

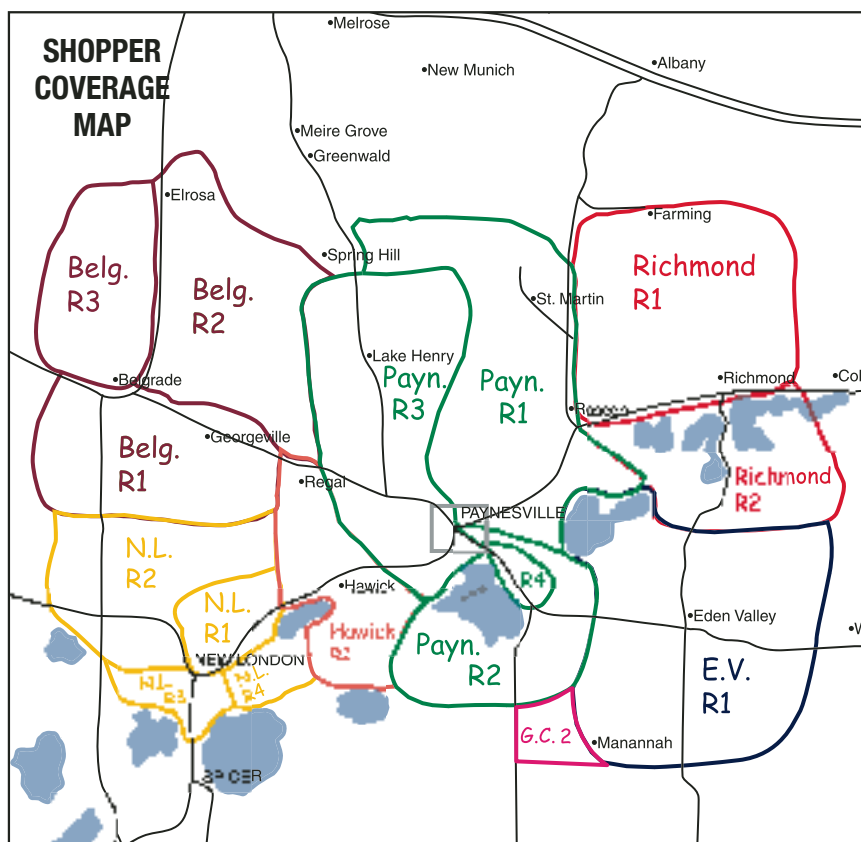
2016-17 Information & Rate Guide

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 (900) 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 (7,500) 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.



ROUTES COVERED BY THE SHOPPER

Belgrade 56312 - 963		Richmond 56368 - 1368	
City	430	City	468
R1	262	R1	525
R2	205	R2	375
R3	66		
Eden Valley 55329 - 727		Paynesville 56362 - 2363	
City	367	City	1120
R1	360	R1	325
		R2	360
		R3	313
		R4	205
Grove City 56243 - 70			
R2	70	Roscoe 56371 - 35	
		City	35
Hawick 56273 - 220		St. Martin 56376 - 138	
City and R1	220	City	138
Lake Henry 56362 - 40		Spring Hill 56352- 33	
City	40	City	33
New London 56273 - 1300			
City	438		
R1	150		
R2	352		
R3	320		
R4	40		

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¢

DISPLAY ADVERTISING DEADLINES

Paynesville Press
Mon. 12 NOON

VOICE
Fri. 12 NOON

SHOPPER
Wed. 5 P.M.

CANARY
Wed. 5 P.M.

Other rates quoted upon request

DISPLAY AD RATES

Ad Location	Cost Per Column Inch	Circulation
Eden Valley-Watkins Voice	\$5.75	900
Paynesville Press	\$7.50	1,900
Voice/Press Combo	\$10.00	2,800
Shopper Only	\$8.75	7,500
Shopper and Voice Combo	\$10.00	8,400
Shopper and Press Combo	\$11.75	9,400
Shopper, Press, and Voice Combo	\$14.25	10,300
Canary Only	\$9.75	28,300
Canary and Shopper Combo	\$15.50	36,000
Canary, Shopper, Voice Combo	\$16.00	36,700
Canary, Shopper and Press Combo	\$16.50	37,900
Canary, Shopper, Press and Voice Combo	\$17.50	38,800

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 AD RATES

Classified Type	25 Words or Less	Over 25 Words (per word)
Regular Line Ad Runs 1 time in the Paynesville Press, EV-W Voice, AND the Shopper	\$8	25c
Canary Line Ad	\$10	50c
Super Classified Ad (No logos/artwork) Various type styles and sized placed by category with regular line ads	\$12 Per Inch	
Blind Ads (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.

4 weeks	10% discount
12 Weeks	15% discount
24 Weeks	20% discount
52 Weeks	25% discount

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

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