

Advertising Rates & Information **2011**



HUTCHINSON
Leader

36 Washington Ave. W.
Hutchinson, MN 55350
320-587-5000 • 320-587-6104 fax
hutchinsonleader.com

LITCHFIELD
Independent Review

Box 307,
Litchfield, MN 55355-0921
320-693-3266 • 320-693-9177 fax
independentreview.net

Effective May 1, 2011

Certified Audit
CAC
of Circulations

HUTCHINSON LEADER Named nation's best non-daily newspaper of its size by the National Newspaper Association and Inland Press Association, the Leader is published every Wednesday and Sunday. The Leader has an audited, paid circulation of 5,291.

SUNDAY LEADER/TOTAL MARKET Published Sundays, the Sunday Leader/Shopper has a circulation of 28,784. Its total market coverage of 19 cities in the trade area is the most complete available to advertisers.

hutchinsonleader.com This is the primary site for the Hutchinson area. Up-to-date news, real estate, jobs, auto and classified listings and information make it a destination for 2,254,930 page views per year.

LITCHFIELD INDEPENDENT REVIEW Named Minnesota's and the nation's best weekly newspaper of its size by the Minnesota Newspaper Association and National Newspaper Association, the Independent Review is published every Thursday. It has an audited, paid circulation of 3,193.

MEEKER COUNTY ADVERTISER The Advertiser is published Sundays and has an audited circulation of 11,180. Total market coverage of 14 cities in the Meeker County trade area makes it the most complete available to advertisers.

independentreview.net This is the web site of choice for the Litchfield area. Up-to-date advertising and information makes it a destination for 779,287 page views per year.

GOLDEN GALAXY A common supplement published by 12 paid circulation newspapers in the region, the Golden Galaxy has a mid-week circulation of 22,500. Repeat discounts are available from Hutchinson and Litchfield papers into the Golden Galaxy.

ADVERTISING

2011

RATES AND INFORMATION

PERSONNEL

A. PERSONNEL - HUTCHINSON

Tina McMillan, Ad Director(320) 234-4141
 addirector@hutchinsonleader.com

Paul Becker, Advertising Consultant(320) 234-4147
 becker@hutchinsonleader.com

Colleen Piechowski, Advertising Consultant(320) 234-4146
 piechowski@hutchinsonleader.com

Steve Slater, Advertising Consultant(320) 234-4140
 slater@hutchinsonleader.com

Janae Piehl, Advertising Consultant(320) 234-4149
 piehl@hutchinsonleader.com

Christine Dammann, Special Projects(320) 234-4159
 dammann@hutchinsonleader.com

Matt McMillan, Publisher(320) 234-4143

B. PERSONNEL - LITCHFIELD

Brent Schacherer, General Manager(320) 593-4802
 editor@independentreview.net

Shay Stancek, Advertising Consultant(320) 593-4804
 stancek@independentreview.net

Lindsay Wegner, Advertising Consultant(320) 593-4803
 adrep@independentreview.net

ADVERTISING DEADLINES

We've set our deadlines as late as possible so your advertising will be timely. To meet our standards of quality, we may ask that especially complex ads, ads that require a proof, and color ads be submitted a full working day in advance of the following deadlines.

Hutchinson	Display Ads	Classified Ads
Wednesday Leader.....	Friday 5 PM	Tuesday 9 AM
Sunday Leader.....	Tuesday 5 PM	Thursday 9 AM
Sunday Leader TMC.....	Tuesday Noon	Thursday 9 AM
Golden Galaxy.....	Thursday Noon.....	Friday 9 AM

Litchfield	Display Ads	Classified Ads
Thursday Independent Review.....	Friday 3 PM	Friday 3 PM
Sunday Meeker County TMC.....	Tuesday 5 PM.....	Tuesday Noon
Golden Galaxy.....	Thursday 5 PM	Thursday 5 PM

MECHANICALS

The Hutchinson Leader, Leader Shopper, Litchfield Independent Review and Meeker Co. Advertiser are six-column broadsheet publications. Minimum ad size for a single ad is 1 column wide by 2" deep. Full page dimensions are 11" wide by 21.5" deep.

