

**2022
Media
Kit**

Northland PRESS

Your Community News Resource



**A COMMUNITY NEWSPAPER SERVING
CROSSLAKE, EMILY, FIFTY LAKES, IDEAL CORNERS, JENKINS,
MANHATTAN BEACH, MERRIFIELD, OUTING AND PINE RIVER**

Northland PRESS

Crosslake Office: 13833 Riverwood Lane Suite 2, Crosslake, MN 56442

Phone: **218.692.5842** • Fax: 218.692.5844

Outing Office: P.O. Box 145, Outing, MN 56662 • FAX: 218.792.5844

news@northlandpress.com • www.northlandpress.com

Frequency: Weekly, Tuesday, U.S. Mail (50/52 weeks) **First Publication:** April 5, 2005
Circulation: Free Distribution with Total Market Saturation; Circulation Verification Council (CVC) Audit
Serving: Breezy Point, Crosslake, Emily, Fifty Lakes, Jenkins, Manhattan Beach, Merrifield, Outing, Pequot Lakes, Pine River and surrounding townships.
Owners: Joanne & Paul Boblett
Deadlines: Display Advertising: Thursday by 12:00 pm; Classifieds: Friday by 11:00 am
Page Specs: Broadsheet Format; Print Area: 11.75 inches wide by 20.5 inches tall; 6 Columns
Column sizes: 1 col. = 1.8" 2 col. = 3.79" 3 col. = 5.78" 4 col. = 7.77" 5 col. = 9.76" 6 col. = 11.75"
Office hours: Crosslake: Tuesday-Thursday 9am-4pm, Friday 9am-12 noon

Display Advertising Rates: (Deadline Thursday at 2:00 pm)

Term And Volume Rate Discounts Available

- **Display Ads** - Open Rate \$10.50 per Column inch
- **Political** - Prepaid ONLY \$10.50 per Column inch
- **National Commissionable** \$17.00 per Column inch
- **Legal Advertising** Available on Request
- * **Professional Directory** Available on Request

Process Color: 4 column inches \$40; 5-12" \$60; 13-21" \$80; 22+" \$110

Personal Display Ads: (Deadline Thursday at 2:00 pm)

- Birth and Death Notices FREE w/limited availability due to space constraints
- Milestone Anniversary FREE w/limited availability due to space constraints
- Milestone Birthday FREE w/limited availability due to space constraints
- Birthday/Anniversary \$10.00 per column inch (for first 4 column inches, then open rate applies)
- Personal (non-business) Thanks \$10.00 per column inch (for first 4 column inches, then open rate applies)

Classified Word Advertising Rate: (Deadline Friday at 12 noon)

- Lost and Found ads are free; all other Classifieds: 65¢ per word (\$8 minimum/week) + \$1 Box
- Options: **Bold Face** \$1.00

Preprinted Inserts: (deadline Thursday 4:00 pm)

- \$70 per thousand* for full run; Zoning is available with a flat broken route charge of \$50

*Rates may vary depending on size and weight of insert

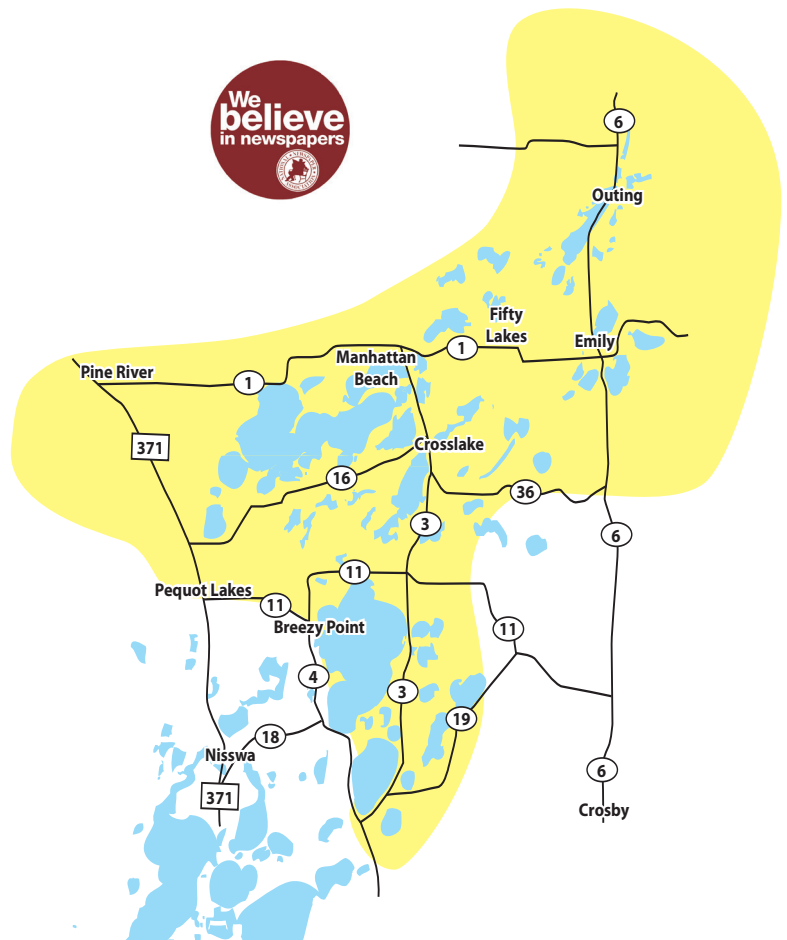
Northland Press Advertising Policy:

