

# NEW ROCKFORD Transcript

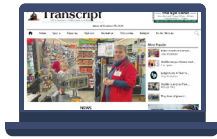
Official Newspaper of Eddy County Since 1883

PUBLISHED WEEKLY EACH MONDAY

## TOTAL REACH



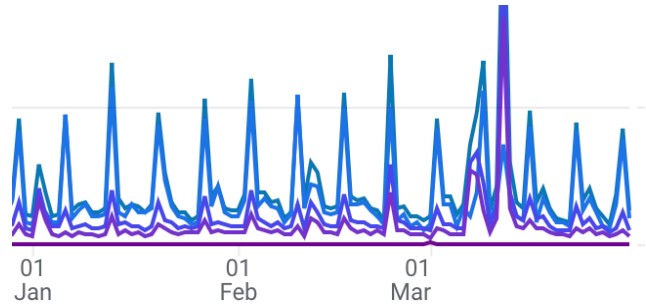
**2,500**  
PAID NEWSPAPER  
PRINT READERS



**1,200**  
WEEKLY  
RETURNING  
WEBSITE  
VISITORS

**3,700** PEOPLE WEEKLY

## WEBSITE READERS



ONLINE TRAFFIC  
JANUARY 1 - MARCH 31, 2024

## DIGITAL ENGAGEMENT



**75%**  
MOBILE



**20%**  
DESKTOP



**5%**  
TABLET



**12,000**  
MONTHLY  
PAGE VIEWS

**2 min.**  
AVG. TIME  
ON SITE

### facebook



**11,000**  
MONTHLY  
REACH



**1,800**  
FOLLOWERS

### CONTACT INFORMATION

817 Central Ave • P.O. Box 752  
New Rockford, ND 58356  
Phone: 701-947-2417  
nrtranscript@gmail.com

### ADVERTISING DEADLINES

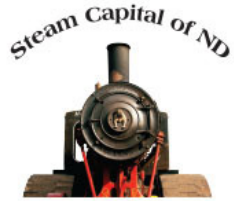
- Space deadline is Tuesday at 5 p.m.
- Copy due 12 p.m. Wednesday

### OPEN RATES

\$7 per column inch black & white  
\$75 surcharge spot color /\$150 process color

### MECHANICAL REQUIREMENTS

- Page size: 6 col. x 21 in.
- Col. width: 10 picas or 1.667 in.,
- 1 pica between columns
- File: PDF or vector file, embed all images and fonts



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## ADVERTISING PACKAGES

**BRONZE**

BUSINESS CARD AD (2X2)  
EACH WEEK

300 X 250 WEB AD

728 x 90 WEB AD

**\$109 PER MONTH**  
SAVE \$30

**SILVER**

3 COL X 4" WEEKLY AD  
300 X 250 WEB AD  
728 X 90 WEB AD  
MOBILE TOP OF PAGE AD  
ALL SPECIAL FEATURES  
(LISTED BELOW)

**\$299 PER MONTH**  
SAVE \$120

**GOLD**

QUARTER PAGE AD (3 X 10)  
EACH WEEK

300 X 600 WEB AD  
FRONT PAGE SPLASH  
FOR 7 DAYS

**\$699 PER MONTH**  
SAVE \$280

ADVERTISER MAY CHOOSE TO COMBINE COLUMN INCHES AND RUN ONE OR TWO LARGER ADS WITH ANY PACKAGE. EX. SILVER PACKAGE ADVERTISER CAN RUN (2) 3 COL. X 8 IN. ADS OR (1) 4 COL. X 12 IN AD AND CHOOSE WEEK(S). DIGITAL ADS RUN FOR FULL 30 DAYS, UNLESS OTHERWISE INDICATED.

**ANNUAL SPECIAL FEATURE  
SPONSORSHIP PACKAGE**

Collegiate Congratulations (Jan & June)  
National Ag Week (March)  
EMS Week (May)  
NR-S Graduation (May)  
Eddy County 4-H (July)  
Back to School (Aug)  
NR-S Sports Programs (Aug-Feb)  
Homecoming (Sept/Oct)  
Fire Prevention Week (Oct)  
Veteran's Day (Nov)  
Winterfest (Nov)  
Letters to Santa (Dec)  
Christmas and New Year ads (Dec)

**\$600 TOTAL**  
Billed quarterly @ \$150

**CLASSIFIED ADVERTISING (TEXT)**

- Open weekly rate: \$7 for 20 words, \$.10 cents per extra word, 50% off for subsequent weeks.
- \*\*13 week special: \$25 for 20 words, plus \$.65 cents per word thereafter\*\*
- 'Card of Thanks': \$10 for 50 words, \$.10 cents per word thereafter

**INSERTS - PREPRINT RATES**

- Insert circulation= 600 in-county subscribers
- One Sheet (8 1/2 in. x 11 in. maximum) . . . 12¢
  - Four Page Tab. . . . . 13¢
  - Eight Page Tab . . . . . 14¢
  - Twelve Page Tab . . . . . 15¢
  - Catalog insert rates negotiated

**BUSINESS DIRECTORY**

2 column x 1 inch weekly ad in print  
280 x 90 web ad  
\$50 per month  
6-month initial commitment required