

2021-22

CITIZEN PUBLISHING ADVERTISING RATES* AND INFORMATION

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THE SHOPPER:

Published Saturdays
Circulation of 8,750

COTTONWOOD COUNTY CITIZEN:

Published Wednesdays
Circulation of 2,100

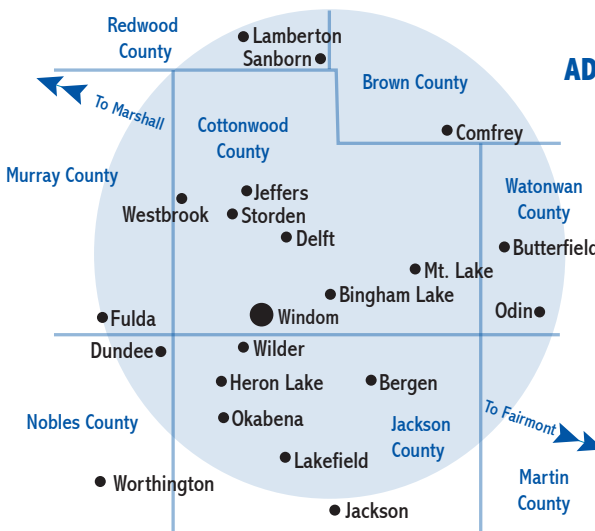
MOUNTAIN LAKE/ BUTTERFIELD OBSERVER/ADVOCATE:

Published Wednesdays
Circulation of 825

SOUTHERN MINNESOTA PEACH:

Inserted into the Mt. Lake/Butterfield Observer/Advocate, Cottonwood County Citizen, Jackson County Pilot, Lakefield Standard, St. James Plaindealer, Martin County Star and the Sleepy Eye Herald-Dispatch. Circulation of under 8,000.

THE SHOPPER DISTRIBUTION MAP



ADVERTISING DEADLINES:

- ▶ **THE SHOPPER**
Copy Deadline Thursday 9:00 a.m.
- ▶ **THE CITIZEN**
Copy Deadline Monday 12:00 Noon
- ▶ **THE OBSERVER/ADVOCATE**
Copy Deadline Friday 5:00 p.m.
- ▶ **THE SOUTHERN MINNESOTA PEACH**
Copy Deadline Friday 5:00 p.m.

THE SHOPPER

Open Display	\$10.40
Classified Display	\$10.00
Entertainment (S/C)	\$11.40
Entertainment (S/C/OA)	\$13.20
Help Wanted Advertising	\$11.40

SOUTHERN MINNESOTA PEACH

Display	\$10.00
Help Wanted Advertising	\$11.40

COLOR COST

Full-color is \$245. Because of press limitations color is not always available.

PREPRINT AND AREA DISTRIBUTED

Must have inserts by 4:00 p.m. Tuesday

Single Sheet (8½"x11½")	Per Copy 10¢
4 Tab Pages	Per Copy 11¢
8 Tab Pages	Per Copy 12¢
12 Tab Pages	Per Copy 13¢
16 Tab Pages	Per Copy 14¢
20 Tab Pages	Per Copy 15¢
24 Tab Pages	Per Copy 16¢

Large inserts, booklets and broadsheet inserts will be quoted separately. Rates subject to change when third class postage increases. A 1¢ folding charge will be added to any insert not already folded to 10½"x11½" or smaller. 1000 minimum inserts required.

COTTONWOOD COUNTY CITIZEN

Open Display	\$10.00
Classified Display	\$10.00
Help Wanted Advertising	\$11.40

MOUNTAIN LAKE/BUTTERFIELD OBSERVER/ADVOCATE

Open Display	\$8.40
Classified Display	\$10.00
Help Wanted Advertising	\$11.40

LIFT RATE SPECIAL

Run an ad in The Shopper and the same ad, the same week, will run in the Observer/Advocate, Peach or Citizen for **HALF PRICE!**

*All rates shown are net cost, and per column inch. Rates effective November 1, 2021 and subject to change without notice. Rates do not include automatic SEO charge.

SEARCH ENGINE OPTIMIZATION (SEO) WITH EVERY AD

Advertise with us and we will help boost your search results. The more ads you run the better your results. Your ads will also automatically be uploaded to the **Cottonwood County Circuit** for online viewing.

Under 10" Ad	\$12.00/ad (\$20 monthly maximum)
10" Ad or Over	\$15.00/ad (\$40 monthly maximum)