

**Rate Card &
Fact Sheet**

January 1, 2010

Paynesville Press

Serving the Paynesville Area for over 120 years.

Publisher/Editor:

Michael Jacobson
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Publisher Emeritus

1973-2006:
Peter J. Jacobson

**We are independently
(and locally)
Owned and Operated**

211 Washburne Ave.
P.O. Box 54
Paynesville, MN 56362
Tel: 320-243-3772
Fax: 320-243-4492
1-888-223-1371
www.paynesvillearea.com

- Official newspaper of the city of Paynesville and surrounding communities; and Independent School District #741.
- Member of Minnesota National Newspaper Association, Minnesota Free Paper Association, Stearns County Press Association, Paynesville Area Chamber of Commerce, and Paynesville Area Historical Society.
- Weekly newspaper, 2,400 paid circulation, primarily in 3 counties in central Minnesota. (Stearns, Meeker, and Kandiyohi)
- Online subscription newspaper available to subscribers worldwide.
- Weekly shopper with a 9,200 circulation, weekly common supplement with a 34,000 circulation, and an annual *Paynesville Area Guide* and several special issues throughout the year.
- Commercial printing shop for business invoices, envelopes, stationery, tickets, carbonless forms, receipt books, and more!
- Photos and Photo Gifts
- Office Supplies and Printing Supplies
- Custom orders for rubber stamps, banners, and Carlson Craft (wedding, graduation, and other special invitations, reception items, and accessories.)
- ArtCarved Class Rings

Advertising Deadlines

- Shopper (Total Market Coverage)** Sunday Publication**Noon Thursday**
View Online at: www.theshoppermn.com
- Paynesville Press (Subscription)** Wednesday Publication**Noon Monday**
View Online at: www.paynesvillearea.com
- Classy Canary (Common Supplement)** Wednesday Publication**Noon Thursday**
View Online at: www.canary.net

**FULL SERVICE DESIGN DEPARTMENT
IN-HOUSE PRINTING SHOP!**

Display Ad Rates

The Paynesville Press is a weekly, paid circulation newspaper distributed on Wednesday. It is a broadsheet product and is mailed second class at the Paynesville Post Office.

OPEN RATE	\$7.15/col. in.
CIRCULATION	2,650

The Shopper is a free total market coverage publication reaching every home and business in our trade area each Sunday. It is a tabloid-sized product delivered by city carriers and motor carriers. *The coverage map for this area is on the back of this pricing information sheet.*

OPEN RATE	\$10.25/col. in.
CIRCULATION	9,200

The Classy Canary is a tabloid-sized common supplement carried in the Paynesville Press and many other participating paid circulation newspapers. It gives advertisers broad-area coverage.

Other participating newspapers are: Alexandria, Glenwood, Wadena, Benson, Morris, Sauk Centre, Elbow Lake, Wheaton, Hoffman, and Long Prairie.

OPEN RATE	\$9.30/col. in.
CIRCULATION	34,000

Color Rates

Color Rates

One color plus black	\$50
Full color	\$100

(Rates are per publication)

Classified Advertising

Regular Line Ads

(To run once in the Press and once in the Shopper)

20 word ad (cash)	\$6.00
20 word ad (charge).....	\$7.00
Over 20 words	10¢ per word

50¢ discount for repeat insertions.

(ex: \$6.00 for first week, \$5.50 for 2nd thru 12th week)

Pre-paid 13 weeks - 25% off • 26 weeks - 35% off • 52 weeks - 40% off

Canary Line Ads

20 word ads (cash)	\$6.50
20 word ads (charge)	\$7.50
Over 20 words	15¢ per word

Combo Line Ads (Canary, Press & Shopper)

20 word ads (cash)	\$10.00
20 word ads (charge)	\$11.00
Over 20 words	15¢ per word

Combination Rates

Press and Shopper

COMBINED RATE	\$11.25/col. in.
COMBINED CIRCULATION	11,850

Shopper and Canary

COMBINED RATE	\$12.65/col. in.
COMBINED CIRCULATION	43,200

Press, Shopper, and Canary

COMBINED RATE	\$15.80/col. in.
COMBINED CIRCULATION	45,850

Classified Display

(Guaranteed placement on classified pages)

Paynesville Press	\$8.20/col. in.
Press and Shopper Combo	\$11.80/col.

