

CLASSIFIED ADVERTISING RATES

CLASSIFIEDS: 7 Column Format

CLASSIFIED DISPLAY ADS

(boxed) are available at \$10.60 per column inch and run in full circulation only. No volume discounts are available on classified display ads.

CLASSIFIED DISPLAY ADS

Ads 1" or Larger....**\$10.60 Per Col. Inch**

CLASSIFIED LINE ADS

Classified (up to 4 lines)..... \$7.50 Per Ad
Each Additional Line \$1.75
Screened Ad \$2.00 Per Ad
Reversed Ad \$2.00 Per Ad

CLASSIFIED LINE ADS CONTINUED

Border Charge..... \$2.00 Per Ad
Graphic/Logo Charge..... \$6.00 Per Ad
Centering..... \$2.00 Per Ad
Quick Post \$5.00 Per Ad
Italicized Line..... \$2.00 Per Line
Underlined Line..... \$2.00 Per Line
Bold Line \$2.00 Per Line

FREE ADS: A personal classified line ad of 4 lines or less is free! (One ad per household, per week.)
The Dairyland Peach retains sole discretion to determine what is considered a business or personal ad.

ON-LINE ADVERTISING

Want to market your business on the Web but don't know how to do it?

The Dairyland Peach now offers an expanding menu of on-line services. Let our sales consultants guide you through the maze.

- ★**New, Low Prices on our Banner Ads!**
- ★**Free On-Line Business Directory!**
- ★**Send DealzOn.com coupons to area residents via e-mail blasts!**

Our Website rocks with a growing, young, affluent, educated and employed audience!

DAIRYLAND PEACH PRE-PRINT INSERT RATES

1/4 Oz. In Weight	\$33.75 per 1,000
1/2 Oz. In Weight	\$43.75 per 1,000
3/4 Oz. In Weight	\$53.13 per 1,000
1 Oz. In Weight	\$67.50 per 1,000
1-1/4 Oz. In Weight.....	\$76.88 per 1,000
1-1/2 Oz. In Weight.....	\$88.75 per 1,000
1-3/4 Oz. In Weight.....	\$100.63 per 1,000
2 Oz. In Weight	\$112.50 per 1,000

Prices quoted above are based on 5,000 inserts. Add 1/4¢ per insert for totals under 5,000. Prices above are approximate and may vary according to weight of insert. Ask sales rep. about yearly contract rates. Deadline is Wednesday noon prior to insertion date. Call our office at 320-352-6569 to arrange shipping of pre-print inserts.

COMMERCIAL PRINTING

- ★**Design**
- ★**Printing**
- ★**Distribution**

**FREE
Price Estimates**

- **GRAPHIC DESIGN • TYPESETTING •**
- **PRINTING •**

We can do it! Our trained, experienced and talented staff enables us to offer graphic design and typesetting services. Your flyers, brochures, posters, business forms, letterheads and envelopes, etc. can and will be professionally done.

ECM PUBLICATIONS

NEED TO REACH A LARGER MARKET?

Ask About Advertising in
Our Affiliated ECM Publications



- **Anoka County Shopper**
- **ABC Newspapers**
(Anoka, Blaine & Coon Rapids Area)
- **Elk River Star News**
- **Forest Lake Times**
- **St. Croix Valley Peach**
(Forest Lake Area)
- **ECM Post Review**
(North Branch Area)
- **Scotsman**
(Anoka, Braham, Cambridge, Lindstrom, Mora & Pine City Area)
- **Morrison County Record**
(Little Falls Area)
- **Isanti County News**
(Cambridge Area)
- **Princeton Union Eagle**
- **Town & Country Shopper**
(Princeton & Milaca Area)
- **Mille Lacs County Times**
- **Caledonia Argus**
- **The Argus Shopper**
(Caledonia Area)
- **ThisWeek Live**
(Burnsville, Lakeville, Apple Valley, Eagan & Inver Grove Heights Area)
- **Dakota County Tribune**
(Burnsville Area)

ADVERTISING POLICY

Normal and reasonable care is taken to avoid errors or omissions in the preparation of the Dairyland Peach. Other than this care, no guarantee of accuracy or performance is made. The best insurance against error or omission is for the advertiser to check a proof of the ad before publication.

The first publication of an advertisement shall be considered as a proof to the advertiser in cases where the advertisement is scheduled to run more than once. If an error is made in the first publication, the advertiser is asked to notify the publisher at once so that the error can be corrected immediately. The publisher will not be responsible for subsequent publication of ads which contained an error that the advertiser did not call to the attention of the publisher.

The publisher's liability on account of error or omission affecting any advertisement shall not exceed the amount of the price normally charged to the advertiser for the advertisement in which the error occurred or for the amount of the charges which would have applied to an omitted advertisement. In cases where the advertisement was scheduled to run more than once, the publisher's liability shall be limited to the advertising charges for the first publication.

