



Parkers Prairie

THE Independent LLC

PRINTING • ADVERTISING • THE NEWS

ADVERTISING RATES

Rates effective January 1, 2012

National Column Inch Rate (SAU) **\$8.50**
Local Column Inch Rate (SAU) **\$7.00**

LOCAL RATES NOT SUBJECT TO AGENCY DISCOUNT.
(Minimum two column inches.)

TERMS: NET 30 (A finance charge of 1.5% monthly will be added to all accounts after 30 days (18% APR with a \$2.00 minimum)
Contract discounts available. See discount rate below.

DISCOUNTS

16 inches+ per month 5% Discount
32 inches+ per month 10% Discount
64 inches+ per month 15% Discount
129 inches+ per month 20% Discount

PROCESS COLOR RATES

Process Color (one per page) \$100.00
Spot Color (per ad) \$50.00

CLASSIFIED ADVERTISING

Deadline: 12 Noon Tuesdays

PERSON TO PERSON: 25 words for \$8.00 (minimum). Additional words 25¢ each.

DISPLAY (Bordered): \$7.00 per column inch (NOT SUBJECT TO AGENCY DISCOUNT)

THANK YOU'S, MEMORIALS, RUMMAGE SALES, OPEN HOUSES & FAMILY REUNIONS:

0 to 50 Words \$8.00	151-200 Words \$26.75
51-75 Words \$11.75	201-225 Words \$30.50
76-100 Words \$15.50	226-250 Words \$34.25
101-125 Words \$19.25	251-275 Words \$38.00
126-150 Words \$23.00	276-300 Words \$41.75

INSERTS - LOCAL RATE

1200 Distribution • Standard Sizes (Agencies - Add 20%)

	per m	local cir.
8"x11"	\$70 net	\$84 net
4 Page Tab.....	\$80 net	\$96 net
8 Page Tab.....	\$90 net	\$108 net
16 Page Tab.....	\$100 net	\$120 net

(Inserts must be folded - 1/2 fold to 8"x11")
Folding charge (if needed) - \$75

STAFF

Jacquelyn (Jakki) Wehking Co-Publisher
Ad Manager / Webmaster / Photographer
Jennifer (Jen) Marquardt Co-Publisher
Business Manager / Custom Graphic Design
Kevin Lee Milona Editor

TOTAL DISTRIBUTION - 1400

HEARTLAND MARKET INCLUDED IN 1200 LOCAL AREA DISTRIBUTION.
HEARTLAND MARKET HAS A TOTAL CIRCULATION OF 21,000.

AREA SERVED

Cities of Parkers Prairie, Urbank, Milona, Rose City and Lake Milona Resort area. Approximately 35 miles east and west and 15 miles north and south. Located in southeastern Otter Tail County, 17 miles from Alexandria, 26 miles from Wadena, 15 miles from Eagle Bend, and 18 miles from Henning.

HOUSEHOLDS IN PARKERS PRAIRIE (City) 464
PARKERS PRAIRIE CITY POPULATION LAST CENSUS 1,011

PAGE SIZE

Columns 6
Column Pica Width 12.2
Column Inch Width 2-1/16"
Page Depth 21.5"
Page Width 13"

DEADLINES

Display Advertising Monday, 12 noon
Classified Advertising / NEWS Tuesday, 11 a.m.
Important Breaking News Anytime
Publication Day Thursday

WEB SITE ADVERTISING

BANNER ADS: \$100/month or **BUTTON ADS:** \$50/month
(Banner/Button ad prices include free business listing with links.)
BUSINESS DIRECTORY: FREE; plus \$25 per link/year (E-mail and/or web addresses).

POLITICAL LETTERS

10¢ per word (\$5.00 minimum), limited to 250 words or less.

DESIGN SERVICES

\$50/hour (Single ads or campaigns within our publication available at NO charge, and includes 1 proof. Additional proofs available for \$25 surcharge. Graphic artist services available for non-publication use projects at a rate of \$50 per hour.)



HEARTLAND

MARKET

DISPLAY ADVERTISING

DEADLINE: WEDNESDAY AT 12 NOON

COLUMN INCH – \$10.00

(Minimum ad size is 1 inch)

COLOR CHARGE

\$150 PER AD

INSERT RATES

DEADLINE: WEDNESDAY AT 12 NOON

FULL RUN ONLY

6.5¢ each • \$65/thousand

DEADLINE:

12 NOON

WEDNESDAY

CLASSIFIED READER ADS

DEADLINE: WEDNESDAY AT 12 NOON

23 WORDS – \$8.00

35¢ each additional word over 23

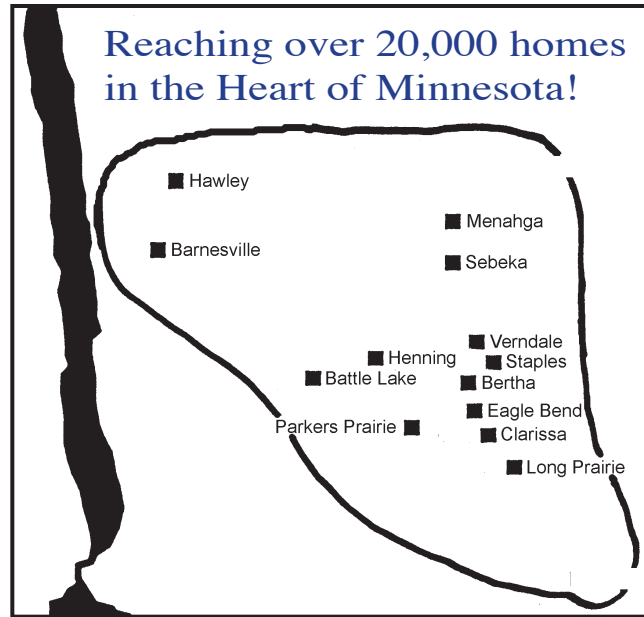
AUCTION LISTINGS

DEADLINE: WEDNESDAY AT 12 NOON

\$2.00 per line

(Minimum charge is \$3.00)

Listing is FREE with Display Ad



Distributed in these fine paid newspapers:
 Barnesville Record-Review
 Battle Lake Review
 Eagle Bend/Bertha/Clarissa
 Independent News Herald
 Hawley Herald
 Henning Citizens Advocate
 Long Prairie Leader
 Parkers Prairie Independent
 Sebeka/Menahga Review Messenger
 Staples World
 Verndale Sun



Parkers Prairie

THE Independent LLC

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