Miscellaneous Ad Rates

Legal Rate *(Press only)*

First Insertion	\$7.50/in.
Second and subsequent insertions	\$4.50/in.

Legals included on www.paynesvillearea.com at no additional charge.

Banner Ads

Press only, page 1B, 6 col. x 1.5"	\$100/week
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Business Directory Ads *(Changes accepted monthly)*

Shopper & Press per unit per month.....	\$25
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Restaurant Directory

Shopper & Press per month	\$15
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Community Signature Page

Runs monthly	\$8
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Super Classified Ads (Press & Shopper)

Various type styles and sizes placed by category with regular line ads *(no logos or artwork)*..... **\$11.80/in.**

Box Classified Ads

Can use borders, logos, artwork. Guaranteed placement on the classified pages.

Press only	\$8.20/col. in.
Press and Shopper Combo	\$11.80/ col. in.

Blind Ads (Press & Shopper)

Ads placed without a business name. Press office collects responses.....additional fee **\$10.00**

Deals on Wheels (Shopper)

Motor vehicle ads *(with submitted picture)*

Run 12 weeks in the shopper	\$37.00
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10% Volume Discount

As a way of rewarding the customer for keeping their account current, a 10% volume discount is allowed ONLY if the account is paid in full by the 15th of the month following the monthly statement.

If you would like more information about these discounts, please contact an account representative at 320-243-3772.

Contract Discounts

Contract Discounts are available to advertisers for longer-term ad runs.

Please contact an account representative at 320-243-3772 for a quote on your advertising plan.

Contracts can be set and/or renewed at any time throughout the calendar year.

All invoices are due and payable by the 15th of the following month. All past due balances carry a one and one-half percent per month (18% per year) late payment charge.

Mechanical Specifications

SIZE AND FORMAT: The *Paynesville Press* is printed on a web press in broadsheet format. A full page is 6 col. wide by 21-1/4" high. Our *Shopper* is printed on a web press in tabloid format. A full page is 5 col. wide by 15" tall. Exact column widths are as follows:

1 col.= 1.73", 2 col.= 3.585", 3 col.=5.44", 4 col.= 7.295", 5 col.=9.15", 6 col.=11".

ELECTRONIC SUBMISSIONS: Text, photos, and ads may be submitted via e-mail to <ads@paynesvillepress.com>. All printed products are produced on Macintosh computers, and we can accept the following formats: TIFF, JPEG, PDF (even if created on a PC). Any photos or artwork should be submitted at 200 dpi resolution or higher. We can accept material on jump drive, CD, and most camera cards.

We can receive (and translate) documents in Word and many other word processing programs. For text only, the easiest way to submit electronically is to copy the text into the body of your e-mail and send it to us at <ads@paynesvillepress.com>.

If in doubt, please call or e-mail us with questions:

320-243-3772

1-888-223-1371

ads@paynesvillepress.com

COLOR COPIES

BLACK AND WHITE COPIES

8-1/2 x 11

QUANTITY	1 SIDE	2 SIDES
1-10	15¢	30¢
11-50	11¢	20¢
51-99	9¢	15¢
100+	7¢	12¢

FULL COLOR COPIES

8-1/2 x 11

QUANTITY	1 SIDE	2 SIDES
1-10	49¢	89¢
11-50	39¢	69¢
51-99	34¢	64¢
100+	29¢	59¢

PRICES ARE AVAILABLE FOR HIGHER QUANTITIES!

Additional charges apply for heavier weight and gloss paper.

