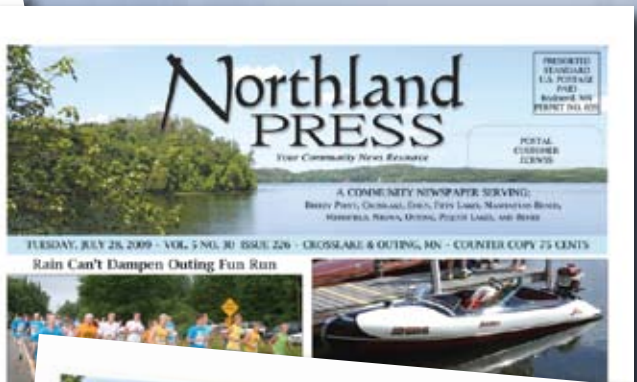


# Northland PRESS

Your Community News Resource

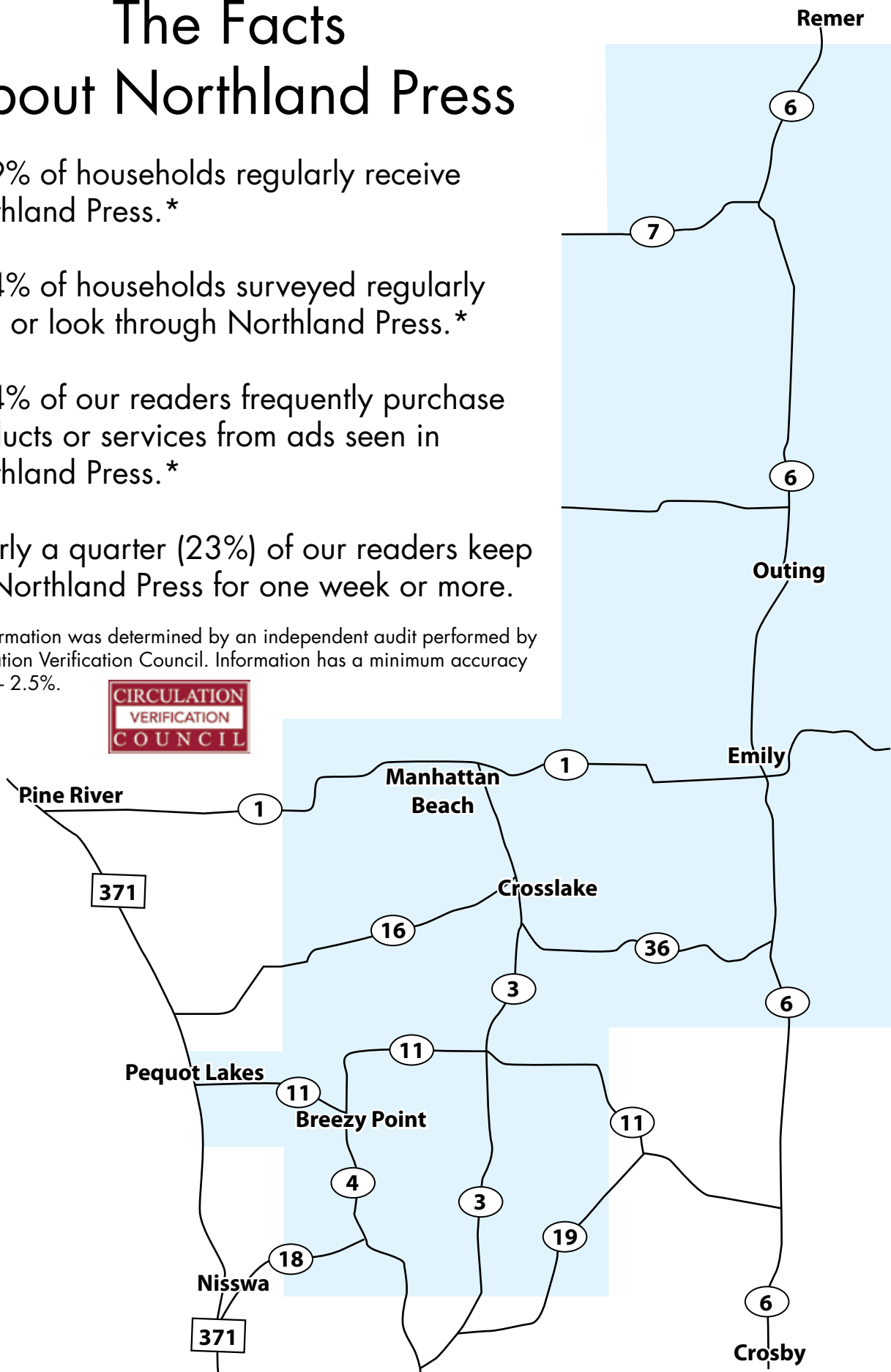


A COMMUNITY NEWSPAPER SERVING  
BREEZY POINT, CROSSLAKE, EMILY, FIFTY LAKES, MANHATTAN BEACH,  
MERRIFIED, OUTING, PEQUOT LAKES AND REMER

# The Facts About Northland Press

- 98.9% of households regularly receive Northland Press.\*
- 87.4% of households surveyed regularly read or look through Northland Press.\*
- 77.4% of our readers frequently purchase products or services from ads seen in Northland Press.\*
- Nearly a quarter (23%) of our readers keep the Northland Press for one week or more.

\* This information was determined by an independent audit performed by the Circulation Verification Council. Information has a minimum accuracy level of +/- 2.5%.



# 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

Email: news@northlandpress.com • website: www.northlandpress.com

**Frequency:** Weekly, Tuesday, U.S. Mail      **First Publication:** April 5, 2005  
**Circulation:** Free Distribution with Total Market Saturation; Circulation Verification Council (CVC) Audit  
**Serving:** Over 5,000 Homes & Businesses in: Breezy Point, Crosslake, Emily, Fifty Lakes, Manhattan Beach, Merrifield, Outing, Remer.  
**Owners:** Joanne & Paul Boblett  
**Deadlines:** Display Advertising: Thursday by 12:00 pm; Classifieds: Friday by 11:00 noon  
**Page Specs:** Broadsheet Format; Print Area: 11.75 inches wide by 20.5 inches tall; 6 Columns  
**Col. Specs:** 1 col. = 1.8" 2 col. = 3.79" 3 col. = 5.78" 4 col. = 7.77" 5 col. = 9.76" 6 col. = 11.75"

## Display Advertising Rates: (Deadline Thursday at 12:00 pm)

**Monthly Volume Rate Discounts Are Available**

- **Display Ads** - Open Rate      \$8.85 per Column inch
