



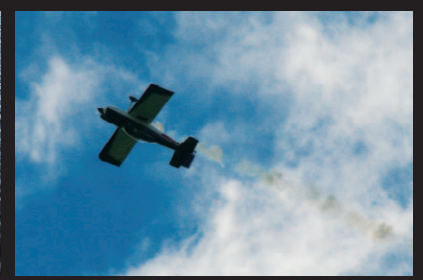
2012 Information & Rate Guide



Paynesville Press

Serving the Paynesville Area for over 120 years

www.paynesvillearea.com



Paynesville Press

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

Tel: 320-243-3772 • Fax: 320-243-4492 • Toll Free: 1-888-223-1371

Advertising E-mails: Ads@paynesvillepress.com • Adsales@paynesvillepress.com

←Scan this QR code with your smart phone!



Contact Information

Publisher/Editor:

Michael Jacobson
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Reporter:

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Sales Personnel:

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Publisher Emeritus 1973-2006:

Peter Jacobson

**Independently
(and locally)**

Owned & Operated

**211 Washburne Ave.
P.O. Box 54**

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Facts about the Paynesville Press

- ▶ 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, 2,250 paid circulation, primarily in 3 counties in central Minnesota. (Stearns, Meeker & Kandiyohi)
- ▶ Online subscription newspaper available to subscribers worldwide
- ▶ Weekly shopper with a 9,200 circulation, weekly common supplement with 34,000 circulation, and annual *Paynesville* and *Central Minnesota Lakes Area Guides* plus several other special issues throughout the year.
- ▶ Commercial printing shop for business invoices, envelopes, stationery, tickets, carbonless forms, receipt books, and More!
- ▶ Full service design available for your ads, flyers, wedding invitations, business cards, envelopes, stationery, brochures, raffle tickets, etc...
- ▶ 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

Publication Information (circulation)

The Paynesville Press(2,250) 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 21¼" x 11", Each page is divided into 6 - 1.73" columns with.

The Shopper(9,300) 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.** The Shopper is printed on a web press and is divided into 5 - 1.73" columns

The Classy Canary(34,000) 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.

Advertising Deadlines

Paynesville Press (Subscription Paper) View Online at www.paynesvillearea.com	Noon Monday
Shopper (Total Market Coverage) View Online at www.theshoppermn.com	Wednesday 5 p.m.
Classy Canary (Common Supplement) View Online at www.canary.net	Wednesday 5 p.m.

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

Current Rates (As of January 1, 2012)

Display Ad Rates:

Rate Type	/Col. in
Press Open Rate Paynesville Press Only	\$7.25
Shopper Open Rate Shopper Only	\$10.35
Canary Open Rate Canary Only	\$9.40
Press Shopper Combo Rate Paynesville Press & Shopper	\$11.35
Shopper Canary Combo Rate Shopper & Canary	\$12.95
Full Combo Rate Paynesville Press, Shopper, & Canary	\$15.95

COST CALCULATION EXAMPLE

Calculating the cost of a 2 Col. x 4" ad

Step 1: Calculate column inches of ad
2 col. x 4" = 8"

Step 2: Multiply col. inches by desired rate

Ad Cost at Press Open Rate
8" x \$7.25 = \$58

Ad Cost at Shopper Open Rate
8" x \$10.35 = \$82.80

Ad Cost at Press Shopper Combo Rate
8" x 11.35 = \$90.80

By advertising in the Press & Shopper at the Combo rate you'd save \$50. That's 35% off!