Column widths are:

1 column.....1.715"	3 columns.....5.48"	5 columns.....9.244"
2 columns.....3.598"	4 columns.....7.362"	6 columns.....11.126"

The Golden Galaxy is a tabloid publication with a page size of 10-1/4" wide by 15" deep.

Column widths are:

1 column.....1.5625"	3 columns.....5.0625"	5 columns.....8.5"
2 columns.....3.3125"	4 columns.....6.75"	6 columns.....10.25"

CREDIT AND BILLING

We will be glad to bill you if you are inside our trade area, if you have an established account in good standing and/or you have a credit application on file. We reserve the right to refuse credit if an account becomes past due.

- 1. Establishing Credit** - Advertisers may establish a billing account by completing an application. All advertising is prepaid for the first 30 days of doing business with our company.
- 2. Terms** - Itemized statements are mailed monthly. Payments are due within 15 days of statement date. Any balance that remains unpaid within 30 days of original billing date will be assessed a 1.5% finance charge per month and may see credit privileges suspended.

GENERAL INFORMATION

A. Our goal is error-free advertising.

To prevent errors, we will provide one ad proof at your request. Subsequent proofs are available for \$5 each. However, if we do publish your ad with a significant error or omission, we will rerun that portion of the ad. If timing prevents a rerun, we'll credit your account. We cannot, however, be held responsible for minor changes or typographical errors that do not lessen the value of your ad or for any loss beyond the value of the affected advertising space.

B. We'll present your advertising as part of an easy-to-read package.

We strive to create publications that enhance your message. We try to fulfill position requests if you indicate preference, but position is often dictated by press requirements, ad size, and annual advertising expenditures. Therefore, we cannot promise any specific position.

C. Rely on us for layout and production services.

To help you make a positive impression in print, we provide layout and production services as part of our regular rate package. In return for this assistance, all rights, title and interest of all ads that represent our creative effort, labor and composition become property of the Hutchinson Leader and/or the Litchfield Independent Review.

D. Indemnification

The Advertiser and/or Advertising Agency agrees to defend and indemnify the Publisher against any liability, loss or expense arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents, or proprietary rights or violation of rights of privacy resulting from the publication of the Advertiser's advertisement.

E. Notices

The Leader/Independent Review does not accept brokered advertising, extend credit for advertising orders or space reservations that claim sequential liability.



ADVERTISING

2011

GENERAL POLICIES AND INFORMATION

NATIONAL REPRESENTATION

American Newspaper Representatives
1700 W. Big Beaver Rd., Suite 200
Troy, MI 48084-3543
(248) 643-9910

Minnesota Newspaper Association
12 South 6th Street #1120
Minneapolis, MN 55402
(612) 332-8844

REAL ESTATE

1. The Real Estate Guide in print & online. This full-color glossy magazine is published monthly by the Leader and Independent Review. Print copies are distributed to 100 high traffic sites in the region. Listings are also online in a searchable database at realestateguide.mn. The rate for a page, including full-color is \$172 with annual contract, or \$230 without contract. Page dimensions are 7" wide by 10" deep.

2. The Weekly Real Estate Guide This is a full-color page appearing each Thursday on the back page of both the Hutchinson Leader and Litchfield Independent Review. A listing may be repeated from the Monthly Real Estate Guide magazine for \$7 per week, per listing. Open houses and new listings are also available to magazine advertisers for \$15 per week, per listing.



STATEWIDE/REGIONAL AD DISCOUNTS

The 2x2 Display Advertising Network reaches an audience of about 2.3 million readers statewide. An ad in Minnesota Classified Advertising Network (MCAN) costs only \$199 and has a readership of almost 2 million across the state. Call (320) 234-4141 for more information.



	2x2	2x4
Statewide	\$1800	\$3800
1 Region	\$600	\$1300
2 Regions	\$1150	\$2500
3 Regions	\$1700	\$3600



3 Steps To Statewide Coverage

1. Call the Hutchinson Leader or Litchfield Independent Review to place a classified ad.
2. Give us your 25-word message with payment by 5 p.m. on Tuesdays to run the following week.
3. You make one call and pay one price.

