

The Journal

Delivering Koochiching County to your Door



Advertising Rates

Effective October 1, 2011

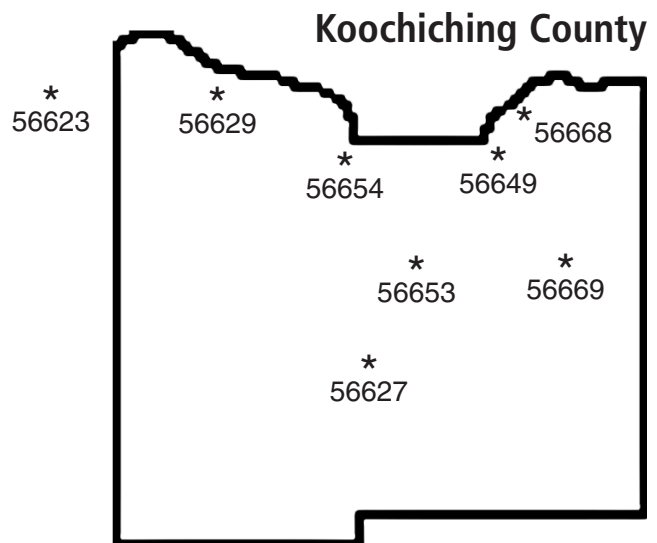
1602 Hwy. 71, International Falls, MN 56649

(218)285-7411 • (888)331-1033

Fax (218)285-7206 • www.ifallsjournal.com

The Market You Want...

Int'l Falls	56649
Ranier	56668
Littlefork	56653
Big Falls	56627
Birchdale	56629
Loman	56654
Ray & Kabetogama	56669
Baudette	56623



In A Paper You Can Trust.

The Journal

North Star Publishing Company

1602 U.S. Highway 71

International Falls, MN 56649

Phone: 218-285-7411 • Fax: 218-285-7206

www.ifallsjournal.com

Circulation: Wednesday 3,200, Saturday 7,500

Established: 1911

Published: Wednesday & Saturday
except for 6 major holidays

Personnel:

Publisher:	Rob Davenport
Advertising Director:	Mickie Olson
Editor:	Laurel Beager
Circulation Manager:	Dana Hartje

Deadlines

Publication Day . . .WednesdaySaturday

Display AdsFriday 5pmWednesday 2pm

Word AdsTuesday Noon . . .Thursday Noon

Special Programs

Community Sponsorship Program \$20.00 per month: Your Business name, address and phone number will be listed on a monthly full-page ad with a timely message of community importance. You will also be listed for free on any "Go Broncos" pages which run when students achieve state competition level.

TV Guide:

The TV Guide runs every Wednesday in The Journal. Deadline is 5:00 pm Friday. Ask about rates and space availability.

Personal Display Ads:

\$5.00 per column inch (pre-payment required).
Includes private ads for birthdays, anniversaries,
baby announcements, lost pets and weddings.

The Baudette Region:

The Region is a Tuesday paper with a weekly circulation of 2,275.
Deadline: 5pm Friday Prior.

Rerun from The Journal with no changes: \$3.25/column inch.

Call The Region at 218-634-1722 for other rates.

National Rates

	Wednesday	Saturday
Retail Disp	\$11.41	\$13.59
Retail RR	\$8.56	\$10.56
Class Disp	\$11.41	\$13.59
Class RR	\$8.56	\$10.56

Recognized advertising agencies earn 15% on national rates. All contract billings are net. Insert rates are non-commissionable.

Word Ads

Contracts: Get exposure in every issue of The Journal and our website for about \$25.00 per month for 3 lines.

