



# Waushara Argus and Central Wisconsin Resorter

W7781 Hwy. 21 & 73  
PO Box 838  
Wautoma, WI 54982

Phone  
**920-787-3334**

Fax 920-787-2883  
Email: [argus@wausharaargus.com](mailto:argus@wausharaargus.com)  
Website: [www.wausharaargus.com](http://www.wausharaargus.com)

May 1, 2016  
Advertising Rates

(Revised Publication Dates Jan. 1, 2017)

# CENTRAL WISCONSIN RESORTER

MAILED THROUGHOUT WAUSHARA COUNTY - PUBLISHED WEEKLY YEAR ROUND

## DISPLAY RATES

OPEN RATE 5 inches or less.....	\$10.70
6-15 inches.....	\$9.50
16-32 inches.....	\$9.10
33 inches or more.....	\$8.90

**COMBINATION RATE WITH ARGUS**  
**\$7.50**

Column Width = 1.78" • Five Column Format  
Page Size = 10 x 15 inches  
Ad Deadline:

Classifieds 10 a.m. Friday, Display 4:30 p.m. Thursday  
Published Tuesdays

**OVER 22,000 PUBLISHED WEEKLY**  
*Memorial Day through Labor Day*

**OVER 18,000 PUBLISHED WEEKLY**  
*September through May*

### MAILED WEEKLY TO:

Wautoma, Wild Rose, Redgranite, Saxeville,  
Poy Sippi, Plainfield, Pine River, Neshkoro,  
Hancock, Coloma, Montello & Westfield,  
Almond and Bancroft

**Call 920-787-3334**  
To Speak to an Ad Representative

**FREE CENTRAL WISCONSIN RESORTER**

MAILED TO OVER 15,000 HOMES EVERY WEEK

www.cwresorter.com • 920-787-3334

No. 44 FRIDAY, NOVEMBER 4, 2016 PUBLISHED BY WAUTOMA NEWSPAPER, INC.

**INSIDE**  
WAUSHARA FOOD PANTRY ADDS REFRIGERATOR TRUCK TO THEIR FLEET

**DAYLIGHT SAVING TIME ENDS**  
NOVEMBER 6

**COVER**  
Scott Peckham, Plainfield, shot this 14-point buck weighing 200 lbs. while bow hunting in Waushara County on Oct. 27.

**INSERTS**  
In Selected Areas:  
Barry's Royal Supermarket  
Crisis Cuppers  
Cops Weekly Savings, Wautoma  
Family Dollar  
Family Dollar Coupons  
Marshall's  
Shapiro Hardware  
Shovelage Piggy Wiggy, Wautoma  
Westfield Super Value



**LIST NOW! 5%\* COMMISSION**  
\*Minimums May Apply.  
Limited Time Offer - Nov. 1 to Dec. 31, 2016. Call for Details.

We Sincerely Appreciate Your Trust, Confidence & Business

CALL Linda 920-229-6543 Craig 920-279-9974 Klaus 715-281-2673  
Dave 920-240-6355 Bobbi 715-498-5021 Cassie 920-787-1230

P.O. Box 838, WAUTOMA, WI 54982  
AD DEADLINE - ALL CLASSIFIEDS 10 A.M., MONDAY - DISPLAY 4:30 P.M., TUESDAY

**Our Best Deal**  
**Includes Full Color!**  
**Full Page \$490**  
**Half Page \$310**

### May 1, 2016 Advertising Terms

The Publisher reserves the right to censor, alter or refuse any advertising copy in its sole discretion or to disapprove any advertising copy in accordance with any rules the Publisher may now have, or may adopt in the future, concerning the acceptance of advertising matter, but no change in advertising copy will be made without the prior consent of the Advertiser.

If there is an error in an advertisement attributable to the Publisher, the error shall be deemed immaterial. The Publisher's liability for an error shall be only for such portion of the entire cost of such advertisement as the space occupied by the error bears to the whole space occupied by such advertisement.

The failure of the Publisher to insert any advertisement in any issue of the Publication or the failure to publish due to strike, act of God, public emergency or breach of this Agreement, nor shall the Publisher be liable for damages therefore, in the event copy for an advertisement is submitted in accordance with the provisions of this Agreement and the same is omitted from one or more issues of the Publication or the Publication is not published, the identical advertisement of the same size will be published by the Publisher within eight days after the date of such omission or failure to publish.