Tell Two Million People for \$199!
Call Today!
320-234-4141
320-693-3266

ONLINE RATES AND SAMPLES

\$50
per week
Top Leaderboard

We can protect your laptop when it's not in your lap.

728x90 Leaderboard Ad (shown at 75%)

Michael R McGraw, Agent
34 South Main Street
Hutchinson, MN 55350

Contact me

hutchinsonleader.com
independentreview.net

All rates are per week/per site

RATES

Leaderboard (728x90 Top of Page).....\$50
Mini Browser (300x250 Without Video)\$40
Mini Browser (300x250 With Video).....\$60
Skyscraper (300x600).....\$70
Half Banner (234x60).....\$30

AVAILABLE WEBSITES:
hutchinsonleader.com, independentreview.net,
chaskaherald.com, chanvillager.com,
edenprairienews.com, jordannews.com,
plamerican.com, savagepacer.com,
shakopeenews.com, victoriatownsquare.com,
southwestshopnow.com,
southwesthomesnow.com,
southwestscoreboard.com

10% Off on Annual Contract

Mitchell G. Ristine
Attorney at Law
218 Main St. S, Suite 105, Hutchinson
320-587-2232

234x60 Half Banner

\$30
per week
Half Banner

TRAILER PARTS
FOR NEARLY ALL BRANDS
Thousands of in-stock items.

HITCHES PARKING JACKS
BEARINGS LIGHTS
CHAINS BRAKES
SAFETY EQUIP.
TRUCK EQUIP.
PLOW PARTS
MORE

LOWMASTER
PARTS OUTLET STORE

300x250 In-story/Mini Browser

\$40 per week without video
\$60 per week with video + set up fees*

*Design charge for video may apply.

0% APR UP TO 72 MONTHS

2010 Chevy Silverado

Over 30 Silverado's to Choose From

valley HUTCHINSON
CHEVROLET • PONTIAC • BUICK

Free service loaners to our customers • Full Service Body Shop
525 Hwy. 7 East • Hutchinson • (320) 587-2240
Phone calls always welcome.

www.valleyhutchinson.com

300x600 Skyscraper Ad

\$70
per week
Skyscraper

TARGETED ONLINE ADVERTISING

REAL ESTATE GUIDE
realestateguide.mn

MOTORBUYS
motorbuys.com

JOBS
jobsHQ.com

APARTMENTS
apartmentguide.mn

SPORTS
myprepsplus.com

GUIDE TO HUTCHINSON
hutchinsonmn.com

LITCHFIELD COMMUNITY GUIDE
litchfieldguide.com

The Hutchinson Leader & Litchfield Independent Review offer a variety of new media advertising offerings from banner ads to On-line Coupons to Market Directories.

ADVERTISING

2011

EDITORIAL AND PROMOTIONAL CALENDAR

JANUARY

HUTCHINSON -

Destination Vacation (Win a Trip)

Ad Deadline: Tues., Jan. 4
Publication: Tues., Jan. 11 Leader
Tues., Feb. 15 Leader

Health Edition

Ad Deadline: Fri., Dec. 3
Publication: Thurs., Jan. 6
Leader/Review
Mailed to all area Health Care Facilities



SPECIAL PROJECTS -

Kids Package - Valentine's
Coupon Magazine

LITCHFIELD -

Peanut Butter & Milk Festival

Ad Deadline: Fri., Jan. 14
Publication: Sun., Jan. 23

FEBRUARY

HUTCHINSON/LITCHFIELD -

Bridal Magazine

Ad Deadline: Fri., Jan. 4
Publication: February

Brides Directory

Ad Deadline: Tues., 12 Noon
Publication: First Sunday
Shopper of Each Month

Get Growing

Ad Deadline: Tues., Feb. 8
Publication: Sun., Feb. 20 Shopper/Advertiser
Additional Market Coverage



SPECIAL PROJECTS -

Get Growing
Coupon Magazine

MARCH

HUTCHINSON/LITCHFIELD -

Guide To Hutchinson

Ad Deadline: Feb. 8
Publication: March

Home Enhancement

Ad Deadline: Tues., March 1
Publication: Sun., March 20
Shopper/Advertiser
Additional Market Coverage

SPECIAL PROJECTS -

Kids Package - Easter
Ham Giveaway
Spring Home Improvement Contest
Coupon Magazine
High School Sports Posters

