

total market reach rate card effective 01/01/26

We have you covered! Combining the power of print and the web to deliver your message.



P. O. Box 26, Isle, Minnesota 56342
320-676-3123 opt. 2
 www.millelacsmessage.com
 mlm@apgecm.com



Co-published by
 Aitkin Independent Age and
 Mille Lacs Messenger



P. O. Box 259, Aitkin, Minnesota 56431
218-927-3761 opt. 2
 www.aitkinage.com
 age@apgecm.com



DISTRIBUTION 1,584

- Delivered by mail every Wednesday
- Legal newspaper
- Local news, sports and community happenings
- Spotlight Classifieds – Offering you 15,882 print readers and 60,000 unique website visitors per month



DISTRIBUTION 12,406

The Bargain Hunter is a Saturday shopper mailed FREE to households each week, allowing for full-week advertising exposure and saturation coverage in Aitkin, Mille Lacs, Crow Wing and Kanabec Counties. 98.3% receivership, verified by CVC. 73.7% readership, verified by CVC. 76.9% of readers frequently make purchases from the Bargain Hunter



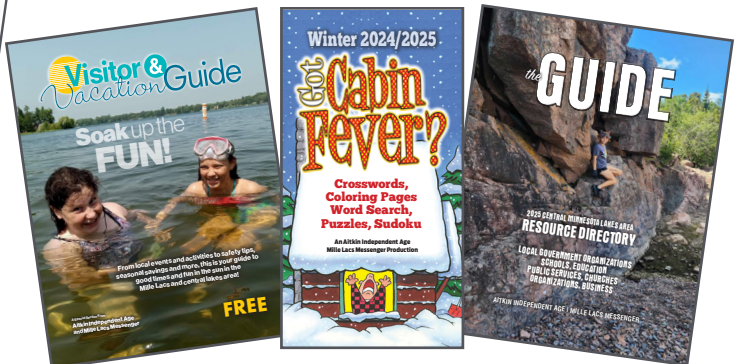
DISTRIBUTION 1,718

- Delivered by mail every Wednesday
- Legal newspaper
- Local news, sports and community happenings
- Spotlight Classifieds – Offering you 15,882 print readers and 60,000 unique website visitors per month



www.messagemedia.com

Specialty publications...



Web + print = results

DISPLAY ADVERTISING

EFFECTIVE JANUARY 2026



Aitkin Age,
Mille Lacs
Messenger
or Bargain
Hunter

1/2 page (9.88" x 6.25")
\$509.00 per paper, per week



Aitkin Age,
Mille Lacs
Messenger
or Bargain
Hunter

1/4 page (4.88" x 6.25")
\$259.00 per paper, per week



Aitkin Age,
Mille Lacs
Messenger
or Bargain
Hunter

1/8 page (4.88" x 3")
\$139.00 per paper, per week

OPEN RATES DISPLAY ADVERTISING

Display advertising is a great way to reach your customers effectively and efficiently. Contract rates are available, on the chart below. See one of our advertising representatives for all the information. All rates shown on this card are column inch rates. For Advertisements 12" or larger a \$20 charge will be added for a QR code to be created for each ad.

# of Inches per ad	Open 1 x Rate Newspaper Aitkin Age or Messenger	Open 1 x Rate Shopper Bargain Hunter	Newspaper Package Rate Aitkin Age & Messenger	Shopper Package Rate Bargain Hunter + Aitkin Age or Messenger	Triple Package Rate Bargain Hunter + Aitkin Age & Messenger
0 - 8"	\$18.15	\$21.25	\$26.50	\$29.55	\$35.10
9 - 19"	\$16.90	\$19.75	\$24.65	\$27.50	\$32.65
20 - 39"	\$15.45	\$18.05	\$22.55	\$25.10	\$29.85
40 - 89"	\$14.50	\$17.00	\$21.20	\$23.65	\$28.10

ANNUAL CONTRACT DISPLAY ADVERTISING

Display advertising is a great way to reach your customers effectively and efficiently. By signing up for an annual contract based on the dollar amount you intend to spend in a year, you can greatly reduce your advertising expenditures. See one of our advertising representatives for all the information.

Annual Dollar Amount	Newspaper Rate Aitkin Age or Messenger	Shopper Rate Bargain Hunter	Newspaper Package Rate Aitkin Age & Messenger	Shopper Package Rate Bargain Hunter + Aitkin Age or Messenger	Triple Package Rate Bargain Hunter + Aitkin Age & Messenger
1 \$1500	14.15	16.55	20.70	\$23.05	\$27.40
2 \$3000	13.45	15.75	19.65	\$21.90	\$26.00
3 \$5000	12.75	14.90	18.60	\$20.75	\$24.65
4 \$10,000	12.05	14.10	17.60	\$19.60	\$23.30
5 \$15,000	11.30	13.25	16.55	\$18.95	\$21.90
6 \$25,000	10.60	12.40	15.50	\$17.30	\$20.55
7 \$45,000	9.90	11.60	14.45	\$16.20	\$19.15

For Advertisements 12" or larger a \$20 charge will be added for a QR code to be created for each ad

Buy News get New for 1/2 price Buy Shopper get News for 1/2 price Buy News & News get Shopper FREE

ADVERTISING DEADLINES



Display Ad Deadline:
Thursday 4:30pm
Regular Ad Format: 13" Tab
6 Columns (9.88") x 13"
Single Column (Reg.)
Width : 1.55"

Display Ad Deadline:
Tuesday NOON
Regular Ad Format: 13" Tab
6 Columns (9.88") x 13"
Single Column (Reg.)
Width : 1.55"

Display Ad Deadline:
Thursday 4:30pm
Regular Ad Format: 13" Tab
6 Columns (9.88") x 13"
Single Column (Reg.)
Width : 1.55"

Classified Ad Deadline:
Monday 9am
Classified Section: 13" Tab
7 Columns (9.88") x 13"
Single Column
Width: 1.3056"

Classified Ad Deadline:
Wednesday 9am
Classified Section: 13" Tab
7 Columns (9.88") x 13"
Single Column
Width: 1.3056"

Classified Ad Deadline:
Monday 9am
Classified Section: 13" Tab
7 Columns (9.88") x 13"
Single Column
Width: 1.3056"

PRIME PLACEMENT



Burst
\$105
each week

Front
Page
9.88" x 10"
\$734
each
week

PRIME PLACEMENT

Aitkin Age or
Mille Lacs Messenger
Front Page Strip (9.88" x 1.5")
\$146.00.....Color Included



Sample ad (not actual size)

COLOR

Rainbow Color is available for
\$4.00 per column inch
Minimum charge \$35

SPECIAL PUBLICATIONS

Reach your customers with our
niche market publications:
Ask us about our:

- Resource Directory (The Guide)
- Progress Special Edition
- Fun Guide
- High School Sports/Graduation
- Cabin Fever

COMMISSIONABLE RATED

The National and Ad Agency rate is \$19.15 per col. inch for the Bargain Hunter (Shopper) and \$16.20 per col. inch for the Aitkin Independent Age or the Mille Lacs Messenger with a maximum agency discount of 15%.

ONLINE

Ask about our Online ad pricing.
Web ads displayed on our
Award Winning Website.