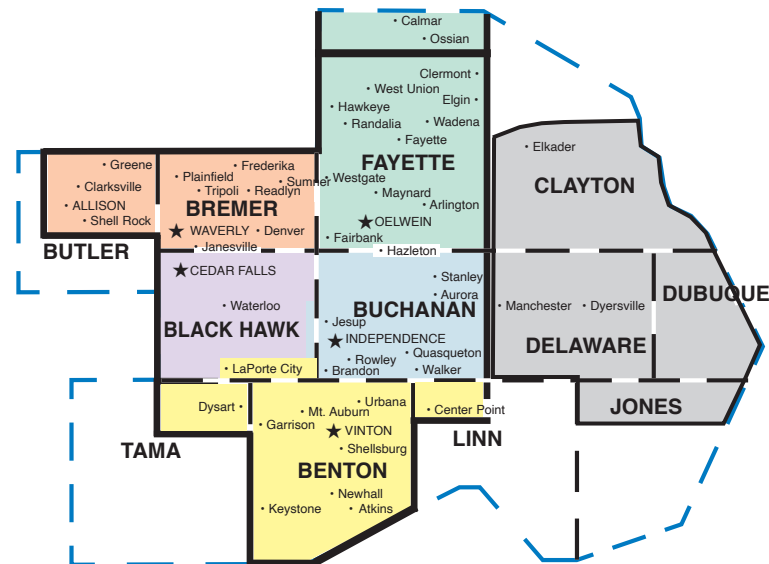




Connecting our community NEIOWA PUBLICATIONS

INDEPENDENCE | OELWEIN | VINTON | WATERLOO | WAVERLY | WEST UNION

REACHING OVER 103,000 READERS



NE IOWA PUBLICATIONS AD NETWORK TEAMING UP TO SHOWCASE EXCELLENCE IN A COMMUNITY NEWSPAPER GROUP

Offering advertising placement for one price with one representative giving you outstanding reach at an excellent value.

PAPER

Oelwein Daily Register
Fayette Cty. Shopper's Reminder
Independence Bulletin Journal
Buchanan Cty. Shopper's Reminder
The Union
West Union Shoppers Guide
Vinton Newspapers
Vinton Livewire
Waverly Newspapers
Waverly Super Shopper
Collector's Journal/Barr's Postcard News
Cedar Valley Saver

PUBLICATION

Mon-Sat
Mon
Wed & Sat
Mon
Wed
Wed
Tues & Fri
Wed
Tues & Thurs
Tues
Tues
Thurs (Bi-Weekly)

CIRCULATION

1,310
8,700
1,440
7,530
1,685
2,763
950
4,951
2,300
8,750
1,100
23,000

	2nd paper	3rd paper	4th paper	5th paper	6th paper	7th paper	8th paper	9th paper	10th paper
up tp 41"	\$23	\$29	\$34	\$39	\$43	\$47	\$50	\$56	\$62
42"-83"	\$21	\$26	\$31	\$35	\$39	\$42	\$45	\$51	\$58
84"+	\$19	\$23	\$28	\$32	\$35	\$38	\$41	\$46	\$52

10th Paper Rates are Complete Ad Network

ADD COLOR!

\$50 Color charge per pub up to 4 publications
\$25 Color charge per pub for 5 to 10 publications

FREQUENCY DISCOUNT

6x - 5% 13x - 10% 26x - 15% 52x - 25%

SHOPPER DIMENSIONS

1 COLUMN 1.552" 2 COLUMN 3.292" 3 COLUMN 5.031" 4 COLUMN 6.771" 5 COLUMN 8.51" 6 COLUMN 10.25"

NEWSPAPER DIMENSIONS

1 COLUMN 1.6" 2 COLUMN 3.38" 3 COLUMN 5.14" 4 COLUMN 6.92" 5 COLUMN 8.72" 6 COLUMN 10.5"

2025 RATE CARD



summer MOVE IN SPECIAL

Save More,
Live Easy.

RECEIVE
50% OFF
Your First 6 Months.
No move-in deposit fee
Independent Senior Living 55+

Schedule a visit to see what makes us different!
Moving costs are FREE when using our preferred movers.

call today

319-233-5555
southhillsseniorkiving.com
1117 Maxhelen Blvd., Waterloo, IA 50701

WATERLOO GOLF HEADQUARTERS MID-SEASON TENT SALE & CONSTRUCTION SALE!

4 DAYS ONLY!

THURSDAY AUGUST 8 12 to 8
FRIDAY AUGUST 9 9 to 8
SATURDAY AUGUST 10 9 to 6
SUNDAY AUGUST 11 10 to 5

FREE SHIRT
TO THE 1ST 50 PAYING CUSTOMERS
ON THURSDAY, STARTING AT NOON!!