APRIL

HUTCHINSON -

Spring Citywide Garage Sale

Ad Deadline: Tues., April 19
Publication: Sun., April 24 Shopper
Thurs., April 28 Leader

Garden Center Grand Opening

Ad Deadline: Tues., April 19
Publication: Sun., April 24 Shopper
Sun., May 15 Shopper

Easter Worship Services

Ad Deadline: Fri., April 8
Publication: Sun., April 17 Shopper
Tues., April 19 Leader
Thurs., April 14 Leader

SPECIAL PROJECTS -

Spring Sports Preview
Kids Package - Mother's Day
Coupon Magazine

LITCHFIELD -

Easter Coloring Contest

Ad Deadline: Fri., April 8
Publication: Sun., April 17

MAY

HUTCHINSON/LITCHFIELD -

Wheels & Water

Ad Deadline: Tues., April 19
Publication: Sun., May 8
Shopper & Advertiser
Additional Market Coverage



SPECIAL PROJECTS -

Summer Fun
Wheels & Water
Kids Package - Father's Day
Coupon Magazine

JUNE

HUTCHINSON -

Graduation Edition

Ad Deadline: Tues., May 17
Publication: Wed., June 1 Leader

SPECIAL PROJECTS -

Coupon Magazine

LITCHFIELD -

Dairy Accent

Ad Deadline: Wed., May 11
Publication: Sun., June 5

Graduation Salute

Ad Deadline: Fri., May 20
Publication: Thurs., June 2

Meeker Co. Fair Premium

Ad Deadline: Fri., June 3
Publication: Sun., July 3



JULY

HUTCHINSON -

Summer Crazy Days

Ad Deadline: Fri., July 1
Publication: Sun., July 10 Shopper/Leader
Wed., July 13 Leader

Health Edition

Ad Deadline: Fri., June 10
Publication: July 21 Leader/Review
Mailed to all area Health Care Facilities

SPECIAL PROJECTS -

2011/2012 Community Package
Coupon Magazine

LITCHFIELD -

Crazy Days

Ad Deadline: Thurs., June 16
Publication: Sun., July 3

AUGUST

HUTCHINSON -

McLeod Co. Fair Edition

Ad Deadline: Tues., July 12
Publication: Sun., Aug. 7 Shopper/Leader

Back To School Edition

Ad Deadline: Tues., July 19
Publication: Wed., Aug. 3 Leader

Fall Citywide Garage Sale

Ad Deadline: Tues., Aug. 30
Publication: Wed., Sept. 7 Leader
Sun., Sept. 4 Shopper/Leader

SPECIAL PROJECTS -

Fall Sports Preview
High School Sports Poster
Fair Contest
Coupon Magazine

LITCHFIELD -

Back To School Edition

Ad Deadline: Fri., July 15
Publication: Sun., Aug. 7

SEPTEMBER

HUTCHINSON/LITCHFIELD -

Fall Home Improvement

Ad Deadline: Tues., Aug. 16
Publication: Sun., Sept. 4
Shopper/Advertiser
Total Market Coverage



HUTCHINSON -

United Way Edition

Ad Deadline: Fri., Sept. 2
Publication: Wed., Sept. 21

SPECIAL PROJECTS -

Coupon Magazine
Fall Home Improvement Contest

OCTOBER

HUTCHINSON -

Meet The Business People

Ad Deadline: Tues., Sept. 27
Publication: Sun., Oct. 23

SPECIAL PROJECTS -

Holiday Party
Directory
Kids Package - Halloween
Holiday Recipe Contest
Coupon Magazine



LITCHFIELD -

Harvest Madness

Ad Deadline: Thurs., Sept. 15
Publication: Sun., Oct. 2

NOVEMBER

HUTCHINSON -

Thanksgiving Edition

Additional market coverage
Ad Deadline: Fri., Oct. 28
Publication: Wed., Nov. 23

SPECIAL PROJECTS -

Turkey Giveaway
Kids Package - Christmas
Holiday Party Directory
High School Sports Poster
Coupon Magazine

