2026-27

CITIZEN PUBLISHING ADVERTISING RATES* AND INFORMATION

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THE SHOPPER:
Published Saturdays
Circulation of 8,350

COTTONWOOD COUNTY CITIZEN:
Published Wednesdays
Circulation of 2,000

MOUNTAIN LAKE/ BUTTERFIELD OBSERVER/ADVOCATE:
Published Wednesdays
Circulation of 800

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 just under 7,500.

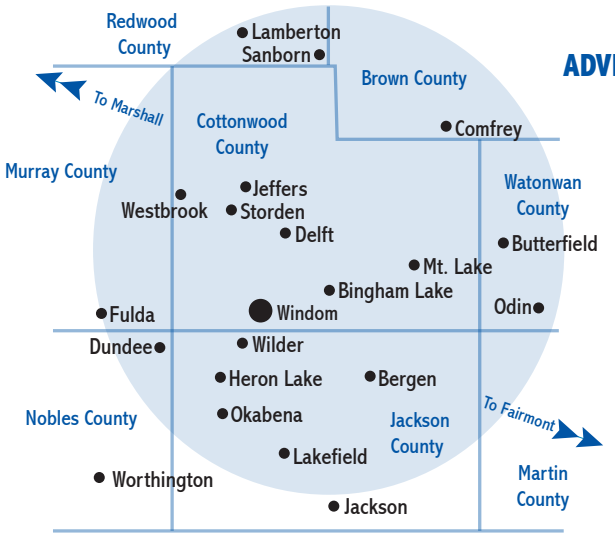
PREPRINT AND AREA DISTRIBUTED

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

Single Sheet (8½"x11½")	Per Copy 14¢
4 Tab Pages	Per Copy 15¢
8 Tab Pages	Per Copy 16¢
12 Tab Pages	Per Copy 17¢
16 Tab Pages	Per Copy 18¢
20 Tab Pages	Per Copy 19¢
24 Tab Pages	Per Copy 20¢

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.

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 Thursday 4:00 p.m.

THE SHOPPER

Open Display	$11.60
Classified Display	$11.20
Entertainment (S/C)	$12.70
Entertainment (S/C/OA)	$14.50
Help Wanted Advertising	$12.70

COTTONWOOD COUNTY CITIZEN

Open Display	$11.20
Classified Display	$11.20
Help Wanted Advertising	$12.70

MOUNTAIN LAKE/BUTTERFIELD OBSERVER/ADVOCATE

Open Display	$9.60
Classified Display	$11.20
Help Wanted Advertising	$12.70

SOUTHERN MINNESOTA PEACH

Display	$11.20
Help Wanted Advertising	$12.70

COLOR COST

Full-color is $265. Because of press limitations color is not always available.

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, 2026 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 .....$14.00/ad ($22 monthly maximum)
10" Ad or Over....$17.00/ad ($42 monthly maximum)

the Shopper

***THE* advertising force in our area!**

The *results* are in.

Recently, the Circulation Verification Council (CVC) completed an audit of the Shopper. Each year, we open our books to the CVC auditors for an independent, third-party review and verification of circulation and readership.

HERE ARE JUST A FEW EXCITING FACTS:

77.8%

of those who receive the Shopper every week regularly look through it.

This is nearly 8 out of every 10. No other media can say that!

77.1%

of our readers purchase products or services directly from ads seen in the Shopper.

And with 1.7 readers per household per edition, that results in

11,488

WEEKLY READERS

Our Powers Combined

Citizen Publishing is now offering digital marketing options backed by digital powerhouse Arvig Media. Arvig is a Minnesota-based company that has built over 1,000 websites with an equal amount of digital clients. As a Google and Facebook Marketing Partner, they are a full-service marketing agency.

ASK US ABOUT —

- Internet Marketing
- Search Engine Optimization
- Social Media Advertising
- Pay-Per-Click Advertising
- Email Marketing
- Websites

NEED A LOGO?

93%

OF PURCHASING DECISIONS ARE MADE BASED ON VISUAL PERCEPTIONS

When you're ready for a new logo, business cards, letterhead or anything print-related,

GIVE OUR AWARD-WINNING DESIGN TEAM A CALL!

We don't just 'do' websites,

We DESIGN websites.

85% of customers check a business online before making a purchase.

Customers like to research a business before they feel comfortable making a purchase. This is even true for customers who want to buy in-store,

as 76% will look up a business' website before heading to a physical location.

~ zippia.com, Feb. 23, 2023

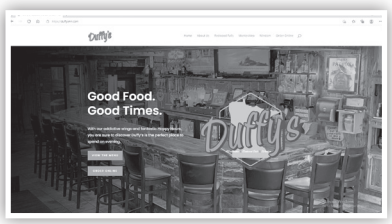
75% of people judge a company's credibility based on its website.

~ zippia.com, Feb. 23, 2023

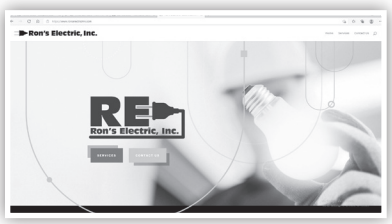
A website is your digital front door that welcomes customers looking for your products and services. We take pride in working with our clients to custom-build a website that reflects their image.

Call your sales rep today to schedule a no-obligation consultation.

Examples of websites we've designed



www.duffysmn.com



www.ronselectricmn.com

CITIZEN Publishing Company

Social media marketing powered by arvig Media