- **Political** - \*Prepaid only      \$8.85 per Column inch
- **Classified Display** - Open Rate      \$8.85 per Column inch
- **National Commissionable**      \$13.00 per Column inch
- **Legal Advertising**      Available on Request
- **Professional Directory**      Available on Request

**Process Color: \$110** - \*Volume discounts available

## Personal Display Ads: (Deadline Thursday at 12:00 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      \$8 per column inch (for first 4 column inches, then open rate applies)
- Personal (non-business) Thanks      \$8 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: 50¢ per word (\$6 minimum/week) + \$1 Box
- Options: **Bold Face** \$1.00

## Preprinted Inserts: (deadline Thursday 5 pm)

- \$65 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.*



# Northland PRESS

*Your Community  
News Resource*

*Local News, Sports, Special Features,  
Open Forum and Editorials.*

*The Northland Press is your "one-stop shop" for everything  
you want to know about our community.*

*Think about it...*

*In-depth Community News and Entertainment every Tuesday.*

*Local Businesses displaying their Field of Expertise.*

*An easy to use and find Classified Section.*

*Community Participation and Recognition.*

***Is it any surprise that the local newspaper is still  
America's number one source of information.***

***Contact the Northland Press,  
your Locally Owned and Operated Newspaper,  
with your: Story Ideas, Letters to the Editor,  
Subscriptions, Display Advertising and Classified Needs.***

**Northland Press**

**218 692-5842 · [news@northlandpress.com](mailto:news@northlandpress.com)**

**Visit us on the web at:  
[www.northlandpress.com](http://www.northlandpress.com)**