

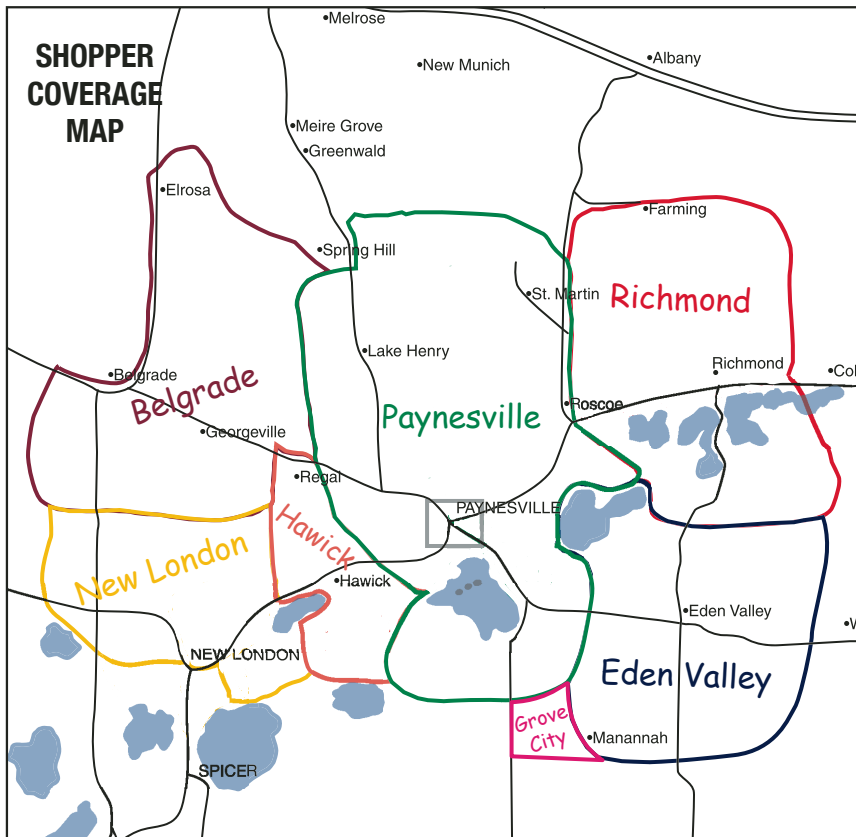
# 2018 Information & Rate Guide

## PUBLICATION INFORMATION

**The Paynesville Press** (1,900) is a weekly, paid circulation newspaper distributed on Wednesday. It is a broadsheet product and is mailed second class at the Paynesville Post Office. The Paynesville Press is printed on a web press and is 21 1/4" x 11". Each page is divided into 6 - 1.73" columns.

**The Eden Valley-Watkins Voice** (800) is a weekly, paid circulation newspaper distributed on Wednesday. It is a broadsheet product and is mailed second class at the Eden Valley Post Office. The Eden Valley-Watkins Voice is printed on a web press and is 21 1/4" x 11". Each page is divided into 6 - 1.73" columns.

**The Shopper** (6,700) 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 shown below. The Shopper is printed on a web press and is divided into 5 - 1.73" columns.



**The Classy Canary** (36,000) 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.

## ROUTES COVERED BY THE SHOPPER

<b>Belgrade 56312 - 892</b>	<b>Richmond 56368 - 1353</b>
City 430	City 403
RR 462	RR 950
<b>Eden Valley 55329 - 675</b>	<b>Paynesville 56362 - 2262</b>
City 345	City 1132
RR 330	RR 1130
<b>Grove City 56243 - 70</b>	<b>Roscoe 56371 - 35</b>
RR 70	City 35
<b>Hawick 56273 - 220</b>	<b>St. Martin 56376 - 138</b>
City and RR 220	City 138
<b>Lake Henry 56362 - 40</b>	<b>Spring Hill 56352- 33</b>
City 40	City 33
<b>New London 56273 - 915</b>	
City 415	
RR 500	

