

PRINT RATES

RATES, SIZES, AND FREQUENCY DISCOUNTS FOR ADS IN VOLUME ONE MAGAZINE

Better Value Per Dollar

No one reaches and connects with more readers and active community participants with greater efficiency than Volume One. That, combined with our wide distribution, high marks from existing clients, and reasonable rates, is why Volume One is the clear strategic and economic choice for advertising in the Chippewa Valley.

Use Our Design Team

Our typical design fees are \$85 per hour, but are heavily discounted when placing ads with us. We will design your ad to your specifications for a **flat \$30 fee**. Simply provide us with a logo, photos and a message for the ad. After the first ad runs, copy updates are FREE and redesign costs are only \$15. We can release the ad to you for your own use or in other media for a fee of \$50.

Year-Long Deep Discount

Run in every issue for a year and become eligible for a **20% discount**. No agreement is needed, but the discount goes away if an issue is skipped, and another full year of advertising is required to regain it. Back page ads are not included in this offer.

Guaranteed Ad Location

Guaranteed ad placement is available on a case-by-case basis for an additional 20% investment

Annual Publications

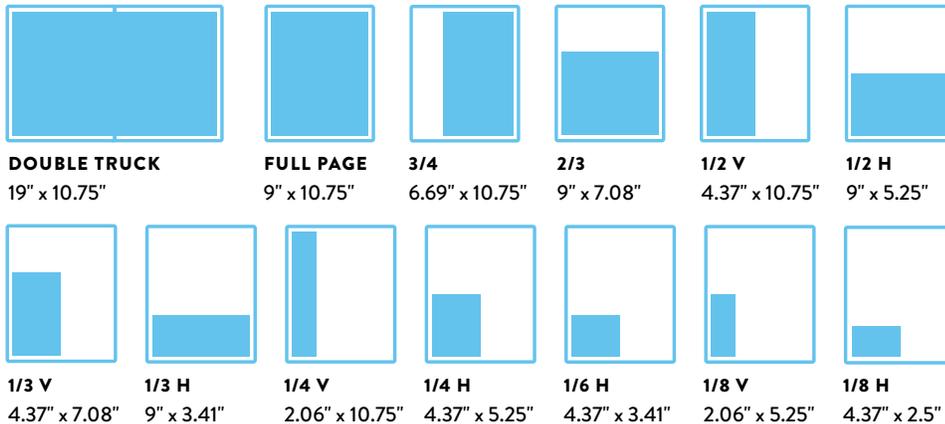
Ask for more information about these annual, highly-targeted, cost-effective guides, including:

- Eat Scene
- Student City Guide
- Best of Chippewa Falls
- Best of Menomonie
- Best of the Holidays
- Best of Summer

ASK US ABOUT

Standard Ad Sizes

(width x height)



FILE SPECS | Resolution: 300dpi is best, 150dpi minimum | File Formats: PDF, EPS, TIFF, JPG

Frequency Discounts

(price per ad, all ads are color)

SIZE	1X	3X	6X	13X	26X
DT	1,760	1,695	1,645	1,595	1,510
FULL	1,170	1,125	1,090	1,060	1,005
3/4	990	955	925	895	850
2/3	810	780	755	735	780
1/2	640	615	600	580	550
1/3	495	475	460	445	425
1/4	390	375	365	350	335
1/6	320	305	300	290	275
1/8	265	255	245	240	230

Frequency discounts are based on the number of ads placed. Once you agree to the frequency of ads to run, you may place any size ad you wish.

Print + Web Discount
Save 50% on a standard web ad campaign with any print ad purchase.

\$179 standard web ad
\$89 50% off with print ad

ASK US ABOUT

Back Page Ads

(sizes & pricing)

	PRICE	SPOTS
LARGE 4.35" x 3.65"	280	2
MEDIUM 4.35" x 1.75"	140	2-3
SMALL 2.065" x 1.75"	75	6-10
BANNER 9" x 1.15"	240	1

Buy 3, Get 1 Free!

Layout and number spots will vary based on the size of ads sold. Back page ads must be in full color.

Keep It Simple!

For best results, we recommend limiting the amount of text and colors (2-3).



DEADLINE

The print ad deadline is two Fridays (13 days) before the issue date.

DIGITAL RATES

EFFECTIVE BRAND AWARENESS THROUGH WEB & EMAIL

Advertise on VolumeOne.org

The Premier Website for Locals

Volume One has been the premier source for local events, food, arts and entertainment news for over 20 years. Chippewa Vallians visit VolumeOne.org regularly to find fun events, restaurants to try, and places to shop.

93,000
people per month
2023 median MAU

3,550
people per day
2023 Q4 median DAU

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FILE SPECS | Resolution: 72dpi, 2X file is best, so for a 300x250 provide a 600x500 file.
File Formats: JPG, GIF, PNG | Max size 1 mb

DESKTOP

MOBILE

How Web Ads Are Scheduled

Premium and Standard web ads are booked for 1,000+ impressions per day, and are typically booked in spans of 14 days coinciding with our issue cycle. But you can purchase any date range.

Web Billboard

Impossible to ignore - across the top of every page!

