

buyers express

something for everyone...

www.buyersexpress.com



55,000+
direct
mailed

published
every
month

digital
and print
issue

1-800-326-7217 • 1523 Rose Street • La Crosse, WI 54603
info@buyersexpress.com • www.buyersexpress.com

advertising information

The Buyers Express is the most effective and efficient way to reach all of your customers in Rochester and the surrounding communities. Direct mail distribution to over 55,000 homes every month to reach your target audience for pennies per household. High quality glossy print version to enhance the table life of your advertisement and the professional image of your business. Online digital version via responsive website for consumers to access from their computer, tablet or smartphone.

ad rates

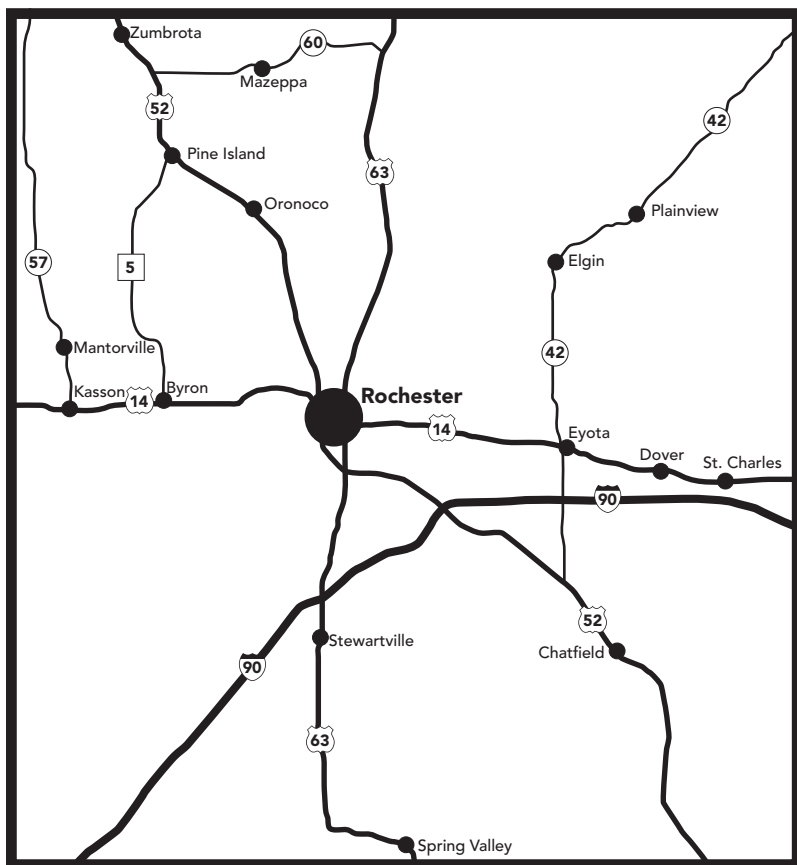
	1-6 issues	7-12 issues
Full Page	\$1425.00	\$1225.00
Front Cover Ad	\$500.00	\$500.00
Back Cover	\$1500.00	\$1500.00
3/4 Page	\$1125.00	\$925.00
1/2 Page Horizontal	\$825.00	\$625.00
1/2 Page Vertical	\$825.00	\$625.00
1/4 Page Horizontal	\$525.00	\$325.00
1/4 Page Vertical	\$525.00	\$325.00
1/8 Page	\$375.00	\$225.00
1/16 Page	\$125.00	\$125.00

issue dates

	Ad Approval	Delivery
January	January 8	January 15
February	February 8	February 15
March	March 8	March 15
April	April 6	April 15
May	May 8	May 15
June	June 8	June 15
July	July 6	July 15
August	August 8	August 15
September	September 7	September 15
October	October 8	October 15
November	November 8	November 15
December	December 7	December 15

distribution

Distribution of 55,000+ to Rochester and the surrounding areas.



ad sizes

<p>FULL PAGE 7.875" W X 10.125" H</p>	<p>SIXTEENTH PAGE 1.78125" W X 2.34375" H</p>
	<p>EIGHTH PAGE 3.8125" W X 2.34375" H</p>
<p>HALF PAGE HORIZONTAL 7.875" W X 4.9375" H</p>	
<p>QUARTER PAGE HORIZONTAL 7.875" W X 2.34375" H</p>	
<p>BACK PAGE AND THREE QUARTER PAGE 7.875" W X 7.53125" H</p>	
	<p>HALF PAGE VERTICAL 3.8125" W X 10.125" H</p>
	<p>QUARTER PAGE 3.8125" W X 4.9375" H</p>