Commercial Classified Word

Rates-Per Word: Includes businesses and home seller. (15 word min)

Without Contract:

First Day	35c (\$4.20 min)
Consecutive Days	25c (\$3.00 min)

Deadline:

Wednesday - Tuesday Noon • Saturday - Thursday Noon

Retail Display Rates

	Wednesday		Saturday	
	1st Run	Re-Run*	1st Run	Re-Run*
Open	\$9.70	\$7.28	\$11.55	\$8.66
250	\$7.55	\$5.66	\$9.40	\$7.05
500	\$7.20	\$5.40	\$9.05	\$6.79
1,000	\$7.00	\$5.25	\$8.85	\$6.64
2,000	\$6.75	\$5.06	\$8.60	\$6.45
3,500	\$6.55	\$4.91	\$8.40	\$6.30
5,000	\$6.30	\$4.73	\$8.15	\$6.11
7,000	\$6.10	\$4.58	\$7.95	\$5.96
10,000	\$5.90	\$4.43	\$7.75	\$5.81

Classified Display Rates

	Wednesday		Saturday	
	1st Run	Re-Run*	1st Run	Re-Run*
Open	\$9.70	\$7.28	\$11.55	\$8.66
250	\$7.55	\$5.66	\$9.40	\$7.05
500	\$7.20	\$5.40	\$9.05	\$6.79
1,000	\$7.00	\$5.25	\$8.85	\$6.64
2,000	\$6.75	\$5.06	\$8.60	\$6.45
3,500	\$6.55	\$4.91	\$8.40	\$6.30
5,000	\$6.30	\$4.73	\$8.15	\$6.11
7,000	\$6.10	\$4.58	\$7.95	\$5.96
10,000	\$5.90	\$4.43	\$7.75	\$5.81

*Re-Run Rates

Ads with no changes that run within one week's time. Available to all display advertisers. Specific rerun rates are not included in contracts, and are subject to changes during the contract period. Inches do apply toward contract fulfillment.

Insert Rates

*Insert rates are cost per thousand.

	Open		12-23		24-50		51-75		76+	
	Wed	Sat	Wed	Sat	Wed	Sat	Wed	Sat	Wed	Sat
Single	\$52.00	\$55.15	\$48.90	\$52.00	\$45.75	\$47.85	\$43.00	\$45.00	\$42.20	\$44.20
4 Tab	\$56.15	\$58.25	\$52.00	\$55.15	\$48.90	\$52.00	\$45.96	\$48.90	\$45.20	\$47.20
8 Tab	\$59.30	\$61.40	\$56.15	\$58.25	\$52.00	\$55.15	\$48.90	\$51.85	\$48.20	\$50.20
12 Tab	\$62.40	\$65.55	\$59.30	\$61.40	\$56.15	\$58.25	\$52.80	\$54.75	\$52.25	\$54.25
16 Tab	\$65.55	\$68.70	\$62.40	\$65.55	\$59.30	\$61.40	\$55.75	\$57.70	\$55.25	\$57.25
18 Tab	\$68.70	\$71.75	\$65.55	\$68.70	\$62.50	\$65.55	\$58.75	\$61.60	\$58.95	\$61.05
20 Tab	\$71.75	\$75.95	\$68.65	\$71.80	\$65.55	\$68.65	\$61.60	\$64.55	\$60.50	\$62.65

Business Builder Contracts

In./Wk	13 Weeks		26 Weeks		52 Weeks	
Wed.	1st Run	Re-Run	1st Run	Re-Run	1st Run	Re-Run
2	\$7.60	\$5.70	\$7.45	\$5.59	\$7.30	\$5.48
4	\$7.55	\$5.66	\$7.40	\$5.55	\$7.25	\$5.44
10	\$7.45	\$5.59	\$7.30	\$5.48	\$7.20	\$5.40

Sat.	1st Run	Re-Run	1st Run	Re-Run	1st Run	Re-Run
2	\$9.50	\$7.13	\$9.40	\$7.05	\$9.20	\$6.90
4	\$9.45	\$7.09	\$9.35	\$7.01	\$9.05	\$6.79
10	\$9.40	\$7.05	\$9.20	\$6.90	\$8.95	\$6.71

Special Rates

Rates Reflect Per Column Inch	Wednesday		Saturday	
	1st Run	Re-Run	1st Run	Re-Run
Non Profit	\$7.00	\$5.25	\$8.85	\$6.64
Dealers	\$7.00	\$5.25	\$8.85	\$6.64
Front Page	\$200.00	n/a	\$250.00	n/a
Personal	\$5.00	n/a	\$5.00	n/a

Color

Regular Color Rates

Black plus one color	\$80.00
Black plus two colors	\$160.00
Black plus three colors	\$240.00

