

2026

RATE CARD



THE WESTERN GUARD

216 - 6th Avenue - Madison, MN 56256
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Published Every Tuesday – 1,400 Circulation

DEADLINE - Friday Noon

Display Advertising, Local Rate.....	\$10.00 col. inch
Classified Page Display Ad Rate.....	\$10.00 col. inch
Legal Rate.....	\$10.00 col. inch
National Advertising Rate.....	\$12.00 col. inch
(Commissionable Rate)	

Classified Ads - 30 Words	\$10.00
(Over 30 words).....	\$10.00 col. inch
Obituaries	\$0.25 word
Card of Thanks (Up to 40 words)	\$7.00
(41-60 words).....	\$8.00
(61-100 words).....	\$9.00
(Over 100 words).....	\$7.00 col. inch
Memorials	\$7.00 col. inch

PICTURES Engagement, Wedding.....	\$20.00
Obituary.....	\$10.00

Banner Ads.....	\$10.00 col. inch
Professional Directory (1 col. inch) 1 Yr.	\$150.00
Color.....	\$100.00

FULL PAGE (6 col. x 21")	Black & White	\$500.00
	Color	\$600.00
HALF PAGE (63.75 col. in.)	Black & White	\$300.00
(6 col. x 10.5" or 3 col. x 21")	Color	\$400.00
		(\$4.71 col. inch)
QUARTER PAGE (32 col. in.)	Black & White	\$185.00
(3 col. x 10.5")	Color	\$285.00
		(\$5.78 col. inch)

SPECIAL DISCOUNTS

ADS 6 TOTAL COL. INCHES & OVER\$1.00 off col. inch
(can be stacked with multi-week discount)

MULTI-WEEK\$1.00 off col. inch
(can be stacked with 10" discount)

ADS BETWEEN 1/4 & 1/2\$6.00 col. inch

ADS BETWEEN 1/2 & FULL\$5.00 col. inch

BENEFIT ADSBuy 1/Get 1

**Discounts do not apply to 1/4, 1/2 or full page rates, Memorials, Cards of Thanks, Legal Notices, or Classified. Not stackable with multi-paper discounts.*

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MINNESOTA WESTERN PEACH

Published every Tuesday – 22,000 Circulation

DEADLINE - Thursday Noon

Advertising Rate.....	\$10.00 col. inch
Classified Ads - 30 Words	\$10.00
(Over 30 words).....	\$10.00 col. inch
National Advertising Rate.....	\$12.00 col. inch
Color.....	\$100.00
Full Page (6 col. x 15")	\$500.00
Full Front Page (6 col. x 13.25")	
1/2 Page (3 col. x 15")	\$300.00
1/4 Page (3 col. x 7.5")	\$300.00

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INSERTS

(up to 8 tabloid pages & already folded)

11¢ PER PIECE

\$110.00 PER THOUSAND

Combination Rate

TWO PUBLICATIONS

Western Guard & Peach / Western Guard & Canby News	
National Combination Rate	\$18.00 col. inch
Boxed - Western Guard and Western Peach	\$14.00 col. inch
Classified - Western Guard & Peach	30 Words \$14.00
(Over 30 words).....	\$14.00 col. inch

THREE PUBLICATIONS

Western Guard, Peach & Canby News	
National Combination Rate	\$24.00 col. inch
Boxed - Three Publications	\$18.00 col. inch
Classified - Three Publications.....	30 Words \$18.00
(Over 30 words).....	\$18.00 col. inch

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SUBSCRIPTION RATES

1 YEAR

Lac qui Parle County	\$60.00
Minnesota - Out of County	\$63.00
Out of State	\$67.00
News Stand	\$2.00
Online only	\$50.00

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WESTERN GUARD MECHANICAL REQUIREMENTS

Width of Columns.....1.694”
 Space between columns.....1 pica
 Depth of columns21”
 Columns per page6
 Page width.....11”

<u>Column</u>	<u>Inches</u>	<u>Picas</u>
1.....	1.694.....	10.25
2.....	3.556.....	21.5
3.....	5.417.....	32.5
4.....	7.278.....	43.75
5.....	9.139.....	55
6.....	11.....	66.25

PEACH MECHANICAL REQUIREMENTS

Width of Columns.....1.569”
 Space between columns.....1 pica
 Depth of columns/full page.....15”
Front (13.25)
 Columns per page6
 Page width10.25”

<u>Column</u>	<u>Inches</u>	<u>Picas</u>
1.....	1.569.....	9.5
2.....	3.306.....	20
3.....	5.042.....	30.25
4.....	6.778.....	40.75
5.....	8.514.....	51.25
6.....	10.25.....	61.5