The Long Prairie Leader is a 2,500 circulation weekly newspaper. Delivered Tuesdays by postal and vendor sales. An official Todd County Newspaper.

**CLASSIFIED WORD AD RATE**
Minimum, up to 15 words....................................................$6.50
Additional words..................................................................25¢ per word

**Help Wanted ads**
Minimum, up to 15 words....................................................$7.00
Additional words..................................................................25¢ per word

**Work Wanted ads**
Minimum, up to 15 words....................................................$6.00
Additional words..................................................................25¢ per word

Classified word ads run in the Long Prairie Leader and the Leader B Section plus Long Prairie Leader online (4,000 plus views per week).

**DISPLAY AD RATE**
$6.90 per column inch. $6.40 running rate. Running rate is available if advertisement is run once a month for a year or twice a month for six months. Help wanted - $7.20 per column inch.

**Mechanical Requirements**
Size of page: 6 columns wide - 11.5 inches wide, 21 inches deep (printable area).

### Example

<table>
<thead>
<tr>
<th>COLUMN SIZE</th>
<th>TOTAL INCHES</th>
<th>OPEN RATE</th>
<th>RUNNING RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 col. x 3.5&quot;</td>
<td>7&quot;</td>
<td>$48.30</td>
<td>$44.80</td>
</tr>
<tr>
<td>2 col. x 5&quot;</td>
<td>10&quot;</td>
<td>$69.00</td>
<td>$64.00</td>
</tr>
<tr>
<td>2 col. x 7.25&quot;</td>
<td>14.5&quot;</td>
<td>$95.00</td>
<td>$85.00</td>
</tr>
<tr>
<td>4 col. x 7.25&quot;</td>
<td>29&quot;</td>
<td>$160.00</td>
<td>$148.00</td>
</tr>
</tbody>
</table>

**ADVERTISING DEADLINE:**
Thursday at 10 a.m.

**If a display ad runs in both papers, Leader B Section and the Long Prairie Leader, in the same week, a combination rate is available:**
pay full price in the Leader B Section and half price in the Long Prairie Leader.
The Classy Canary is a 30,000 circulation weekly advertising supplement carried by the following newspapers in Central and West Central Minnesota: Echo Press (Alexandria, MN), Swift County Monitor (Benson, MN), Grant County Herald (Elbow Lake, MN), Pope County Tribune (Glenwood, MN), Hoffman Tribune (Hoffman, MN), Long Prairie Leader (Long Prairie, MN), Morris Sun-Tribune (Morris, MN), Paynesville Press (Paynesville, MN), Sauk Centre Herald (Sauk Centre, MN), Wadena Pioneer Journal (Wadena, MN), Wheaton Gazette (Wheaton, MN). Delivered mid-week.

**CLASSIFIED WORD AD RATE**

Minimum, up to 15 words....................................................$8.00  
Additional words......................................................50¢ per word  
The Classy Canary is a 30,000 circulation plus Long Prairie Leader online (4,000 plus views each week).

**DISPLAY AD RATE**

$7.85 per column inch.

**Mechanical Requirements**

Size of page: 6 columns wide - 10.25 inches wide, 15 inches deep (printable area).

<table>
<thead>
<tr>
<th>SIZE</th>
<th>COLUMN SIZE</th>
<th>TOTAL INCHES</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/8 pg.</td>
<td>2 column x 5.5”</td>
<td>11 inches</td>
<td>$86.35</td>
</tr>
<tr>
<td>1/6 pg.</td>
<td>3 column x 5”</td>
<td>15 inches</td>
<td>$117.75</td>
</tr>
<tr>
<td>1/4 pg.</td>
<td>3 column x 7.25”</td>
<td>22.5 inches</td>
<td>$176.63</td>
</tr>
<tr>
<td>1/2 pg.</td>
<td>6 column x 7.25”</td>
<td>45 inches</td>
<td>$353.25</td>
</tr>
</tbody>
</table>

**Example**

ADVERTISING DEADLINE:  
Thursday at 10 a.m.

The Heartland Market is a 20,000 circulation weekly advertising supplement carried by the following newspapers in Central and North Central Minnesota: Barnesville Record-Review (Barnesville, MN), Battle Lake Review (Battle Lake, MN), Clay County Union (Ulen, MN), Independent News Herald (Eagle Bend/Berthia/Clarissa, MN), Hawley Herald (Hawley, MN), Citizens Advocate (Henning, MN), Long Prairie Leader (Long Prairie, MN), Northwoods Press (Nevins, MN), The Independent (Parkers Prairie, MN), Review Messenger (Sebeka/Menagha, MN), Staples World (Staples, MN), Verndale Sun (Verndale, MN). Delivered mid-week.

**CLASSIFIED WORD AD RATE**

Minimum, up to 15 words....................................................$8.00  
Additional words......................................................50¢ per word  
The Heartland Market is a 20,000 circulation plus Long Prairie Leader online (4,000 plus views each week).

**DISPLAY AD RATE**

$7.85 per column inch.

**Mechanical Requirements**

Size of page: 6 columns wide - 10.25 inches wide, 15 inches deep (printable area).

<table>
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<td>$353.25</td>
</tr>
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</table>

**Example**

ADVERTISING DEADLINE:  
Wednesday at 10 a.m.