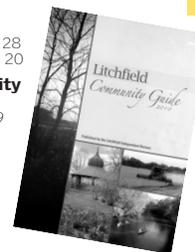
LITCHFIELD -

Christmas Kickoff

Ad Deadline: Fri., Oct. 28
Publication: Sun., Nov. 20

Litchfield Community Guide

Ad Deadline: Fri., Sept. 9
Publication: Sun., Nov. 6



DECEMBER

HUTCHINSON -

Christmas Services

Ad Deadline: Tues., Dec. 13
Publication: Sun., Dec. 18 Shopper/Leader
Wed., Dec. 21 Leader

Greetings Edition

Ad Deadline: Tues., Nov. 29
Publication: Wed., Dec. 21 Leader

SPECIAL PROJECTS -

Christmas Ham Giveaway
Coupon Magazine
Winter Sports Preview
1st Baby Contest

LITCHFIELD -

Christmas Greetings

Ad Deadline: Fri., Nov. 25
Publication: Sun., Dec. 18

First Baby

Ad Deadline: Fri., Dec. 2
Publication: Thurs., Jan. 3

Year In Review

Ad Deadline: Fri., Dec. 2
Publication: Thurs., Jan. 5

TARGETED PAGES/EDITIONS

Throughout the year, the Hutchinson Leader, Leader Shopper, Independent Review and the Meeker County Advertiser produce special theme editions that offer advertisers the opportunity to target specific audiences.

ADVERTISING

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RATES AND DISCOUNTS

DISPLAY RATES

Wednesday Leader —per column inch			
97" and over.....	\$8.82	18-32"	\$9.68
65-96"	\$9.18	10-17"	\$10.24
33-64"	\$9.33	Open rate	\$11.15

Sunday Leader/Total Market —per column inch			
97" and over.....	\$12.21	18-32"	\$13.37
65-96"	\$12.75	10-17"	\$14.19
33-64"	\$13.01	Open rate	\$15.50

News Group		
Over 8,422 Homes	Wednesday Leader & Thursday Independent Review	\$13.84

Total Market Group		
Over 37,187 Homes	Wednesday Hutchinson Leader Thursday Independent Review Sunday Leader/Total Market Sunday Meeker County Advertiser	\$24.69 \$31.19 with Galaxy

Golden Galaxy —per column inch	
Open rate.....	\$7.53

Litchfield Open Rates —per column inch	
Independent Review	\$7.68
Meeker County Advertiser	\$8.42

COLOR RATES

Color **Broadsheet**

1. Wednesday Leader	
Black plus one color	\$95.00
Black plus two colors	\$153.00
Black plus three colors	\$258.00
2. Sunday Leader/Total Market	
Black plus one color	\$132.00
Black plus two colors	\$215.00
Black plus three colors	\$336.00
3. Mid-week Golden Galaxy - Hutchinson & Litchfield	
Black plus one color	\$132.00
Black plus two colors	\$215.00
Black plus three colors	\$318.00
4. Independent Review/Meeker County Advertiser	
Per color, per page	\$95.00

CLASSIFIED DISPLAY RATES

1. Classified Display - Hutchinson

Classified display advertising in the Sunday Leader/Total Market is \$16.99 per column inch. Ads repeated in the next issue of the Wednesday Leader earn a rate of \$6.50 per column inch.

2. Employment Advertising

Employment ad rates are based on word count.
Consecutive week discounts apply.

Employment enhancements:	Bold print.....	10¢ per word per day
	Ad Border	\$4.00 per ad
	Screen Background.....	\$4.00 per ad
	Include your company logo.....	\$5.00

Call employment representative Cori Black at (320) 234-4145 for details about placing your employment ad in the Leader, Independent Review or our other publications.

DISPLAY AD DISCOUNTS

REPEAT DISCOUNT

Sunday Leader/Total Market

Ads published in the Sunday Leader/Total Market may be repeated without changes within 6 days into the Wednesday Leader or Galaxy for only \$6.50 per column inch, and into the Review for \$2.69 per column inch.

Meeker County Advertiser Repeats

Ads published in the Meeker County Advertiser may be repeated without changes within 6 days into the Independent Review for only \$2.69 per column inch (65% off Review open rate) or in the Galaxy for \$6.50 per column inch.

