

# WINNEBAGO MEDIA GROUP, INC.

Weekly community newspapers reaching over 90,000 readers in Winnebago County.

Effective April 1, 2026

## ADVERTISING RATES AND SPECIFICATIONS

### Annual Frequency Rates are PER INSERTION

All rates are color.

\*Political advertising is open rate, pre-pay. Entertainment and transient events are pre-pay. Shown by title. Combo rate is same ad published in all three markets same week.

#### FULL PAGE



10.375" W x 15.75" H

Frequency	6x	13x	26x	52x	Open Rate
Oshkosh	\$2248.79	\$1819.13	\$1597.05	\$1287.94	\$2360.00
Neenah	\$1506.75	\$1219.05	\$1070.06	\$863.10	\$1592.50
Winn	\$720.00	\$650.00	\$475.00	\$385.00	\$800.00
*Combo	\$4251.76	\$3503.77	\$2985.00	\$2409.24	\$4514.88

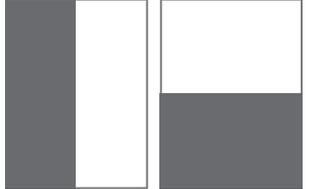
#### 3/4 PAGE



7.718" W x 15.75" H

Frequency	6x	13x	26x	52x	Open Rate
Oshkosh	\$1879.99	\$1692.29	\$1287.94	\$1030.38	\$1967.90
Neenah	\$1260.00	\$1134.00	\$862.94	\$690.38	\$1328.35
Winn	\$540.00	\$486.00	\$437.40	\$302.50	\$599.28
*Combo	\$3496.00	\$3146.68	\$2458.87	\$1922.10	\$3700.75

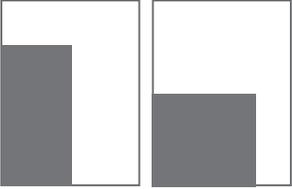
#### 1/2 PAGE



5.0625" W x 15.75" H or 10.375" W x 7.875" H

Frequency	6x	13x	26x	52x	Open Rate
Oshkosh	\$1434.14	\$1245.04	\$901.58	\$729.84	\$1522.00
Neenah	\$960.86	\$834.17	\$604.07	\$489.04	\$1027.00
Winn	\$360.00	\$324.00	\$292.00	\$220.00	\$399.52
*Combo	\$2900.00	\$2283.05	\$1707.77	\$1366.94	\$2801.09

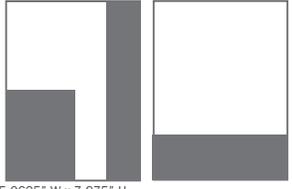
#### 3/8 PAGE



5.0625" W x 11.875" H or 7.718" W x 7.875" H

Frequency	6x	13x	26x	52x	Open Rate
Oshkosh	\$1143.69	\$980.34	\$718.95	\$588.25	\$1254.00
Neenah	\$766.38	\$656.81	\$481.77	\$394.13	\$846.45
Winn	\$275.00	\$247.50	\$222.75	\$176.00	\$301.25
*Combo	\$2075.82	\$1790.42	\$1352.30	\$1100.46	\$2281.62

#### 1/4 PAGE



5.0625" W x 7.875" H or 10.375" W x 3.875" H

Frequency	6x	13x	26x	52x	Open Rate
Oshkosh	\$801.84	\$693.51	\$498.47	\$411.71	\$873.18
Neenah	\$537.21	\$464.65	\$334.17	\$275.87	\$589.40
Winn	\$180.00	\$162.00	\$145.80	\$137.50	\$200.00
*Combo	\$1443.10	\$1254.15	\$929.52	\$783.83	\$1579.45

#### 1/8 PAGE



2.4" W x 7.875" H or 5.0625" W x 3.875" H

Frequency	6x	13x	26x	52x	Open Rate
Oshkosh	\$419.81	\$365.99	\$269.12	\$215.27	\$460.35
Neenah	\$281.25	\$245.21	\$180.32	\$144.24	\$310.75
Winn	\$112.50	\$101.25	\$91.15	\$82.00	\$125.00
*Combo	\$772.88	\$676.83	\$513.56	\$419.43	\$851.30

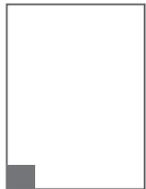
#### 1/12 PAGE



2.4" W x 5.137" H or 5.0625" W x 2.5" H

Frequency	6x	13x	26x	52x	Open Rate
Oshkosh	\$301.40	\$252.33	\$182.24	\$154.20	\$310.20
Neenah	\$201.96	\$169.07	\$122.15	\$103.32	\$209.40
Winn	\$72.00	\$64.80	\$58.40	\$52.50	\$80.00
*Combo	\$546.59	\$461.89	\$326.76	\$294.52	\$569.62