P.O. Box 54 • 211 Washburne Avenue • Paynesville, MN 56362

Phone: 320-243-3772 • Fax: 320-243-4492

Larry: ads@paynesvillepress.com • Holly: adsales@paynesvillepress.com

Obituaries, Birth Announcements, Engagements, Weddings,

Anniversaries: (run in Press only)

(with photo)\$5.00

(without photo)NO CHARGE

Coming Events Listings1st wk. \$7.00

(2 week maximum)2nd wk. \$5.00

Subscription Rates

Stearns County or 56362 area code \$31/year

Kandiyohi and Meeker County\$38/year

Rest of Minnesota\$45/year

Out of State\$48/year

Student Rates (in Minnesota)\$34

(9 month subscriptions) (out of state)\$36

Senior Citizen Discount (62 or older) ...\$1 off

Digital Online Subscription.....\$29.95/year

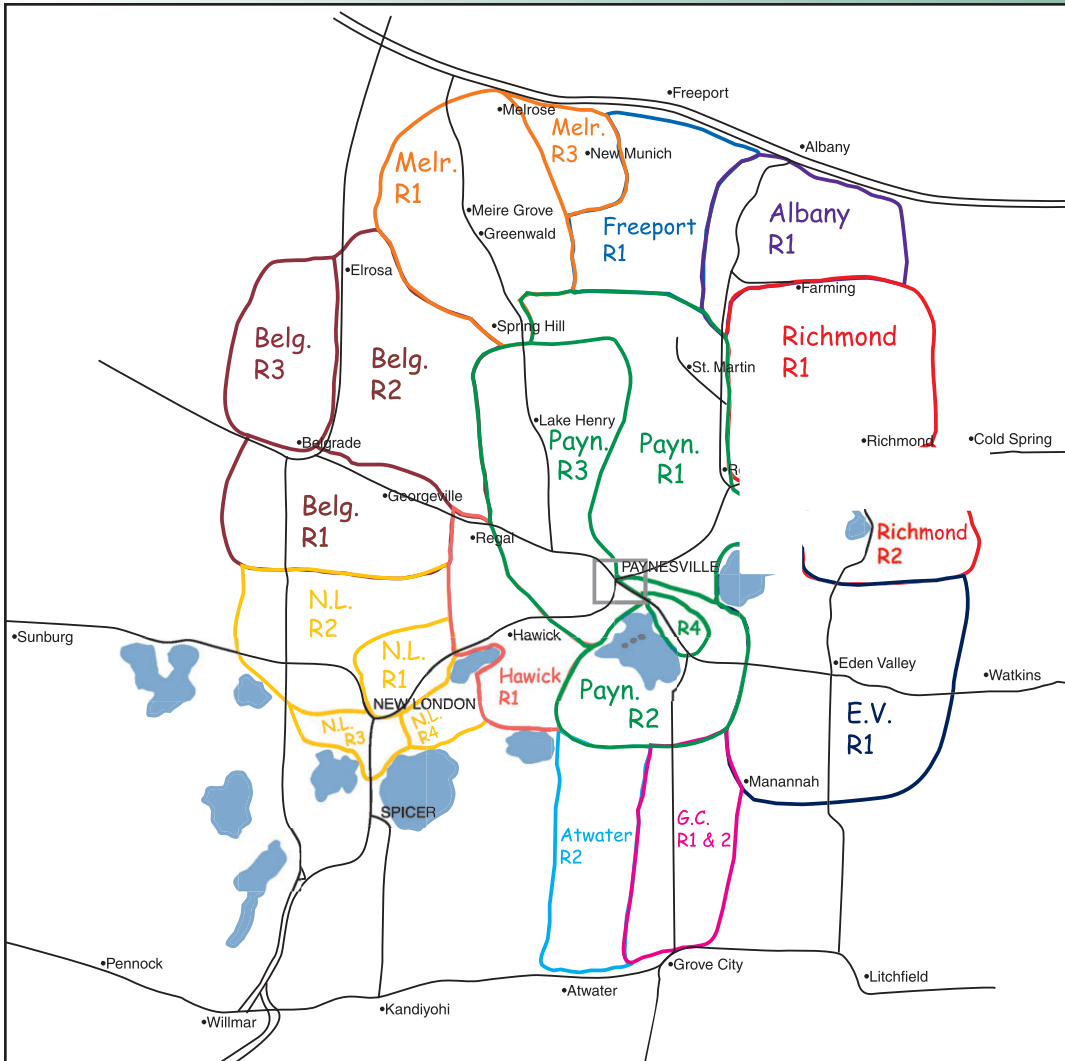
(combo rates available for print and online)

