



207 E. Main Street  
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# Make an **impact**



Instead of being a small fish in a big pond,  
 be a **big fish** in a small pond.

We have made it more affordable than ever to get your message deep into the communities we serve through Hometown News.

**Hometown News Group** delivers a focused, targeted customer base to its advertisers, reaching **56,000 households** throughout eastern Dane County and beyond.

We are the only local news voice in more than a dozen Madison-area communities. Our readers depend on us as their local news and information leader.



# One rate. One **BIG** impact.

## Your message will reach more than 56,000 households.

With Hometown News Group, your advertising dollars will stretch much further than they could investing in a single publication. You have the opportunity to **advertise in 16 publications** in communities surrounding Madison ...

... **Communities where readers rely on their local newspaper.**

Get your message to thousands of suburban households that subscribe to and faithfully read their community newspaper.

### **\$40 per column inch\***

A \$5,000 annual investment in reaching your suburban Madison customers qualifies you for the best per-inch rate.

### **\$55 per column inch\***

A \$1,500 annual investment is a cost-effective solution to make a lasting impact on current and prospective customers.

### **Additional Coverage Opportunities**

In partnership with Unified Newspaper Group and News Publishing, advertisers have the opportunity to work with their Hometown News sales representative to reach additional Dane County communities. Ask your sales representative about these opportunities.

In addition to sending your message to over 35,000 paid households, your message will automatically be published in our full-market-coverage shoppers that reach **56,000 homes each week!**

### **Advertising Shoppers**

- ✓ The Poynette Shopper
- ✓ The Lodi Shopper
- ✓ The Waunakee Shopper
- ✓ The DeForest Shopper
- ✓ The Hometown Advertiser



\*50% savings off open rates

Daily distribution