CONTRACT RATES

Advertisers who agree to run the following total column inches during a 12-month period qualify for these contract rates for Sunday Leader/Total Market and Wednesday Leader:

	Sunday	Wednesday		Sunday	Wednesday
20,000"	\$8.66	\$6.43	5,000"	\$10.49	\$7.64
17,000"	\$8.97	\$6.54	3,500"	\$10.88	\$7.95
15,000"	\$9.27	\$6.75	2,000"	\$11.26	\$8.16
13,000"	\$9.58	\$6.96	1,000"	\$11.52	\$8.37
10,000"	\$9.87	\$7.15	500"	\$11.82	\$8.59
7,000"	\$10.18	\$7.40			

Inches invested in the Golden Galaxy count toward your total contract inches; however, your contract rate applies to Sunday Leader/Total Market and Wednesday Leader advertising only. Contracts are monitored quarterly. A portion of the preprint dollars invested in the Sunday Leader/Total Market will apply towards customer's ROP contracts.

3. Litchfield Contract Discounts

Advertisers who agree to run 500 column inches or more during a 12 month period may qualify for the following contract discounts for advertising published in the Independent Review and Meeker County Advertiser. Contracts are monitored quarterly.

	Sunday Advertiser	Thursday Independent Review
10,000"	\$5.43	\$4.94
7,000"	\$5.58	\$5.10
5,000"	\$5.69	\$5.19
3,500"	\$5.99	\$5.47
2,000"	\$6.23	\$5.59
1,000"	\$6.43	\$5.87
500"	\$6.65	\$6.07

4. Non-profit Rates

Recognized non-profit organizations and churches earn a display advertising rate of \$11.37 per column inch in the Sunday Leader/Total Market, a rate of \$8.24 in the Wednesday Leader, a rate of \$6.30 in the Meeker County Advertiser and a rate of \$5.65 in the Independent Review.

5. 13-Week Agreement

Advertisers who publish the same ad each week for 13 consecutive weeks in the Sunday Leader/Total Market earn a rate of \$11.64 per column inch. The 13-week rate for the Wednesday Leader is \$8.47 per column inch. The 13-week rate for the Advertiser is \$6.49 per column inch and the 13-week rate for the Review is \$5.92 per column inch.

6. 4-Week Agreement

Advertisers planning a one month promotion can publish the same ad each week for four consecutive weeks in the Sunday Leader/Total Market and earn a rate of \$11.94 per column inch. The 4-week rate for the Wednesday Leader is \$8.68 per column inch. The 4-week rate for the Advertiser is \$6.72 per column inch and the 4-week rate for the Review is \$6.13 per column inch.

ADVERTISING

2011

PREPRINT RATES AND DISTRIBUTION



Total Market Non-Duplicating Trade Area 28,784

TRADE AREAS

KANDIYOGHI CO., MN

Atwater (56209)	
Route 1 & 2	65
Atwater Liquor	35
Peaceful Thymes	10
Thompson's Bakery	20
Total	130

MCLEOD COUNTY, MN

Biscay (55336)	
Total	48
Brownnton (55312)	
City	311
Route 1	118
Route 2	172
Newsstand (Leader)	10
Total	611

Glencoe (55336)	
9a. City	2,240
Mail	77
9b. Route 1	259
9c. Route 2	377
9d. Route 3	273
9e. Misc.	5
Newsstand (Leader)	20
Total	3,251

Hutchinson (55350)	
1a. City	5,914
1b. Route 1	423
1c. Route 2	281
1d. Route 3	232
1e. Route 3A	303
1f. Route 4	338
1g. Rack Copies	90
Outstate	290
NIE Copies	338
Newsstand (Leader)	417
Total	8,626

Lester Prairie (55354)	
11a. City	678
Mail	17
11b. Route 1	240
Total	935

Plato (55370)	
Total	50

Silver Lake (55381)	
15a. City	362
15b. Route 1	380
Newsstand (Leader)	15
Total	757

Stewart (55385)	
16a. City	190
16b. Route 1	102
16c. Route 2	185
Newsstand (Leader)	8
Total	485