GOLF GLOVES
USED \$3/\$22

JUNIOR SETS
STARTING AT \$50
NEW \$125

GOLF BAGS
STARTING AT \$49.99

ALL DEMO CLUBS MUST GO

OVER 100 SETS OF USED IRONS MUST GO

FREE GOLF COUPON
AT ANY OF THESE COURSES
With Any Purchase - Limit One Per Customer - While Supplies Last

- Woods Edge Golf Edgewood
- Three Elms Golf Independence
- Three Elms Golf Independence
- Legend's Trail Waterloo
- La Porte City Golf La Porte City
- Fox Ridge Golf Lake
- Big Rock Golf Course Strawberry Point

USED PUTTERS & WEDGES
PUTTERS \$49.99 \$49.99
WEDGES \$49.99 \$49.99

MIZUNO DRIVERS \$299.99

DEMO DRIVERS MUST GO

300 PAIRS OF SHOES
STARTING AT \$10

OVER 1000 PIECES OF CLOTHING
STARTING AT \$30

PING Titleist
TaylorMade

TOM HOFMANN

319.232.4500 319.230.7696 @ tom@cvsaver.com

3336 Kimball Avenue | Suite 251-A | Waterloo, IA 50702

Cedar Valley \$SAVER

VOL. 21 | ISSUE 19
JUNE 20, 2024

CEDAR VALLEY'S #1 PROVIDER OF PRINT ADVERTISING

LEMONADES
with REAL fruit puree
limited time only

NOW IN OUR NEW LOCATION

FIREPLACE
233-2383
Tues - Fri 9 to 5:45 • Sat 9 to 2

**702 Ansbrough Ave.
Waterloo**
Come See Us Today!

3336 Kimball Ave, Suite 251-A, Waterloo, IA 50702

ORDER DELIVERY THRU OUR APP
Save Money Earn Rewards

taco john's
2 FOR \$5
TACO BURRO

taco john's
2 FOR \$6
MEAT & POTATO
BREAKFAST BURRITO

taco john's
\$1 OFF
ANY COMBO

open house
Every Wednesday | 2 to 4 P.M.

**South Hills
SENIOR LIVING**

**10 CHEESEBURGER,
FRIES & DRAUGHT**

THE BRASS TAP
CRAFT BEER BAR

421 MAIN STREET
CEDAR FALLS, IA 50613
TheBrassTap.com

**108 TAPS &
100+ BOTTLES**

HAPPY HOUR
MONDAY - FRIDAY
3 PM - 7 PM

DISPLAY ADVERTISING RATES

FULL COLOR ADS:
SAVER OPEN RATE \$21.00/INCH

BLACK & WHITE ADS:
SAVER RATE..... \$13.00/INCH



SPECIAL SIZES AND PAGES			
1/4 PAGE.....	\$400	BACK PAGE (1/2)	\$775
1/2 PAGE.....	\$650	FULL PAGE.....	\$1400
1/2 FRONT PAGE	\$900	CENTER SECTION.....	\$2400

CLASSIFIED ADVERTISING RATES

LINER AD (UP TO 15 WORDS) \$10.00
ADDITIONAL WORDS..... 25¢ EACH
COLOR BACKGROUND\$4.00
BOXED AD \$19.00/INCH
HELP WANTED AD \$18.00/INCH
PHOTO AD \$30.00

SAVER SPECIAL
20 WORDS
26 ISSUES
\$60.00

MECHANICAL REQUIREMENTS

1 COLUMN	2 COLUMN	3 COLUMN	4 COLUMN	5 COLUMN	6 COLUMN
1.552"	3.292"	5.031"	6.771"	8.51"	10.25"
FRONT PAGE			FILE FORMATS: PDF, TIFF, EPS, JPEG, PNG CMYK or Grayscale • 200 dpi or higher		
Full page dimensions..... 10.25" x 12"					
Half page dimensions 10.25" x 6"					
INSIDE PAGES					
Full page dimensions..... 10.25" x 14"					
Half page dimensions 10.25" x 7"					
Quarter page dimensions 5.031" x 7"					

2025 CALENDAR

JANUARY							FEBRUARY							MARCH						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4							1							
5	6	7	8	9	10	11	2	3	4	5	6	7	8	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22	16	17	18	19	20	21	22
26	27	28	29	30	31		23	24	25	26	27	28		23	24	25	26	27	28	29
														30	31					
APRIL							MAY							JUNE						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4					1	2	3	1	2	3	4	5	6	7
6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14
13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21
20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28
27	28	29	30				25	26	27	28	29	30	31	29	30					
JULY							AUGUST							SEPTEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4						1	2					1	2	3
6	7	8	9	10	11	12	3	4	5	6	7	8	9	7	8	9	10	11	12	13
13	14	15	16	17	18	19	10	11	12	13	14	15	16	14	15	16	17	18	19	20
20	21	22	23	24	25	26	17	18	19	20	21	22	23	21	22	23	24	25	26	27
27	28	29	30	31			24	25	26	27	28	29	30	28	29	30				
OCTOBER							NOVEMBER							DECEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4							1					1	2	3
5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13
12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20
19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27
26	27	28	29	30	31		23	24	25	26	27	28	29	28	29	30	31			

DEADLINE: Thursday prior to publication