A price quoted in an advertisement is an invitation to deal and NOT a guarantee to sell. If an incorrect price appears in your advertisement, please contact the publisher immediately. The publisher will provide a letter of affidavit for you at once which acknowledges the printer's error so that you can display the letter in your store and refuse to sell at the incorrect price or terms. If the advertiser decides to continue selling at the incorrectly printed price or terms, you do so at your own expense and the publisher assumes no responsibility to reimburse you for such losses incurred.

The Dairyland Peach reserves the right to reject any advertisement at any time. Layout work, art work and composition furnished by ECM Publishers, Inc. remains the property of ECM Publishers, Inc.

Advertisements less than full page size may not be scheduled to run sideways. No advertisements may be scheduled to run upside down. Every effort to honor position requests in the Dairyland Peach are made, but no position guarantees are made.

Payment for advertising space must accompany submitted copy unless credit has been established.

ADVERTISING

at your doorstep

Advertising Needs Since 1967

September 1, 2011

Dairyland

A Division of ECM Publishers, Inc.

PEACH

RATES & CIRCULATION

P.O. Box 285 • Sauk Centre, MN 56378

320-352-6569

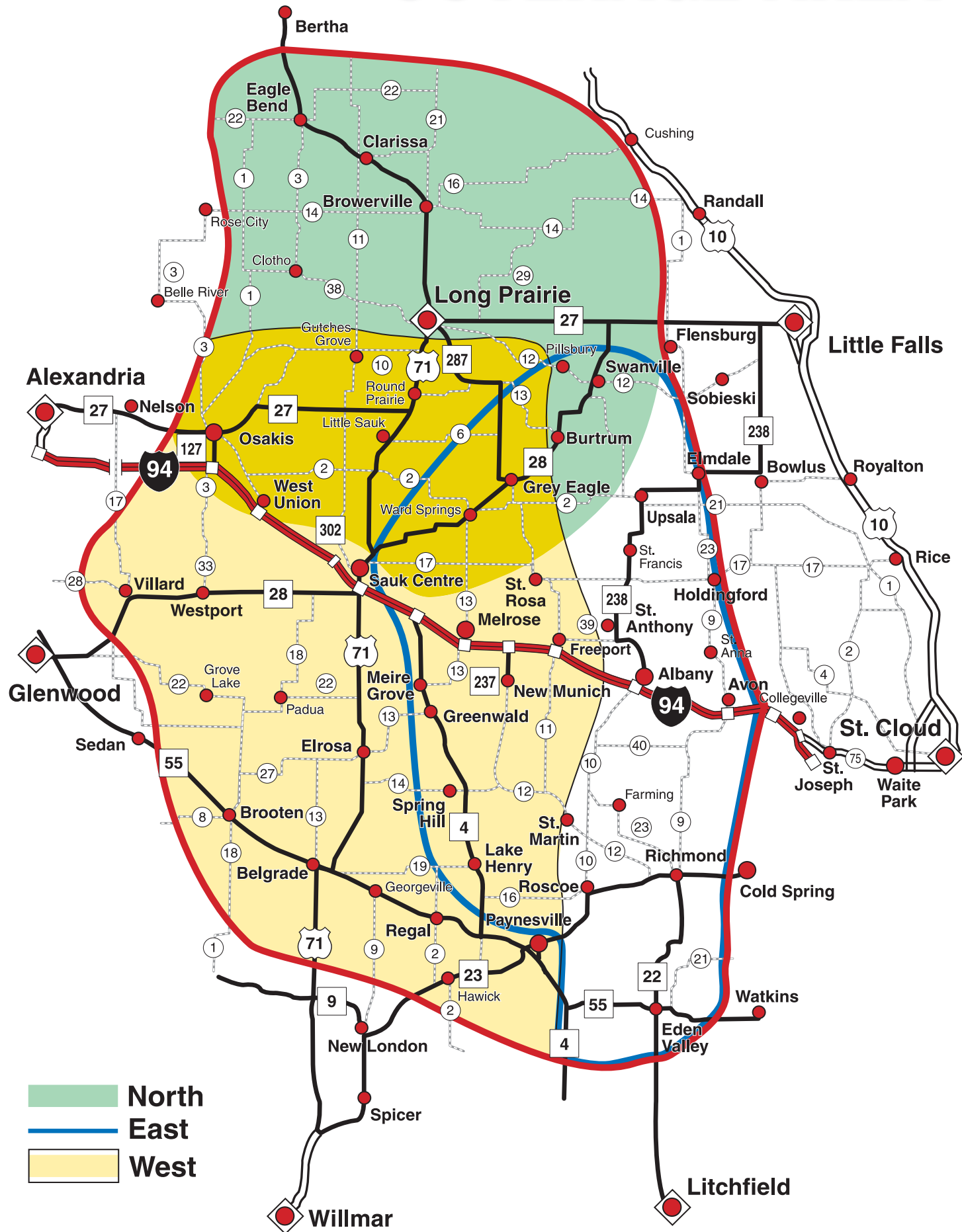


e-mail: print.saukcentre@ecm-inc.com

320-352-6181 (Fax)

www.dairylandpeach.com

Dairyland
PEACH COVERAGE AREA



North
 East
 West

Dairyland
PEACH

**Over 27,200
Circulation**

The Dairyland Peach is a weekly advertising publication with a total circulation of over 27,200 homes with three overlapping zones. It is printed Friday for Sunday distribution by private carriers and Monday morning distribution by mail. The Dairyland Peach is printed on a web press with a six column (ROP) and a seven column (classified) 15 inch tabloid format.