Winsted (55395)	
17a. City	855
17b. Route 1	250
Total	1,105

MEEKER COUNTY, MN

Cosmos (56228)	
6a. City/Racks	140
Mail	52
6b. Route 1	153
Newsstand (Leader)	15
Total	360

Darwin (55324)	
City	100
Outpost	10
Route 1-2	340
Newsstand (Leader)	5
Total	455

Dassel (55325)	
City	475
BP, Dassel	15
Route 1	310
Route 2	387
Newsstand (Leader)	5
Total	1,192

Eden Valley (55329)	
City	348
Ugly Tom's	20
Route 1	345
Total	713

Grove City (56243)	
City	155
Schmidty's	50
Route 1&2	420
Total	625

Litchfield (55355)	
City	2,849
Mail	63
Bethany	10
Gloria Dei	50
Lincoln Apartments	60
Route 1	443
Route 2	387
Route 3	300
Newsstand (Leader)	30
Counterdrops	485
Total	4,677

Watkins (55389)	
City	185
Route 1	180
Route 2	200
Total	565

RENVILLE COUNTY, MN

Buffalo Lake (55314)	
4a. City	269
4b. Rural	175
Newsstand (Leader)	10
Total	454

Hector (55342)	
10a. City	450
10b. Route 2 & 3	145
Newsstand (Leader)	15
Total	610

SIBLEY COUNTY, MN

New Auburn (55366)	
Total	190
Winthrop (55396)	
18a. City	483
Mail	18
18b. Route 1	100
Newsstand (Leader)	10
Total	611

STEARNS CO., MN

Kimball (55353)	
City	313
Route 1 & 2	180
Total	493

Paynesville (56362)	
Route 2	170
Paynesville Press	10
Total	180

WRIGHT COUNTY, MN

Cokato (55321)	
City	610
Mail	25
Route 1	274
Route 2	320
Newsstand (Leader)	10
Outstate	2
Total	1,241

South Haven (55382)	
Total	420

Non-Duplicating

Total 28,784

PREPRINT RATES

Some preprints (pocketbooks/coupon books) may incur an additional charge due to the special handling required to ensure your insert reaches every home you've targeted. \$100 minimum. Standard bag inserts 6.5¢/ea.

PREPRINT INFORMATION

Please arrange for your preprints to arrive one week prior to insertion. Inserts surface area should be 11" by 14".

PREPRINT SHIPPING ADDRESS

Crow River Press
170 Shady Ridge Rd NW
Hutchinson, MN 55350



PREPRINT RATES & DISCOUNTS (12-month minimum piece agreement required) price per piece						
Size	Non-Contract	50,000 pcs.	200,000 pcs.	575,000 pcs.	1,000,000 pcs.	1,400,000 pcs.
8 1/2 "x11"	\$0.068	\$0.057	\$0.053	\$0.046	\$0.044	\$0.043
2 BS/4 Tab	\$0.073	\$0.058	\$0.054	\$0.050	\$0.046	\$0.045
4 BS/8 Tab	\$0.078	\$0.060	\$0.055	\$0.052	\$0.047	\$0.046
6 BS/12 Tab	\$0.083	\$0.063	\$0.057	\$0.055	\$0.049	\$0.048
8 BS/16 Tab	\$0.088	\$0.068	\$0.064	\$0.058	\$0.055	\$0.054
10 BS/20 Tab	\$0.094	\$0.073	\$0.067	\$0.061	\$0.055	\$0.054
12 BS/24 Tab	\$0.099	\$0.078	\$0.071	\$0.067	\$0.061	\$0.060
14 BS/28 Tab	\$0.104	\$0.083	\$0.078	\$0.072	\$0.069	\$0.067
16 BS/32 Tab	\$0.110	\$0.088	\$0.084	\$0.078	\$0.075	\$0.073
18 BS/36 Tab	\$0.115	\$0.093	\$0.089	\$0.083	\$0.080	\$0.078
20 BS/40 Tab	\$0.121	\$0.098	\$0.095	\$0.089	\$0.086	\$0.084
22 BS/44 Tab	\$0.126	\$0.105	\$0.097	\$0.091	\$0.089	\$0.087
24 BS/48 Tab	\$0.131	\$0.110	\$0.101	\$0.095	\$0.093	\$0.091