The Advertiser assumes full and complete responsibility and liability for the content of all advertising copy submitted, printed and published pursuant to this Agreement, and shall indemnify and save the Publisher harmless against any such demands, claims or liability arising from the printing or publication of said advertising copy. The Advertiser shall reimburse the Publisher in settlement of claims or in advertising copy together with all expenses incurred in connection therewith, including, but not limited to, attorney's fees and costs of litigation.

In the event the Advertiser fails to pay said amount due under this Agreement, the Publisher shall have the right to recover from the Advertiser, in addition to the amount due, reasonable costs of collection including attorney's fees and costs of litigation.

The Advertising Agency and Advertiser are jointly and separately liable for ads published in the Publication.

# WAUSHARA ARGUS

PUBLISHED BY WAUTOMA NEWSPAPER, INC. - CIRCULATION 5,200

## DISPLAY RATES

EFFECTIVE MAY 1, 2016

OPEN RATE .....	\$8.90
50 SAU in month .....	\$8.10
150 SAU in month .....	\$7.70
250 SAU in month .....	\$7.60
550 SAU in month .....	\$7.50

Civic and Fraternal Rate ..... \$8.10  
Business Directory (4 wk. min.)... \$7.50  
(Deadline Mon. 10 a.m.)

Auctions ..... \$8.90  
Classified Display ..... \$14.10  
(Ads run Argus & Resorter & Online  
Deadline Monday 10 a.m.)

National Agency Rate  
(Argus or Resorter) ..... \$9.90

**Publication Day is Thursday**  
Regular Display ads are due by 4:30 p.m.  
on Tuesday

Classified Ads are due by 10 a.m. on Tuesday  
30¢ per word • \$5.00 minimum per week  
Argus Only & Online

6 columns by 21 inches  
Each column is 1.78 inches wide  
Page width is 12.5 inches

## Waushara Argus

Serving Waushara County  
In the Heart of Wisconsin  
Since 1859

1100 W. 157th St. • Wautoma, WI 54982 • 920-787-3334 • www.wausharaargus.com



**Waushara Chamber names Jennifer Culver 'Citizen of the Year'**  
Jennifer Culver, 37, of Plainfield, was named Citizen of the Year by the Waushara Chamber of Commerce on Oct. 27. She is pictured with her family and other community members.



**Waushara Chamber names Agnes Bralman 'Business Person of the Year'**  
Agnes Bralman, 68, of Plainfield, was named Business Person of the Year by the Waushara Chamber of Commerce on Oct. 27. She is pictured with her family and other community members.

**Wisconsin State Patrol warns drivers about the dangers of speeding up to pass a school bus**  
A Wisconsin State Patrol officer says that drivers who speed up to pass a school bus that is stopped for children to board or disembark are in violation of the law. The officer says that this is a dangerous practice and that drivers should wait until the bus has moved forward before passing.



**DAYLIGHT SAVING TIME ENDS**  
NOVEMBER 6

Remember to Turn Your Clocks Back One Hour Before Bedding on Saturday Night

**Veterans Day**  
November 11

Insert:  
-American Profile  
-Cops Weekly Specials  
-Family Dollar - Savings Party  
-Italian - StoneHops Piggy Wiggy

**PAGE COSTS • VARIOUS SIZES**

1/4 PAGE (31.5 inches).....	\$280.35
Special: 1/2 PAGE (63 inches).....	\$510.30
Special: FULL PAGE (123 inches) .....	\$900.00

**In Addition to Our Website Our Complete Paper is Available On-line through a Digital Subscription, Free with Paper Subscription**

**Color Rates & Preprinted Insert Rates Available on Request**

**POSITION REQUESTS**  
The Waushara Argus cannot guarantee special requests, however, we will make an effort to meet special placement requests. We will not charge extra for this service, but on the other hand, we are not responsible for not honoring a special request.

**PLEASE NOTE: THIS IS OUR FIRST RATE INCREASE SINCE DEC. 2013.**