#### 1/24 PAGE



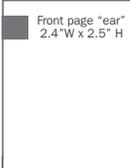
2.4" W x 2.5" H

Frequency	6x	13x	26x	52x	Open Rate
Oshkosh	\$149.92	\$135.25	\$96.42	\$82.12	\$165.00
Neenah	\$100.49	\$90.64	\$64.63	\$55.00	\$111.38
Winn	\$36.00	\$32.40	\$29.20	\$26.25	\$40.00
*Combo	\$272.09	\$245.38	\$180.74	\$155.20	\$300.56

#### FRONT PAGE POSITIONS

**EAR**  
- Subject to availability.

Oshkosh	\$233.00
Neenah	\$160.00
Winn	\$100.00



Front page "ear"  
2.4" W x 2.5" H



Front page banner  
10.375" W x 2.0" H

**BANNER**  
- Subject to availability.

Frequency	6x	13x	26x	52x	Open Rate
Oshkosh	\$801.84	\$693.51	\$498.47	\$411.71	\$873.18
Neenah	\$537.21	\$464.65	\$334.17	\$275.87	\$589.40
Winn	\$180.00	\$162.00	\$145.80	\$137.50	\$200.00
*Combo	\$1443.10	\$1254.15	\$929.52	\$783.83	\$1579.45

B&W less 20%



Direct Mailed to 31,500



Direct Mailed to 22,450



1,400 weekly Subscribers

# DEADLINES & PREPRINT INFO

<b>Space/Copy Deadline:</b>	<b>OSHKOSH AND WINNECONNE</b> 12:00pm Noon Wednesday	<b>NEENAH</b> 12:00pm Noon Friday
<b>Camera Ready Materials Deadline:</b>	12:00pm Noon Friday	12:00pm Noon Tuesday
<b>Obituary Deadline:</b>	12:00 Noon Monday	12:00 Noon Wednesday
<b>Classified Liner Deadline:</b>	4:00pm Friday	4:00pm Tuesday

**Insert Deadline:** 10 days prior to publication date.  
 Inserts must be delivered freight-paid to Christiansen Printing Partners  
 1211 E. Richmond St. Shawano, WI 54166 (715-526-1200)

<b>INSERT RATES:</b>	<b>SIZE</b>	<b>OSHKOSH &amp; NEENAH</b>	<b>WINNECONNE</b>
		<b>CPM</b>	<b>CPM</b>
	Single Sheet	\$37.00	\$47.00
	4pg - 8pg tab	\$37.00	\$47.00
	12pg tab	\$64.00	\$64.00
	16pg tab	\$74.00	\$74.00
	20 pg tab	\$97.85	\$97.85

For larger inserts – call for pricing.

**Oshkosh Herald** is direct mailed EDDM to over 31,500 homes each Wednesday to homes in the Oshkosh Area School District footprint.  
**Winneconne News** is a subscription-based, mailed Wednesday weekly to 1,400 subscribers.  
**Neenah News** is direct mailed EDDM to over 22, 450 homes every Friday in 54956.

\*Delivery is subject to USPS and cannot be guaranteed on target date. If a holiday falls on a Wednesday or Friday, early deadlines apply and may be delivered prior to issue date.

## Ad Specs

**Submitting artwork:** All halftone screens should be output at 100-line ruling with a minimum resolution of 200 dpi with standard screen angles for both Color and B/W images. Dot gain compensation should be set at 25%. Total ink limit should not exceed 220. Digital files may be sent via email to [advertise@oshkoshherald.com](mailto:advertise@oshkoshherald.com). Please list client, newspaper and issue date in subject line.

Design is provided free of charge. Proofs are issued upon request only and limited to **two revisions**. Color must be designated CMYK process color. Other color designations may result in black & white printing. **Please check type is 100% black, not four-color process black.**

Fonts must be converted to paths/outlines before submission. If the ad contains missing fonts, the art department will substitute a font as close in appearance to the original as possible. No credit or adjustments will be given due to font substitution. **Fonts cannot be True Type.**

All ad materials must be submitted in PDF format.

Submit to [advertise@oshkoshherald.com](mailto:advertise@oshkoshherald.com) with client name, publication, and publication date in subject line please.

## BUSINESS SERVICE DIRECTORY

Consecutive weeks

Frequency	13x	26x	52x
Oshkosh	\$57.00	\$46.00	\$35.00
Neenah	\$46.00	\$35.00	\$24.00
Winn	\$10.00	\$8.00	\$6.50
*Combo	\$107.35	\$84.55	\$62.23

## WORSHIP DIRECTORY

Annual agreement

Oshkosh	\$550.00/year
Neenah	\$300.00/year
Winneconne	\$260.00/year

Rates effective 4/1/2026 – Annual Frequency Agreements/Rates per Insertion



The Power of Local

A 501c3 newspaper group providing local news to the communities we serve.

[www.winnipegmediagroup.com](http://www.winnipegmediagroup.com)  
 36 Broad St.,  
 Suite 300, Oshkosh WI 54901

