



Independent NEWS HERALD



Rate Card & Fact Sheet

January 1, 2011

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**We are independently
(and locally)
Owned and Operated**

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Serving the County of Todd

- Official newspaper for the city of Clarissa, Eagle Bend, Bertha, Hewitt and surrounding communities; and Bertha-Hewitt and Eagle Valley School districts.
- Member of Minnesota National Newspaper Association.
- Weekly newspaper, 2,450 paid circulation.
- Online edition available to subscribers worldwide.
- Weekly shopper (Heartland Market) with a 38,000 circulation. An annual Todd County Resource Guide and several special issues throughout the year.
- Commercial print shop for business invoices, envelopes, stationery, tickets, carbonless forms, receipt books, and more!
- Photos and Photo Gifts.
- Office and Printing Supplies.
- Custom orders for rubber stamps, banners, and Carlson Craft (wedding, graduation, and other special invitations, reception items, and accessories).

Advertising Deadlines

Independent News Herald.....4 p.m. Friday

Heartland Market11:30 a.m. Thursday

**Job printing, ad design and
promotional items available!**

Display Ad Rates

The Independent News Herald is a weekly, paid circulation newspaper distributed on Wednesday. It is a broadsheet product and is mailed second class postage.

OPEN RATE\$7.25/col. in.
REPEAT RATE.....\$6.25/col. in.
NATIONAL RATE..\$8.75/col. in.

CIRCULATION 2,450

STANDARD SIZE AD DISCOUNTS

(Repeat Discount Rate Does Not Apply)

<u>FULL RATE</u>	<u>DISCOUNT RATE</u>
Full Page.....\$935	15% Discount\$795
3/4 Page\$701	15% Discount\$596
1/2 Page\$470	10% Discount\$423
1/3 Page\$312	10% Discount\$280
1/4 Page\$230	15% Discount\$195
1/8 Page\$116	5% Discount\$110

The Heartland Market is a tabloid-sized common supplement carried in the Independent News Herald and many other participating paid circulation newspapers. It gives advertisers broad area coverage. Our participating newspapers are: Barnesville, Battle Lake, Detroit Lakes, Hawley, Henning, Long Prairie, New York Mills, Park Rapids, Parkers Prairie, Perham, Sebeka-Menahga, Staples, Verndale, Wadena.

OPEN RATE\$11.00/col. in.
1/4 PAGE\$245 (camera ready \$220)
1/2 PAGE\$495 (camera ready \$445)
Full PAGE\$975 (camera ready \$875)

CIRCULATION 38,000

Insert Rate.....\$70/thousand (7¢ each)

Classified Advertising

Independent News Herald

Regular Line Ads

20 word ad.....\$7.25
 Over 20 words20¢ per word

\$1 discount for repeat insertions

(ex: \$7.25 first week, \$6.25 2nd week, 3rd week FREE additional weeks w/no changes \$6.25)

**CLASSIFIED ADS ON THE INTERNET
 FREE WHEN ADVERTISED IN THE
 INDEPENDENT NEWS HERALD**

adquest.com

Color Rates

One Color Plus Black\$50
 Full Color \$120

(Rates are per publication)

Blind Ads

Ads placed without a business name. Newspaper collects responses. \$10 Fee

Heartland Market Ads

20 word ad.....\$9.30

Over 20 words 35¢ per word

When placed in Heartland Market, is placed FREE in the Independent News Herald

Auction Listings

.....\$1.20/line \$6.00 minimum

Miscellaneous Ad Rates

Legal Rate

First & Second Insertion\$8.95/in.

Other Display Rates

Obituaries, Birth Announcements, Engagements, Weddings, In Memory, Thank You, Anniversaries (with photo)

1 col.\$11 Repeat \$8

2 col.\$18 Repeat \$15

WITHOUT PHOTOS: CHARGE \$7.25 1st week \$6.25 2nd week, 20 words, 10¢ each additional word for: Birth Announcements, Engagements, In Memory, Thank You, Open Houses

OBITUARIES FREE

Business Directory

Runs weekly

2"x 1 3/4"\$37.05/mo.