Column Widths

1 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	20 Words or Less (Cash)	20 words or Less (Charge)	Over 20 Words (per word)
Regular Line Ad • Runs 1 time in the Paynesville Press & Shopper - 50¢ Discount for repeat insertions <i>(ex: \$6.00 for first week, \$5.50 for 2nd thru 12th week)</i> <i>Pre-pay and get extra savings!</i> <i>Pre-paid 13 weeks - 25% off • 26 wks - 35% off</i> <i>52 weeks - 40% off</i>	\$6	\$7	10¢
Canary Line Ad	\$6.50	\$7.50	15¢
Combo Line Ad Paynesville Press, Shopper & Canary	\$10	\$11	15¢
Super Classified Ad (No logos / artwork) Various type styles and sizes placed by category with regular line ads	\$11.80/in.		
Box Classified Ads (Logos/artwork) Guaranteed placement on a classified page	Press Only \$8.20/ Col. in.	Press & Shopper \$11.80/Col. In.	
Blind Ads (Press & Shopper) Ads placed without a business name. Press office collects responses	\$10 additional fee		
Deals on Wheels Motor vehicle ads (with submitted picture) Run 12 Weeks in the Shopper			\$37

Discounts

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.

Contract Discount: Contract Discounts are available to advertisers for longer-term ad runs. 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% / yr.) late payment charge.

Contact an account representative at 320-243-3772 for more information on these discounts or to get a quote on your advertising plans.

Copy Rates

Black & White (8 1/2" x 11")

Quantity	1-Sided	2- sided
1-10	15¢	30¢
11-50	11¢	20¢
51-99	9¢	15¢
100+	7¢	12¢

Full Color (8 1/2" x 11")

Quantity	1-Sided	2- sided
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 & glossy papers

Design Rates

15 Minutes	\$10
30 Minutes	\$20
1 Hour.....	\$40

Subscription Rates

PRINT SUBSCRIPTION	
Stearns Cty. & zip code 56362	\$34.00
Kandiyohi (non 56362) & Meeker Cty.	\$45.00
Rest of Minnesota	\$53.00
Out of State	\$55.00
ONLINE SUBSCRIPTION	
World Wide	\$29.95
COMBO ONLINE/PRINT	
Stearns Cty. & zip code 56362	\$53.95
Kandiyohi (non 56362) & Meeker Cty.	\$64.95
Rest of Minnesota	\$72.95
Out of State	\$74.95

Announcements

Births, Engagements, Weddings, Anniversaries, Obituaries:

(Run in the Paynesville Press only)

With Photo	\$5
Without Photo.....	NO CHARGE
Coming Events Listings	1st Wk. \$7
(2 week maximum).....	2nd Wk. \$5
Obituary (photo included)	\$10

Misc. Ad Rates

Legal Rate (Press only)	
1st Insertion	\$7.90/in.
2nd & subsequent insertions ...	\$4.50/in.
<i>Legals included online at no additional charge.</i>	

Banner Ads (Press only)
Page 1B, 6 col. x 1.5" \$100/wk

Business Directory Ads (Changes accepted monthly)	
Shopper & Press per unit per month	\$25
Restaurant Directory	
Shopper & Press per month.....	\$15
Community Signature Page	
Runs monthly	\$8