Our policy is simple: If you charge, we charge. We regularly receive requests for free publicity, including items with the words "Press Release" or "News Release" in large print across the top followed by a description promoting products or services of the individual, agency, organization or business that sent the request. If you charge for something, it is generally to cover expenses, and one of those expenses needs to be promotion (i.e. advertising). We want your news. We want your advertising. Let the Northland Press assist you in presenting both to our readers.

Who Receives The Northland Press?



MINNESOTA
NEWSPAPER
ASSOCIATION



Reach Your Target Market in our Professional Directory!

JOE'S PLUMBING

**Full Service
Residential • Commercial**

Licensed and Insured

*20 years experience
in the Lakes Area!*

218-555-1234 • joe@hometown.net

1c x 1.5"

6 Months - \$13.40/week

1 Year - \$11.80/week

1c x 2"

6 Months - \$17.85/week

1 Year - \$15.75/week

CAMBRIA LAWN & LANDSCAPING

Make the switch to a
healthier yard
with our safe and natural,
chemical-free
lawn care solutions.

CROSSLAKE • EMILY • OUTING

218-555-2345

1c x 3"

6 Months - \$26.75/week

1 Year - \$23.65/week

Woodland Graphics MN



Catalogs ♦ Brochures

Display Ads

Logos ♦ Mailings

218-866-0306

For more information
contact 218-692-5842 or
news@northlandpress.com

THESE ADS APPEAR IN THE PROFESSIONAL DIRECTORY SECTION ONLY.

Take Advantage of Our Annual Special Sections



Crosslake Winterfest
Jan. 25 & Feb. 1, 2022
(Deadline Jan. 19)



St. Patrick's Day Celebration
March 8 & 15 2022
(Deadline Mar. 2)



Spring Home Improvement
April 19, 2022
(Deadline April 13)



Summer Fun Guide
June 21, 2022
(Deadline June 14)



Crosslake Days*
September 13 & 20, 2022
(Deadline Sept. 7)



Fall Home Improvement
October 4, 2022
(Deadline Sept. 3)



Veterans Day
November 8, 2022
(Deadline Nov. 2)



5 Weeks of Christmas
November 22, 29,
December 6, 13 20, 2022
(Deadline Wed. prior to publish date)

2022 Publishing Dates of Note

Valentines Day
Feb. 8, 2022
(Deadline Feb. 2)

Mother's Day
May 3, 2022
(Deadline Apr. 27)

Memorial Day
May 24, 2022
(Deadline May 17)

4th of July
June 28, 2022
(Deadline June 23)

Emily Day
July 12, 2022
(Deadline July 6)

Labor Day
August 30, 2022
(Deadline Aug. 24)

Halloween
Oct. 25, 2022
(Deadline Oct. 20)

Thanksgiving
Nov. 22, 2022
(Deadline Nov. 16)

Christmas
Dec. 20, 2022
(Deadline Dec. 14)

Contact the Northland Press with your Story Ideas, Letters to the Editor,
Subscriptions, & Display and Classified Advertising.
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*Locally
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and
Operated
Since
2005*

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