2"x 2 1/4"\$44.30/mo.

2"x2 3/4"\$54.50/mo.

2"x4"\$71.05/mo.

2"x5"\$87.55/mo.

Business Profile

Full Color Ad with Story

7 month contract.....\$65/mo.

ALL DISPLAY ADS, CLASSIFIEDS NEED TO BE PAID PRIOR TO RUNNING UNLESS YOU HAVE AN ACCOUNT CURRENTLY WITH US OR MADE ARRANGEMENTS

SERVICE DIRECTORIES FOR NEW BUSINESSES NEED TO PRE-PAY THE FIRST 6 MONTHS OF PUBLICATION

WE ACCEPT VISA & MASTERCARD

Mechanical Specifications

SIZE AND FORMAT: The Independent News Herald is printed on a web press in broadsheet format. A full page is 6 col. wide by 21 1/2" high.

The Heartland Market is printed on a web press in tabloid format. A full page is 5 col. wide by 15 1/2" high.

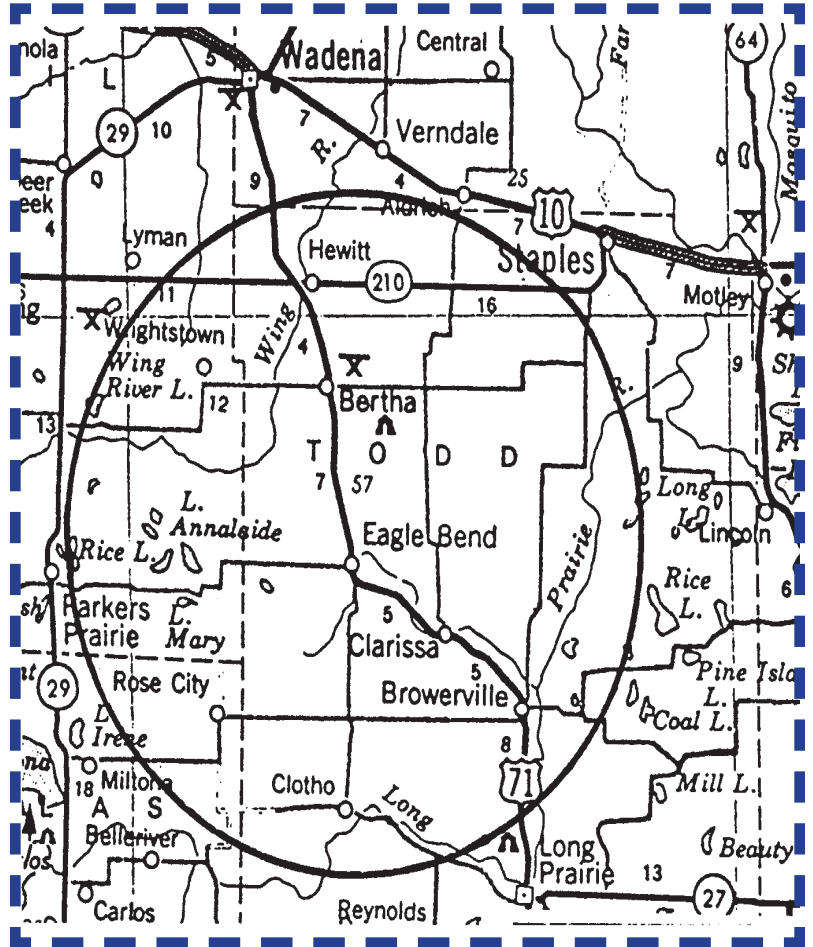
Exact column widths for Independent News Herald are as follows:

1 col. 1.8, 2 col. 3.7, 3 col. 5.67, 4 col. 7.58, 5 col. 9.5, 6 col. 11.4

ELECTRONIC SUBMISSIONS: Text, photos, and ads may be submitted via e-mail to: news@inh-news.com. All printed products are produced on Macintosh computers, and we accept the following formats: TIFF, JPEG, PDF (even if created on a PC). Any photos or artwork should be submitted at 200 dpi resolution or higher. We can accept material on CD.