Policies

- All advertising submitted is subject to the approval of the publisher. The publisher reserves the right to refuse any advertising content which does not meet the newspaper's standards of acceptance.
- Any advertising designed to imitate news material will have the words "paid advertisement" set in bold type above and/or below the ad.
- The publisher shall not be liable for slight changes or typographical errors which do not lessen the value of the advertisement. The publisher shall not be liable for any other errors appearing in any advertisement when copy is received after deadline or when incorrect copy is submitted by the advertiser.
- If there is an error for which the publisher assumes responsibility, that responsibility shall be limited to republishing that advertisement or crediting the advertiser for the amount of space materially affected by the error.
- All claims for adjustment must be communicated to the publisher by the next business day after publication.
- The publisher's liability of failure to publish in the specific issue requested by the advertiser is limited to publishing the advertisement in any subsequent issue or refund of any money paid for the advertisement.
- The advertiser and/or advertising agency agree to defend and indemnify the publisher against any and all liability, loss, or expense arising from claims of libel, unfair competition, copyrights, unfair trade practice, infringement of trademarks, trade names or patents, violations of rights of privacy, or proprietary rights resulting from the publication of the advertisement.
- All art composition, copy and photography is copyrighted and shall not be reproduced without the consent of the publisher.
- All political advertising is charged at regular advertising rates and must bear the proper disclaimers.
- The publisher reserves the right to change newspaper advertising rates and conditions at any time, in which event the advertising contracts can be amended.

Rates effective January 1, 2010

Shopper Coverage & Inserts



The *Shopper* is the main publication for distribution of inserts as this gives the advertiser total market coverage. Inserts can also be placed in the Paynesville Press. It is appreciated if advertisers can notify us one week in advance for inserting supplements. Physical dimension must be no larger than 8" x 11". Folding costs will be added for larger inserts. Distribution charges are based on the weight of each insert. There is a minimum charge of \$50.

Pieces per lb.	Weight per piece lb.	oz.	Cost each
36 or more	Up to .28	Up to .45	5.5¢
26-35	.029-.038	.46-.62	6.6¢
21-25	.039-.047	.63-.76	7.2¢
16-20	.048-.063	.77-1.0	7.9¢
13-15	.064-.077	1.01-1.23	8.8¢
11-12	.078-.091	1.24-1.45	9.3¢
9-10	.092-.11	1.46-1.78	9.8¢
8	.125	2.0	9.9¢

Other rates quoted upon request

Shopper: Free total market coverage tabloid.

Sunday publication
Circulation **9,200**

Paynesville Press:

Weekly paid subscription
Wed. publication
Circulation **2,400**

Routes Covered By Press Plus

Albany 56307 - 350 R1 230 R3 120	Elrosa 56325 - 93 City 93	Melrose 56352 - 630 R1 255 R3 375	Paynesville 56362 - 2274 City 1048 R1 358 R2 380 R3 288 R4 200
Atwater 56209 - 250 R2 250	Freeport 56331 - 160 R1 160	New London 56273 - 1333 City 453 R1 150 R2 300 R3 375 R4 55	Roscoe 56371 - 51 City 51
Belgrade 56312 - 933 City 400	Greenwald 56335 - 100 City 100	Richmond 56368 - 1514 City 542 R1 487 R2 485	St. Martin 56376 - 130 City 130
R1 252 R2 205 R3 76	Grove City 56243 - 308 R1 160 R2 148		
Eden Valley 55329 - 742 City 367 R1 375	Hawick 56273 - 220 City and R1 220		
	Lake Henry 56362 - 53 City 53		



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