



# THE FREE PRESS

## Second Supper — The Free Press

A monthly  
alternative newspaper

- We are an independent, alternative journal featuring news, arts and entertainment of the Coulee Region. We emphasize advocacy journalism, commentary, local news and general interest lifestyle features.
- More than 60 percent of our readers are in the desirable 21-35-year-old age group that daily newspapers do not reach; about 25 percent are ages 36-50.
- We publish the first day of each month, distributing up to 5,000 copies at more than 200 locations throughout La Crosse and Vernon counties.

### 2013 Deadline Calendar

MONTH	TOPIC	DEADLINE
January	Mayoral Preview	Dec. 21
February	Valentine's Day	Jan. 25
March	Spring Break	Feb. 22
April	April Fool's Satire	March 22
May	Live Music Edition	April 19
June	Summer Preview	May 24
July	Theatre Awards	June 21
August	Best of La Crosse	July 26
September	Oktoberfest	Aug. 23
October	Halloween	Sept. 21
November	Health	Oct. 25
December	Shopping Guide	Nov. 22

Call for rates for inserts and website

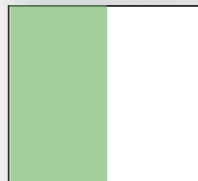
### Ad Sizes



**Full Page**  
9.9 x 11.7 in.



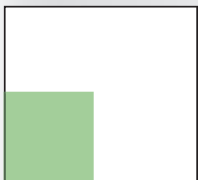
**3/4 Page**  
7.4 x 11.7 in.



**1/2 H**  
4.9 x 11.7 in.



**1/2 V**  
9.9 x 5.5 in.



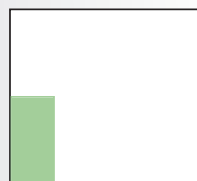
**1/4 Standard**  
4.9 x 5.75 in.



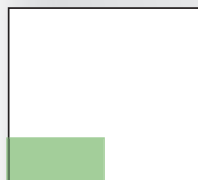
**1/4 H**  
9.9 x 2.75 in.



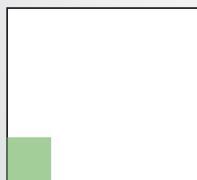
**1/4 V**  
2.4 x 11.7 in.



**1/8 V**  
2.4 x 5.75 in.



**1/8 H**  
4.9 x 2.75 in.



**1/16**  
2.4 x 2.75 in.



10 percent discount for nonprofit organizations

### Ad Rates

Run ad ...	1-6 times	7-11 times	Monthly
<b>Full Page</b>	\$425	\$400	\$350
<b>3/4 Page</b>	\$340	\$315	\$270
<b>1/2 Page</b>	\$235	\$215	\$205
<b>1/4 Page</b>	\$125	\$110	\$105
<b>1/8 Page</b>	\$80	\$75	\$60
<b>1/16 Page</b>	\$70	\$65	\$50

### Special Advertising Features

#### Shop Small • Shop Local

**\$35 per month, includes 4-color Unique size: 3-inch x 2.5-inch ad**

- Special directory urges support for our unique local small business community
- Requires at least a 6-month contract
- Ad can change monthly
- Available only to advertisers in good standing with Second Supper

### 5 Reasons to Advertise with Second Supper

- 1 Alternative weekly readers are more likely to have college or advanced degrees.\*
- 2 The weekly newspaper tab is portable and convenient. It can be read anywhere, anytime without constraints.
- 3 We reach a young demographic and connect best with young adults, from college age through mid-30s.
- 4 Supporting local independent businesses shows your commitment to the community.
- 5 Creating and producing full-color ads is less expensive in weekly newspapers than any other medium.

\* Alternative Weekly Network 2006 Media Audit