FULL CIRCULATION DISPLAY ADVERTISING RATES

All Rates Per Issue				Column	Column Inch	Column Inch
Ad Size	Open Rate	12 Issue	24 Issue	Inch	Open Rate	Low Rate
2 Pages.....	\$1456.20	\$1276.20	\$1096.20	180	8.09	6.09
1 Page	\$760.50	\$670.50	\$580.50	90	8.45	6.45
5/6 Page.....	\$652.50	\$577.50	\$502.50	75	8.70	6.70
2/3 Page.....	\$537.00	\$477.00	\$417.00	60	8.95	6.95
1/2 Page.....	\$414.00	\$369.00	\$324.00	45	9.20	7.20
5/12 Page.....	\$352.50	\$315.00	\$277.50	37.5	9.40	7.40
1/3 Page.....	\$285.00	\$255.00	\$225.00	30	9.50	7.50
1/4 Page.....	\$223.88	\$201.38	\$178.88	22.5	9.95	7.95
1/6 Page.....	\$153.75	\$138.75	\$123.75	15	10.25	8.25
1/12 Page.....	\$80.63	\$73.13	\$65.63	7.5	10.75	8.75

ONE ZONE DISPLAY ADVERTISING RATES

Ad Size	Open Rate	12 Issue	24 Issue
2 Pages.....	\$687.60	\$588.60	\$480.60
1 Page	\$364.50	\$315.00	\$261.00
3/4 Page.....	\$278.78	\$241.65	\$201.15
1/2 Page.....	\$195.75	\$171.00	\$144.00
3/8 Page.....	\$151.20	\$132.64	\$112.39
1/4 Page.....	\$106.88	\$94.50	\$81.00
1/8 Page.....	\$59.06	\$52.88	\$46.13

TWO ZONES DISPLAY ADVERTISING RATES

Ad Size	Open Rate	12 Issue	24 Issue
2 Pages.....	\$1218.60	\$1038.60	\$858.60
1 Page	\$643.50	\$553.50	\$463.50
3/4 Page.....	\$489.38	\$421.88	\$354.38
1/2 Page.....	\$344.25	\$299.25	\$254.25
3/8 Page.....	\$264.94	\$231.19	\$197.44
1/4 Page.....	\$187.88	\$165.38	\$142.88
1/8 Page.....	\$103.50	\$92.25	\$81.00

COPY DEADLINE

Display Ads:
 Thursday Noon
Classified Display Ads:
 Thursday 2:00 p.m.
Classified Ads:
 Thursday 4:00 p.m.

COLOR CHARGES
(As Press Capacity Allows)

Process Color:
 Full Circulation: \$150.00
 Zoned Circulation: \$120.00

Spot Color:
 Full Circulation: \$78.00*
 Zoned Circulation: \$58.00*
 *Shared When Possible

DISTRIBUTION AREA

NORTH ZONE
 Long Prairie (City, Rts. 1, 2, 3 & 4), Browerville (City, Rts. 1, 2 & 3), Cushing (Rt. 2), Clarissa (City, Rt. 1), Eagle Bend (City, Rts. 1 & 2), Osakis (City, Rts. 1, 2 & 3), Swanville (City, Rts. 1 & 2), Burtrum, Sauk Centre (Rts. 2 & 3), West Union, Grey Eagle (City, Rts. 1 & 2)

WEST ZONE
 Sauk Centre (City, Rts. 1, 2, 3, 4 & 5), Elrosa, Broton (Rts. 1 & 2), West Union, Belgrade (City, Rts. 1, 2 & 3), Villard (Rt. 1), Osakis (City, Rts. 1, 2 & 3), New Munich, Grey Eagle (City, Rts. 1 & 2), Freeport (City, Rts. 1 & 2), Long Prairie (Rts. 2 & 3), Melrose (City, Rts. 1, 2 & 3), Hawick (Rt. 1), Paynesville (City, Rts. 2 & 3), Greenwald, Regal, Georgeville, Lake Henry

EAST ZONE
 Melrose (City, Rts. 1, 2 & 3), Grey Eagle (City, Rts. 1 & 2), New Munich, Roscoe, Upsala, Sauk Centre (Rt. 3), Avon (City, Rts. 1, 2 & 3), Albany (City, Rts. 1, 2 & 3), Richmond (City, Rts. 1 & 2), Freeport (City, Rts. 1 & 2), Holdingford (City, Rt. 2), Swanville (Rts. 1 & 2), Burtrum, Paynesville (Rts. 1 & 4), Eden Valley (City, Rt. 1), St. Martin, Greenwald, Lake Henry