

Northland PRESS

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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.