

Over 12,461 Households/Businesses!

MINNESOTA

FAIRMONT, MN 56031	6178
City of Fairmont	5,435
Rural Route 1	298
Rural Route 2	117
Rural Route 3	328
ALPHA, MN 56111	192
Boxholders	63
Route 1	73
Route 2	56
CEYLON, MN 56121	275
Boxholders	125
Route 1	150
DUNNELL, MN 56127	190
Boxholders	75
Route 1	85
Route 2	30
GRANADA, MN 56039	429
Boxholders	65
Route 1	238
Route 2	126
LEWISVILLE, MN 56060	99
Route 1	99
NORTHROP, MN 56075	52
Boxholders	52
ORMSBY, MN 56162	123
Boxholders	57
Route 1	66
SHERBURN, MN 56171	791
Boxholders	231
Route 1	250
Route 2	310
TRIMONT, MN 56176	499
Boxholders	174
Route 1	325

TRUMAN, MN 56088	885
Boxholders	125
Route 2	430
Route 3	330
WELCOME, MN 56181	539
Boxholders	210
Route 1	329

IOWA

ARMSTRONG, IA 50514	665
Boxholders	190
Route 1	190
Route 2	285
DOLLIVER, IA 50531	110
Boxholders	40
Route 1	70
LEDYARD IA 50556	153
Boxholders	69
Route 2	84
RINGSTED, IA 50578	280
Boxholders	40
Route 1	240
SWEA CITY, IA 50590	444
Boxholders	167
Route 1	168
Route 2	109

NEWSTANDS/DROP-POINTS	176
OUTSTATE, SUBSCRIPTIONS, ETC.	214
OFFICE, TEARSHEETS, FILE, ETC	150

Over 26,000 Readers!*

* based upon 2.1 readers per household (IFPA estimates)

112 E. First Street | PO Box 973
 Fairmont, MN 56031-0973
 Phone: 507-238-9456
 Fax: 507-238-9457
www.fairmontphotopress.com

How To Reach Us Online:

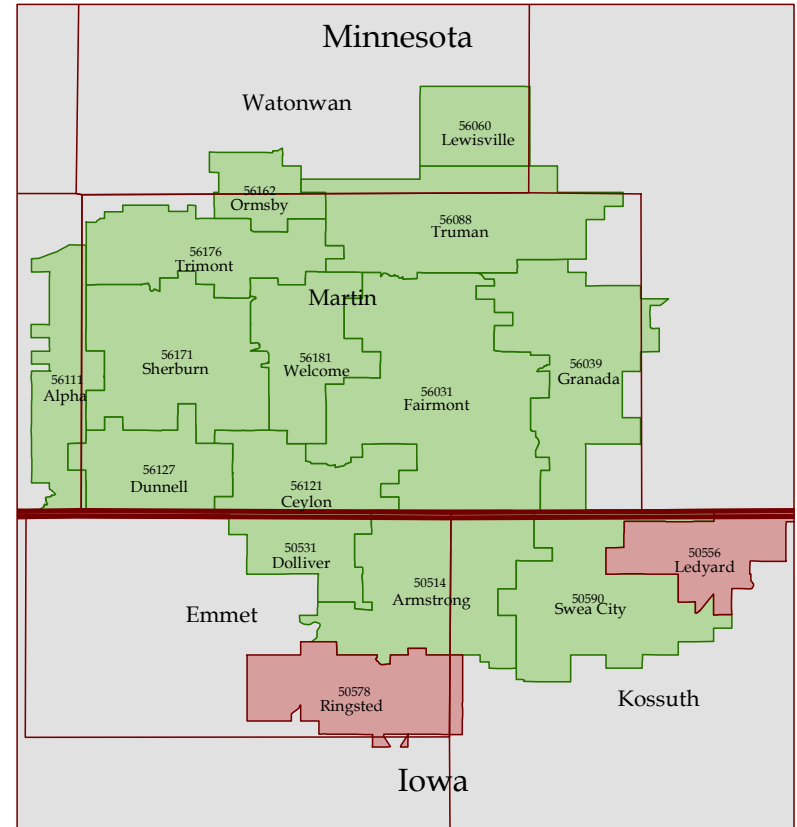
www.fairmontphotopress.com



Manager: jeff@fairmontphotopress.com
 Circulation: editor@fairmontphotopress.com
 Advertising/Sales: ads@fairmontphotopress.com
 Newspaper Design: orders@fairmontphotopress.com
 Press Operator: press@fairmontphotopress.com
 Graphic Design: graphics@fairmontphotopress.com
 Customer Service/Orders: frontdesk@fairmontphotopress.com

PhotoPress

Only good news

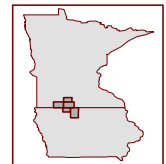


Key to Features

- State Boundary
- County Boundary
- ZIP Code Boundary
- ZIP Code Effective January 2017

Fairmont Photo Press
 Fairmont, Minnesota

11-0009



2018

Advertising Guide

Since 1963, the Photo Press has offered our advertisers the best coverage of the circulation area. We plan to continue our basic philosophy—local news and advertising, with complete saturation coverage of Martin County and the surrounding area. Our weekly paper is supported solely through the advertising and circulars within it. We invite you to compare our circulation with any other print media, then compare costs.