## CENTRAL MN LAKES AREA 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 lb.	Per piece oz.	Cost Each
36+	Up to .028	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	1.46-1.45	9.8¢
8	.125	2.0	9.9¢

Other rates quoted upon request

## DISPLAY ADVERTISING DEADLINES

Paynesville  
**Press**  
Mon. 12 NOON

EDEN VALLEY WATKINS  
**VOICE**  
YOUR VOICE... BE HEARD  
Fri. 12 NOON

Central Minnesota Lakes Area  
**SHOPPER**  
Wed. 5 P.M.

**THE CANARY**  
Wed. 5 P.M.

**Contact our ad sales team for a full list of advertising opportunities!**

## DISPLAY AD RATES (BOX ADS)

Ad Location	Cost Per Column Inch	Circulation
Eden Valley-Watkins Voice	\$6.00	800
Paynesville Press	\$7.75	1,900
Voice/Press Combo	\$10.50	2,700
Shopper Only	\$9.00	6,700
Shopper and Voice Combo	\$10.50	7,500
Shopper and Press Combo	\$12.25	8,600
Shopper, Press, and Voice Combo	\$14.75	9,400
Canary Only	\$10.00	28,300
Canary and Shopper Combo	\$16.00	35,000
Canary, Shopper, Voice Combo	\$16.50	35,800
Canary, Shopper and Press Combo	\$17.00	36,900
Canary, Shopper, Press and Voice Combo	\$18.00	37,700

### Column Widths

Column (Col.) = 1.73", 2 Col. = 3.585", 3 Col. = 5.44", 4 Col. = 7.29", 5 Col. = 9.15", 6 Col. = 11"

## CLASSIFIED LINE AD RATES

Classified Type	25 Words or Less	Over 25 Words (per word)
<b>Regular Line Ad</b> Runs 1 time in the Paynesville Press, EV-W Voice, AND the Shopper	\$8	25¢
<b>Super Classified Ad</b> (No logos/artwork) Various type styles and sized placed by category with regular line ads	\$12 Per Inch	
<b>Blind Ads</b> (Press, Voice, AND the Shopper) Ads placed without a business name. Press office collects responses.	\$10 per ad	

### DISCOUNTS FOR CLASSIFIED ADVERTISING

The longer your ad runs, the more you save. To receive discounts the total cost of the ad must be paid in full at time of classified placement.

<b>4 weeks</b>	<b>10% discount</b>
<b>12 Weeks</b>	<b>15% discount</b>
<b>24 Weeks</b>	<b>20% discount</b>
<b>52 Weeks</b>	<b>25% discount</b>

### PRE-PAYMENT FOR CLASSIFIED LINE ADS IS REQUIRED\*

Payment can be made in the form of Cash, Check, Visa/Mastercard/Discover.

\* Except for approved business accounts

### CLASSIFIED LINE AD DEADLINE FOR ALL PUBLICATIONS IS THURSDAY AT 12 NOON^

^Placements received after deadline on Thursday are subject to Shopper space availability, placements Friday or later will begin in the following weekend's Shopper.



### MNA (Minnesota Newspaper Association) Ads

Reach nearly 1.4 million Minnesota households in 285 daily and weekly newspapers. The MNA display ad network is the most simple and cost effective advertising vehicle available! Contact Larry or Amy for more details!

## Contact Larry or Amy

Larry: ads@paynesvillepress.com | Amy: adsales@paynesvillepress.com

**Paynesville Press**

211 Washburne Ave. P.O. Box 54 Paynesville, MN 56362

Tel: 320-243-3772 Fax: 320-243-4492 Toll Free: 1-888-23-1371

**Eden Valley-Watkins Voice**

P.O. Box 7, Eden Valley, MN 55389

Tel: 320-453-8642

## CONTACT INFORMATION

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