SOFTWARE COMPATIBILITY: For best results, materials submitted electronically should be compatible with our software. We use In-Design, Photoshop 7 and Acrobat 7.0. We can receive (and convert) documents in Word and many other word processing programs. For text only, the easiest way to submit electronically is to copy the text into the body of your e-mail and send it to us at news@inhnews.com.

If in doubt, please call or e-mail us with questions:
218-756-2131 • news@inhnews.com



• Subscription Rates •

\$26 Local • \$35 In-state • \$40 Out-state • Foreign \$45
\$2/Extra Ea. Mo. for Snowbirds to switch to out-state

• •
SPECIAL EDITIONS
4 TIMES A YEAR

TOTAL MARKET COVERAGE 5,000
CIRCULATION REACHING
12,000 READERS

Bertha 56437 • Hewitt 56453
Eagle Bend 56446 • Clarissa 56440
Browerville 56438
Parkers Prairie 56361
Verndale 56434 • Staples 56479
Miltona 56453 • Cushing 56443
Carlos 56319 • Long Prairie 56347
Wadena 56482 • Aldrich 56434
• •

Inserts

Single Sheet .070 pc.
4 Page Tab .070 pc.
8 Page Tab .08 pc.
12 Page Tab .085 pc.
16 Page Tab .09 pc.
20 Page Tab .095 pc.
24 Page Tab .10 pc.

\$70/Thousand • Minimum Charge – 2,000 Inserts

The Independent News Herald Reaches over 6,000 readers each week in a 400 sq. mile area of Northern Todd County & Eastern Otter Tail County

12 Townships • 4 Cities in Todd County

Paid Subscribers:

Wadena-158 • Hewitt-92 • Bertha-365 • Eagle Bend-485 • Clarissa-407 • Browerville-240 • Long Prairie-225

Surrounding Area-245:

Staples, Verndale, Carlos, Miltna, Parkers Prairie, Alexandria, Osakis, Aldrich • Non Local-275

PRINTING •• PRINTING •• PRINTING

TIRED?



of running miles for your printing needs?
**PRINTING FOUND RIGHT UNDER
YOUR NOSE IN CLARISSA**

We can do Letterheads, Brochures, Business Cards,
Posters, Calendars, Raffle Tickets, Post Cards,
Announcements, Invoices, Envelopes, Labels, Newsletters

COLOR COPYING IS AVAILABLE
SPECIALTY ITEMS ALSO CAN BE ORDERED



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Policies

1. All advertising submitted is subject to the approval of the publisher. The publisher reserves the right to refuse any advertising content which does not meet the newspaper's standards of acceptance.
2. Any advertising designed to imitate news material will have the words "paid advertisement" set in bold type above and/or below the ad.
3. The publisher shall not be liable for slight changes or typographical errors which do not lessen the value of the advertisement. The publisher shall not be liable for any other errors appearing in any advertisement when copy is received after deadline or when incorrect copy is submitted by the advertiser.
4. If there is an error for which the publisher assumes responsibility, that responsibility shall be limited to republishing that advertisement or crediting the advertiser for the amount of space materially affected by the error.
5. All claims for adjustment must be communicated to the publisher by the next business day after publication.
6. The publisher's liability of failure to publish in the specific issue requested by the advertiser is limited to publishing the advertisement in any subsequent issue or refund of any money paid for the advertisement.
7. The advertiser and/or advertising agency agree to defend and indemnify the publisher against any and all liability, loss, or expense arising from claims of libel, unfair competition, copyrights, unfair trade practice, infringement of trademarks, trade names or patents, violations of rights of privacy, or proprietary rights resulting from the publication of the advertisement.
8. All art composition, copy and photography is copyrighted and shall not be reproduced without the consent of the publisher.
9. All political advertising is charged at regular advertising rates and must bear the proper disclaimers.
10. The publisher reserves the right to change newspaper advertising rates and conditions at any time, in which event the advertising contracts can be amended

Rates effective January 2011

COLOR COPIES 50¢ EACH