DESKTOP 4:1 ratio **\$450**
Preferred size: 1600x400 pixels
3 days, exclusive
10,000 avg views
5,000 avg people

MOBILE 1:1 ratio
Preferred size: 720x720 pixels

Premium Web Ad

"Above the Fold" placement. Provide these sizes:

MEDIUM RECTANGLE **\$279**
300x250 pixels
Please provide a 2X file: 600x500
14,000+ imprs
14 days

LEADERBOARD
728x90 pixels 2X file: 1456x180

MOBILE LEADERBOARD
320x50 pixels 2X file: 640x100

Standard Web Ad

MEDIUM RECTANGLE **\$179**
300x250 pixels
Please provide a 2X file: 600x500
14,000+ imprs
14 days

50% off with print ad! **\$89** with print ad

Email Newsletters

Inbox Delight

Volume One's weekly local interest newsletter highlights news and events, and is subscribed-to by Chippewa Vallians who want to be in the loop.

20,000
subscribers
as of Jan. 2024

30.2%
open rate
Industry average 20.51

MEDIUM RECTANGLE **\$219**
300x250 pixels
Please provide a 2X file: 600x500
57% off with print ad! **\$99** with print ad

Dedicated Newsletter **LIMITED AVAILABILITY**
Work with V1 to craft an email that reaches thousands of locals who are eager to hear about promotions and deals.

\$360
~10,000 local subscribers
40.2% open rate

Events Calendar

Event Listing Boost

\$99
14 days

Boost your event to appear at the top of every page of the online events calendar. Plus guaranteed placement in the "Best Bets" section of the home page, and guaranteed placement in the "Inbox Delight" newsletter.

Calendar Sponsorship **LIMITED AVAILABILITY**

Put your company front and center for the tens of thousands of Chippewa Vallians who consult the Volume One calendar regularly.

Exclusive Promotion

Prominent logo placement at the top of every calendar page in the magazine and online. Exclusive dedicated ad on every page of the online calendar that can be swapped out any time.



Ask about pricing, duration, and options.

For The Win

Chippewa Vallians love a good deal. "For The Win" is Volume One's service to promote local contests, giveaways and deals on food, tickets, merch, and more! Gain hundreds of new contacts for your company when they sign up to win!

STANDARD SPLASH **\$199**
Usually get about 150-700 sign-ups.

- in 1 print issue
- 2 weeks online
- included in 1 "For The Win" email newsletter to ~10k

SUPER SPLASH **\$499**
Double the chance to get sign-ups!

- in 2 issues + 4 weeks online
- 1/4 page print ad
- social media post
- featured at the top of 2 "For The Win" newsletters

MEGA SPLASH **Let's Talk**
You get so much that we can't fit it on this rate sheet. Get quality leads for high-dollar services.

SOCIAL RATES

Collab with Volume One to craft *scroll-stopping* social media content!

We want to help you get the word out - in the straightforward, authentic, and sometimes funny way that works so well on social media. Volume One can design graphics, and work with you on short videos that will reach Volume One's combined social audience of over **47,000 followers!**

 30,000+ followers
  13,000+ followers
  4,000+ followers

USE CASES

- Business story, event, food
- Target locals & interests
- Short videos, photos, ads
- Boost a story that V1 wrote about you.



Story Post

Exclusive 24-hour story post in Volume One's Facebook and Instagram which our audience routinely checks for event news, new articles, and more as they happen!



\$150

Feed Post

Photo post on Volume One's Facebook and Instagram feeds. You'll be tagged so people can track down who we're talking about. This post lives in the feed forever.



\$500

Video Post

Collaborate with us on an up-to-60 second fun & engaging short-form social media video, shot with a phone guerrilla style on-site, & edited to grab attention. Posted in both Volume One and your socials, and lives in both feed's forever.



\$750

Campaign

One post not enough? Work with us to plan a campaign with multiple posts/videos scheduled over a short or long-term that will reach all the right people. Bulk discounts available.



Let's Talk!

More Volume One Marketing Services

Video Production

Professional short-form videos for socials, YouTube, and TV ads.

Print

Volume One magazine is highly in demand and beloved by locals.

For The Win

Run contests and giveaways to promote your biz and get leads.

Web

VolumeOne.org is visited by tens of thousands of locals every week.

Email

Reach thousands of our subscribers thru dedicated newsletters and ads.

Save with ad packages and frequency discounts!

ASK US ABOUT

Boost It!

Guarantee that your post will be seen by thousands of locals.

Quick Hit (RECOMMENDED) + \$100

Target locals for a burst of a couple days.
Reach at least 10,000 people

Full Court Press + \$500

Target Chippewa Valley area for a week.
Reach at least 50,000 people

Domination + \$1,000

Target Western WI region for weeks.
Reach at least 100,000 people

Custom Targeting

Target any demographic or interest group in any any cities for any period of time.

Boost your article or event!

Has Volume One already written an article about your business? Or promote your event!

Guarantee that we post the story or event to V1's Instagram and Facebook, and that it's seen by thousands of locals by adding any of these boosting options.

Contact us to get started!