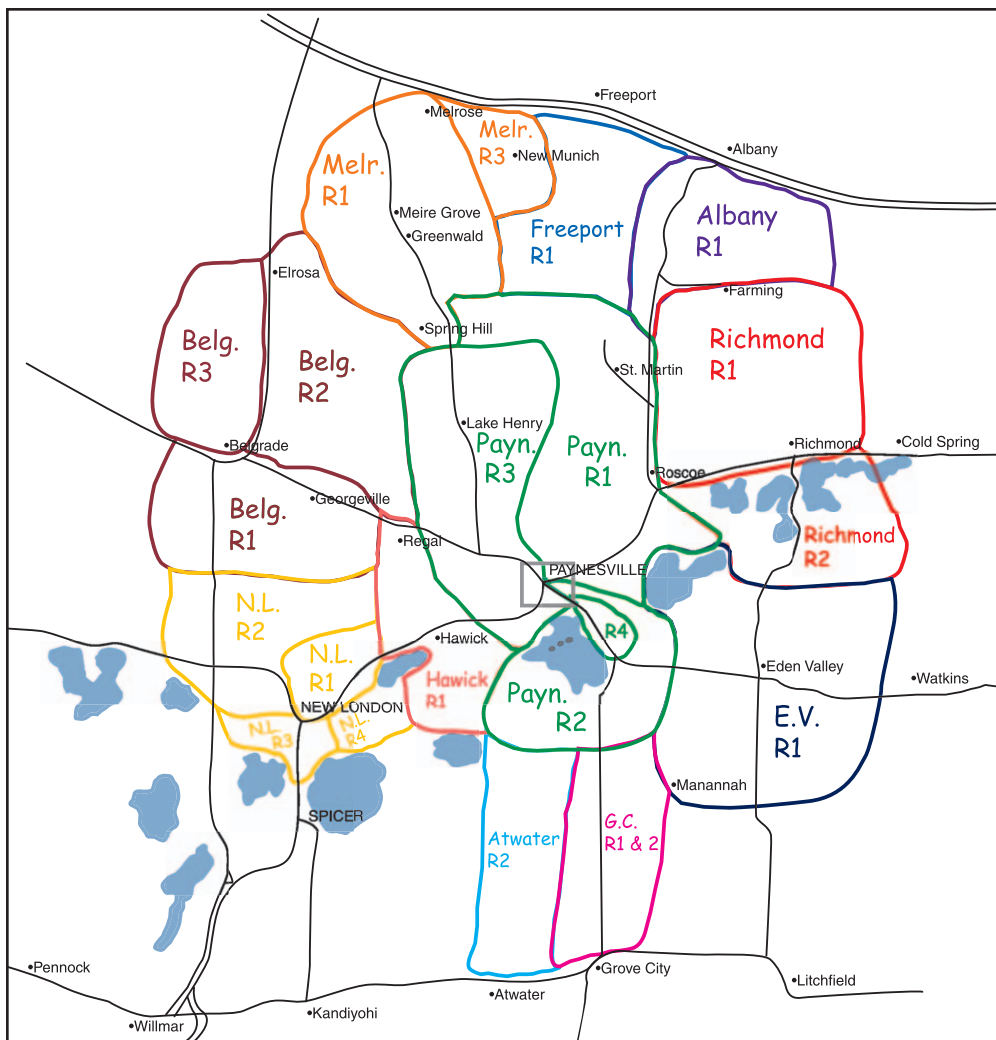
Central Minnesota Lakes Area Shopper Coverage & Inserts

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

Routes Covered By Shopper



Albany 56307 - 365	R1	245
	R3	120
Atwater 56209 - 250	R2	250
Belgrade 56312 - 933	City	400
	R1	252
	R2	205
	R3	76
Eden Valley 55329 - 742	City	367
	R1	375
Elrosa 56325 - 93	City	93
Freeport 56331 - 160	R1	160
Greenwald 56335 - 100	City	100
Grove City 56243 - 308	R1	160
	R2	148
Hawick 56273 - 220	City and R1	220
Lake Henry 56362 - 53	City	53
Melrose 56352 - 630	R1	255
	R3	375
New London 56273 - 1385	City	453
	R1	150
	R2	352
	R3	375
	R4	55
Richmond 56368 - 1527	City	542
	R1	500
	R2	485
Paynesville 56362 - 2274	City	1048
	R1	358
	R2	380
	R3	288
	R4	200
Roscoe 56371 - 51	City	51
St. Martin 56376 - 138	City	138

Policies

1. 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.
2. Any advertising designed to imitate news material will have the words "paid advertisement" set in bold type above and/or below the ad.
3. 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.
4. 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.
5. All claims for adjustment must be communicated to the publisher by the next business day after publication.
6. 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.
7. 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.
8. All art composition, copy and photography is copyrighted and shall not be reproduced without the consent of the publisher.
9. All political advertising is charged at regular advertising rates and must bear the proper disclaimers.
10. The publisher reserves the right to change newspaper advertising rates and conditions at any time, in which event the advertising contracts can be amended.

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