In addition to our paper, we have a digital printing plant to provide you with high quality printing at reasonable prices. Other services include a copy center, complete with full-color capabilities, fax service, plus we accept packages for shipment via UPS. And don't forget to check out our retail area with a wide variety of papers, envelopes, self-inking stamps, magnets, greeting cards, and accessories.

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MECHANICAL SPECIFICATIONS

Tabloid Page Size

10.5" x 14.75" **Six 10-pica columns** **88.5 column inches per page**

COLUMN WIDTHS

1 Column 1.6042" 9p6.3	2 Columns 3.33" 20p	3 Columns 5.0625" 30p4
4 Columns 6.7917" 40p7	5 Columns 8.5208" 51p2	6 Columns 10.25" 61p6

PUBLICATION: Published weekly, on Wednesdays.

DEADLINES: Front Page ads, full page ads and double trucks: 4:59 p.m. Friday preceding publication; All other ads: 11:59 a.m. Monday preceding publication.

COMPOSITION CHARGES: There is no charge for normal composition for advertisements that are published in the Photo Press. Under certain circumstances where there is significant composition, it may be charged at the regular hourly rate.

PROOFS: Proofs are for error correction only. Proofs will be delivered, faxed, or emailed; if requested, whenever possible. All ads will be available for proofing at the Photo Press office. ***If ad copy is submitted to us after the deadline of 11:59 a.m. Monday, a proof cannot be guaranteed.***

TEARSHEETS: There will be a \$1.00 per tearsheet charge. Tearsheets mailed only upon request. No tearsheets for classified word ads.

ADVERTISING LAYOUT SERVICE is available to all advertisers at no charge. Clip art services are available for ads. Composition charges other than for display ads to run in the Photo Press are available at the regular hourly rate.

MINIMUM AD SIZE: 2 column inches. Advertisements that are between 14"-14.75" in length may be charged at the 14.75" rate.

POLITICAL ADVERTISING is charged at the regular earned advertising rate. Political advertising must comply with all regulations pertaining to such advertising. It is the responsibility of the candidate or political committee to ensure that advertising conforms to these regulations, and that the proper disclaimer is included. **Political advertising must be pre-paid.**

BENEFITS: The Photo Press will run a news article at no charge for people or organizations who are sponsoring a special one-time benefit to raise money for a friend or neighbor. Ads will be charged at the regular earned advertising rate.

"GOING OUT OF BUSINESS" advertisements require cash with the ad copy, figured at the earned rate for that size ad.

AD vs. NEWS STORY: Our policy is simple ... other than one-time benefits mentioned above, if you charge, we charge.

PRE-PRINTS: The Photo Press can distribute your pre-printed materials anywhere within our circulation area. Targeted distribution or total distribution is available. (Minimum of 200 pieces by mail.) All pre-prints are machine-inserted. Pre-prints must be folded to no larger than 8½"x11", and boxed or bundled. Deliver to the Photo Press, 112 E. First St., Fairmont, MN 56031, no later than the Friday, plus one week, preceding date of distribution. Our printing division would be happy to accommodate your printing needs, offering high quality products at reasonable prices.

Your account representative or the circulation department at the Photo Press can furnish you with the latest circulation figures for your pre-print distribution. These circulation figures are updated several times a year to make sure the coverage is as complete as possible. The post office in each town in our circulation area is contacted to furnish the total number of patrons in town and rural routes and the Photo Press mails that number of papers each week.

CREDIT POLICIES: All new accounts may require:

- a. A credit check prior to the publication of advertisements.
- b. Or payment in advance.

Any advertiser who has a dispute with his billing must inform the Photo Press within 10 days so that action may be taken to correct the problem.

All accounts over 60 days past due will have all their advertisements removed from publication. Accounts over 90 days past due will be turned over for collection. Debtors should contact the Photo Press to arrange a payment schedule to avoid having their delinquent account turned over to a third party.

Insufficient funds check: When we are notified that we have been issued an insufficient funds check, the issuer has 48 hours to redeem the check or the Photo Press will start collection proceedings and remove advertisements from publication. In addition, there will be a \$40.00* charge for each insufficient funds check.

