

ADVERTISING RATES



The LONG PRAIRIE LEADER

Effective
September 1, 2014

21 - 3RD ST. S. • P.O. BOX 479 • LONG PRAIRIE, MN 56347

PHONE: 320-732-2151 • FAX: 320-732-2152

www.lpleader.com • Email: advertising@lpleader.com

Jason C. Brown, Publisher • Gary R. Brown and Susan Lubbers, Advertising

LONG PRAIRIE LEADER

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).

| | |
|-----------|------------------------|
| 1 column |1.777 inches wide |
| 2 columns |3.722 inches wide |
| 3 columns |5.666 inches wide |
| 4 columns |7.611 inches wide |
| 5 columns |9.555 inches wide |
| 6 columns |11.5 inches wide |

| Example COLUMN SIZE | TOTAL INCHES | OPEN RATE | RUNNING RATE |
|---------------------|--------------|-----------|--------------|
| 2 col. x 3.5" | 7" | \$48.30 | \$44.80 |
| 2 col. x 5" | 10" | \$69.00 | \$64.00 |
| 2 col. x 7.25" | 14.5" | \$95.00 | \$85.00 |
| 4 col. x 7.25" | 29" | \$160.00 | \$148.00 |

DEADLINES:

News: Friday at 5 p.m. - Advertising: Friday at noon

LEADER B SECTION

The Leader B Section is an 8,000 circulation weekly shopper covering 80% of Todd County and some areas of Douglas, Stearns and Morrison counties. Delivered Saturday - Sunday.

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: 4 columns wide - 9.75 inches wide, 15 inches deep (printable area).

| | |
|-----------|-----------------------|
| 1 column |2.25 inches wide |
| 2 columns |4.75 inches wide |
| 3 columns |7.25 inches wide |
| 4 columns |9.75 inches wide |

Example

| SIZE | COLUMN SIZE | TOTAL INCHES | OPEN RATE | RUNNING RATE |
|---------|----------------|--------------|-----------|--------------|
| 1/8 pg. | 2 col. x 3.5" | 7" | \$48.30 | \$44.80 |
| 1/6 pg. | 2 col. x 5" | 10" | \$69.00 | \$64.00 |
| 1/4 pg. | 2 col. x 7.25" | 14.5" | \$95.00 | \$85.00 |
| 1/2 pg. | 4 col. x 7.25" | 29" | \$160.00 | \$148.00 |
| 1 pg. | 4 col. x 15" | 60" | \$282.00 | \$255.00 |

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.

Spot and process color is available for both papers, please call for prices.

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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.

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/Bertha/Clarissa, MN), Hawley Herald (Hawley, MN), Citizens Advocate (Henning, MN), Long Prairie Leader (Long Prairie, MN), Northwoods Press (Nevis, 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 words50¢ 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).

- 1 column1.5 inches wide
- 2 columns3.25 inches wide
- 3 columns5 inches wide
- 4 columns6.75 inches wide
- 5 columns8.5 inches wide
- 6 columns10.25 inches wide

Example

| SIZE | COLUMN SIZE | TOTAL INCHES | COST |
|---------|------------------|--------------|----------|
| 1/8 pg. | 2 column x 5.5" | 11 inches | \$86.35 |
| 1/6 pg. | 3 column x 5" | 15 inches | \$117.75 |
| 1/4 pg. | 3 column x 7.25" | 22.5 inches | \$176.63 |
| 1/2 pg. | 6 column x 7.25" | 45 inches | \$353.25 |

ADVERTISING DEADLINE:

Thursday at 10 a.m.

CLASSIFIED WORD AD RATE

Minimum, up to 15 words\$8.00
Additional words50¢ 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).

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ADVERTISING DEADLINE:

Wednesday at 10 a.m.