12-Month Color Agreements

Color ads Per Year	Black plus One	Black plus Two	Black plus Three
13	\$75.00	\$150.00	\$225.00
26	\$70.00	\$140.00	\$210.00
39	\$65.00	\$130.00	\$195.00
52	\$60.00	\$120.00	\$180.00

The Journal Wednesday
Single copy and County mail..... 3,200

The Weekend Journal (Saturday)
Single copy and County mail..... 7,500

Acceptable Sizes:

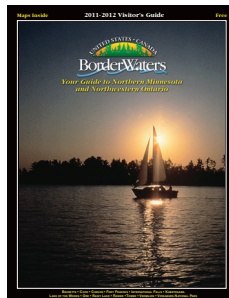
The Journal is a quarter folded publications. The maximum size pre-print acceptable is 6.5" x 11". Our standard folding rate for single sheets up to 14" x 20" is \$15 per thousand. Call for rates if additional folding is required. Inserts of unusual size or shape are subject to additional charges.

Shipping Instructions:

Inserts should be shipped prepaid, boxed, bundled or skid-wrapped in flat form and be received at least seven full working days prior to insertion date. The receiving dock is open 8:00-3:00 pm Monday-Friday (Except Holidays) at 1602 Hwy. 71 Int'l Falls, MN 56649.



Your Guide to Northern Minnesota and Northwestern Ontario.



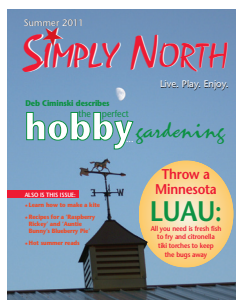
BorderWaters is an annual (four-season) publication. Over 11,000 copies of this popular magazine are strategically distributed throughout the region at various tourism-oriented businesses, travel info centers, The Falls International Airport and several other locations.

Published: May 2012

SIMPLY NORTH

Live. Play. Enjoy.

Reaching over 7,000 homes, shacks, and cabins.



Simply North encompasses living and recreation in Northern Minnesota. This informative and witty magazine is distributed throughout Koochiching County, Lake of the Woods and Northern St. Louis County.

Published Quarterly: October 2011, January 2012, April 2012 & July 2012



1,200 copies distributed every Wednesday to local businesses and favorite waiting rooms.

Online Advertising Available for

ifallsjournal.com

&

baudetteregion.com

Call us today for more information.

Policies and Disclaimers

Credit and Collection: We will be glad to bill you if you are inside our trade area and have established an account in good standing.

Contract Advertising: Invoices must be paid in full by the end of the month you receive your bill to honor the terms of agreed rates.

Errors in Advertising: Our goal is error-free advertising. However, if we do publish your ad with a significant error or omission that is the fault of our company, we'll gladly rerun that portion of your ad. If timing prevents a rerun, we'll credit your account for that portion. If your ad is running again, please notify us immediately and we'll correct it for the next edition. We cannot be held responsible for minor changes or typographical errors that do not lessen the value of your ad or for any loss beyond the value of the affected advertising space. Advertisers who see ad proofs are solely responsible for undetected errors.

Acceptable Advertising Material

- (1) MacIntosh Disks (Preferred programs: In-Design, Xpress, Illustrator, Photoshop, Freehand)
- (4) Reproduction Proofs
- (5) E-mail (PDFs are preferred. Ads must be compressed postscript file with embedded fonts) to: marvin1@nspub-ifalls.com

Political Advertising: All advertising that is political, or tends to influence public opinion, must be identified by the person or organization placing the ad according to

Minnesota regulations. Political advertising qualifies for contract discounts and must be paid in advance.

Position Requests: We will try to fulfill position requests, but we cannot guarantee ad placement. Failure to meet position requests will not constitute cause for adjustment or make good. Guarantee position available for additional 75% of ad cost.

Indemnification: The Advertiser and/or Advertising Agency agrees to defend and indemnify the Newspaper against any and all liability, loss or expense arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents, or proprietary rights or violation of rights of privacy resulting from the publication of the Advertiser's advertisement.

Advertisement Restrictions: Minimum ad space - 1 column inch. The Journal reserves the right to reject or revise, at its option, any advertisement which it deems objectionable, either in its subject matter or phraseology.

REVISED 08/2011

The Journal