(*subject to change depending on financial institution charges)

SATURATION COVERAGE OF MARTIN COUNTY, MINNESOTA AND ADJACENT AREAS

MINNESOTA – • Fairmont • Alpha • Ceylon • Dunnell • Granada • Lewisville
• Northrop • Ormsby • Sherburn • Trimont • Truman • Welcome
IOWA – • Armstrong • Dolliver • Ledyard • Ringsted • Swea City

Available at: Kwik Trip, Fairmont & Blue Earth • Poppe's, Fairmont
• Trimont Town Center, Trimont • Elmore Library, Elmore
PLUS – Subscriptions, Miscellaneous and Other In-County locations.

Read our entire paper for free online at: fairmontphotopress.com



Rates subject to change without notice

Open Rate

(Rates are per column inch per ad)

SIZE OF AD IN COLUMN INCHES	REGULAR DISPLAY	CLASSIFIED DISPLAY
MORE THAN 88.5"	\$9.28	\$10.30
MORE THAN 75 TO 100"	10.15	10.65
MORE THAN 50" TO 75"	10.57	11.13
MORE THAN 25" TO 50"	11.08	11.60
MORE THAN 15" TO 25"	11.55	12.00
MORE THAN 6" TO 15"	12.00	12.50
UP TO 6"	12.45	12.95
FULL FRONT PAGE	\$950.00	N/A
FULL PAGE INSIDE (88.5")	898.28	N/A
HALF FRONT PAGE	540.00	N/A
HALF PAGE INSIDE (43.5")	481.98	504.60
QUARTER PAGE (23")	251.21	261.00

MISCELLANEOUS CHARGES:

Full Color: \$1.50 per column inch up to..... \$125.00

INSERTS..... .05 cents each*

*8.5"x11"; \$50.00 minimum, up to 12 tabloid pages.

(Over 12 tabloid pages or enamel and coated stocks, rates are based on weight.)

MARKETPLACE ADS: \$16.00 PER INSERTION.

Ads can be scheduled weekly, every other week, monthly, etc.

PICTURE PEDDLER ADS: (Picture plus 25 words)

One week..... \$17.00

Two weeks..... 27.00

Additional weeks..... 10.00

For an additional \$3.50, we'll take the picture for you! Ask for details.

CLASSIFIED WORD ADS:

Up to 20 words..... \$7.00

10 cents per word after 20 words. Ads must be paid for when placed.

\$1.00 extra for **bold** wording.



Rates subject to change without notice

Contract Rates

(Signed Contract Required)

Annual (52 Week) Contract: up to a quarter page

Weekly: \$10.25 per column inch (so whatever the ad size is times \$10.25)

Every other week: \$10.75 per column inch.

Less than every other week: \$11 per column inch.

Annual Contract: up to a half page

Weekly: \$9.25 per column inch (so whatever the ad size is times \$9.25)

Every other week: \$9.75 per column inch.

Less than every other week: \$10 per column inch.

Annual Contract: up to a full page

Weekly: \$8.75 per column inch (so whatever the ad size is times \$8.75)

Every other week: \$9.25 per column inch.

Less than every other week: \$9.50 per column inch.

26-week (half year) Contract: up to a quarter page

Weekly: \$10.50 per column inch (so whatever the ad size is times \$10.50)

Every other week: \$11 per column inch.

Less than every other week: \$11.15 per column inch.

26-week Contract: up to a half page

Weekly: \$9.50 per column inch (so whatever the ad size is times \$9.50)

Every other week: \$10.00 per column inch.

Less than every other week: \$10.25 per column inch.

26-week Contract: up to a full page

Weekly: \$9.00 per column inch (so whatever the ad size is times \$9.00)

Every other week: \$9.50 per column inch.

Less than every other week: \$9.75 per column inch.

13-week Contract: up to a quarter page

Weekly: \$10.75 per column inch (so whatever the ad size is times \$10.75)

Every other week: \$11.15 per column inch.

Less than every other week: \$11.25 per column inch.

13-week Contract: up to a half page

Weekly: \$9.75 per column inch (so whatever the ad size is times \$9.75)

Every other week: \$10.15 per column inch.

Less than every other week: \$10.50 per column inch.

13-week Contract: up to a full page

Weekly: \$9.25 per column inch (so whatever the ad size is times \$9.25)

Every other week: \$9.75 per column inch.

Less than every other week: \$10.00 per column inch.

EXAMPLE TO FIGURE CONTRACT RATES: ABC Supply Company wants to run a 2 column by 4 inch ad every week for 26 weeks. Multiply 2 (columns) by 4 (inches) to get 8 column inches; 8 column inches is less than a quarter page, so it will fall in that category. ABC's rate will be \$10.50 per column inch (\$84.00 per insertion) regular display. Classified Display ads that will want to run contracts will need to contact the manager to determine the contract rate for that specific ad.