</b>	\$1,078.95	\$924.85	\$678.25	\$554.95	\$1,254.00

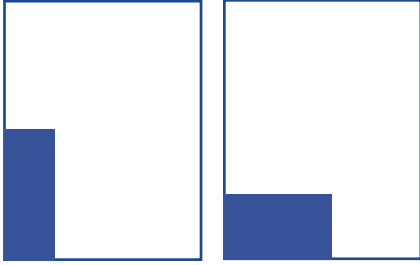
**1/4 PAGE**



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

	6x	13x	26x	52x	Open Rate
<b>C</b>	\$756.45	\$654.25	\$470.25	\$388.41	\$873.18

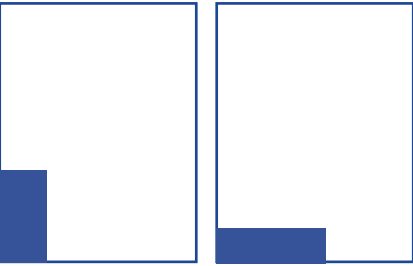
**1/8 PAGE**



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

	6x	13x	26x	52x	Open Rate
<b>C</b>	\$392.35	\$342.05	\$251.51	\$201.19	\$460.35

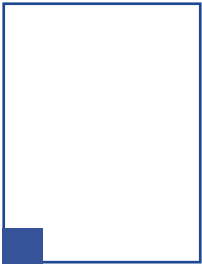
**1/12 PAGE**



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

	6x	13x	26x	52x	Open Rate
<b>C</b>	\$279.07	\$233.64	\$168.74	\$142.78	\$310.20

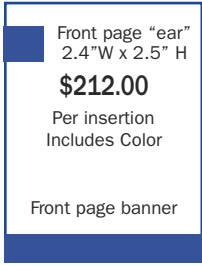
**1/24 PAGE**



2.4" W x 2.5" H

	6x	13x	26x	52x	Open Rate
<b>C</b>	\$136.29	\$122.96	\$87.65	\$74.65	\$165.00

**FRONT-PAGE POSITIONS**



Front page "ear"  
2.4"W x 2.5" H  
**\$212.00**  
Per insertion  
Includes Color

Front page banner  
10.375" W x 2.0" H

	6x	13x	26x	52x	Open Rate
<b>BANNER</b>	\$756.42	\$654.23	\$470.25	\$388.41	\$873.18

\*Black and White - Less 20%

# DEADLINES & PREPRINT INFO

**Space/Copy Deadline:** 12:00 Noon Wednesday  
**Camera Ready Materials Deadline:** 12:00 Noon Friday  
**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 .....	\$37.00
4-page tab .....	\$37.00
8-page tab .....	\$37.00
12-page tab .....	\$64.00
16-page tab .....	\$74.00

**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 \$35**

**26x \$46**

**13x \$57**


\*consecutive weeks/B&W

## Business Classified Advertising

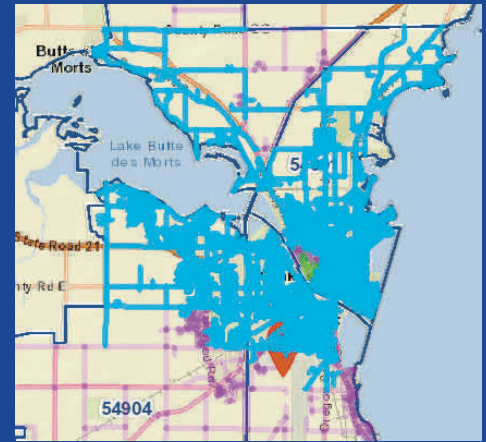
\$25 for first 20 words  
 \$0.50 per word thereafter  
**BOLD** \$5 per ad (all or part)  
 Logo or photo \$10  
 10% rerun discount,  
 consecutive weeks, no changes  
 Prepay required.

**Deadline:** 4pm Friday

Rates effective 1/01/2025 – Annual Frequency Agreements/Rates per Insertion

Reach more of the market by including the  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](mailto: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 as a PDF.

Submit to [advertise@oshkoshherald.com](mailto:advertise@oshkoshherald.com) with client name and publication date in subject line please

## Oshkosh Herald

36 Broad St.

Suite 300, Oshkosh WI 54901

**920-385-4512**

