

A Platform as Powerful as the People Who Use It.



2015/2016

ADVERTISING RATES

RETAIL

CLASSIFIED

PREPRINT

ONLINE

MOBILE

MAGAZINES

The Free Press

MEDIA

www.mankatofreepress.com

Effective October 1, 2015 - September 30, 2016

The Free Press

MEDIA

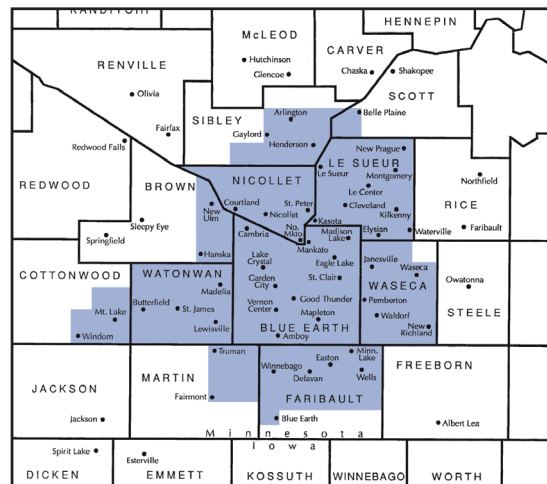
Mailing Address: PO Box 3287
Mankato, MN 56002-3287

Street Address: 418 South Second Street
Mankato, MN 56001

Office Hours: 8:00 a.m. to 5:00 p.m. Monday-Friday

Coverage Area: Shown on the map to the right.

The Free Press is published 7 days a week with a.m. distribution.



PERSONNEL & PHONE DIRECTORY

Publisher

John T. Elchert..... 507-344-6310

Advertising Director

Ginny Bergerson..... 507-344-6339

Classified Manager

Connie Van Raalte..... 507-344-6359

Retail Advertising 507-344-6364

Classified Advertising 507-344-6395

Toll Free 1-800-657-4662

Retail Advertising Fax 507-625-1149

Classified Advertising Fax 507-625-7168

General Office/Reader Services 507-625-4451

Newsroom..... 507-344-NEWS

Please direct questions on your advertising billing to..... 507-344-6314

E-Mail Addresses

Retail Advertising advertising@mankatofreepress.com

Classified Advertising classified@mankatofreepress.com

Send Display Ads To mfpads@mankatofreepress.com

POLICY & COPY REGULATIONS

Advertising Conditions - This rate card covers use of local run-of-paper (ROP) display, classified and preprinted advertising in *The Free Press* along with additional publications including *The Free Press* DIRECT, TV Week, Internet advertising and other special services. Placement of advertising by the advertiser and acceptance of same by the newspaper signifies acceptance by both of the conditions stated here, including the appropriate rates. **The effective date for all advertising rates in this listing is October 1, 2015.**

Acceptance - To maintain the quality of our paper, from time to time it is necessary to revise or reject advertising. If we edit your ad, we will do so only with your consent. The Publisher reserves the right to place the words "Paid Advertisement" above any advertisement. Advertisers assume full responsibility for the content of the advertisement they authorize. The Publisher reserves the right to refund any money paid, to reject any offer to advertise and to cancel any ad at any time. Brokered advertising will not be accepted.

CLOSING TIME FOR ADVERTISEMENTS

Classified line ads are accepted Monday through Friday from 8:00 a.m. to 3:00 p.m. for the next available issue.

Retail and Classified Display Ads:

Publication	Deadline	Time
Monday.....	Wednesday	4:00 p.m.
Tuesday	Thursday	12:00 Noon
Wednesday.....	Friday.....	12:00 Noon
Thursday.....	Monday	12:00 Noon
Friday.....	Tuesday	12:00 Noon
Saturday	Wednesday	12:00 Noon
Sunday - Currents Section Only	Tuesday	10:00 a.m.
Sunday - All Other Sections	Wednesday	4:00 p.m.

Late Ads - Our deadlines are structured as closely as possible to the publication date. Should you need to cancel an ad after the deadlines, we may have to replace the space with a "house ad" or public service ad and a minimum charge of 50% of the space may be necessary. We will do our best to accommodate your needs on any ads scheduled after published deadlines; however, this may not always be possible or the range of services we normally provide may be limited to accommodate your request.

POLICIES & GENERAL INFORMATION

Rate Changes/Contracts - From time to time there will be increases in our printed rate schedule. We will notify you as soon as the information is available. At the time of rate changes, the advertiser will have the option of continuing the contract at the new rate, changing to a new contract or canceling the current contract. The advertiser must notify *The Free Press* at least five (5) days prior to effective date of such rate changes. Unless such notification is given, the advertiser shall be deemed to have agreed to such rate change, and this agreement shall continue in full force with the new rates.

Publisher's Liability for Error - The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement. Any claim for allowance must be made within five (5) days of publication. Credit allowable on first insert only.

Indemnification - The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses 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.

POSITION REQUESTS

We will try to fulfill position requests whenever a preference is indicated. However, position is often dictated by press requirements. Position requests are most often fulfilled based on premium position charges (+25%), ad sizes, annual expenditures and use of color. We will do our best to comply with your request. However, *The Free Press* shall have full latitude with respect to positioning all advertisements.

TERMS

We will be happy to offer new advertisers credit upon the approval of a *Free Press* credit application. Until your credit is approved, you have to pay in advance for your advertising with MasterCard®, VISA®, Discover®, American Express®, a cashier's check, money order or cash. All political and out-of-business ads require payment in advance.

If any advertiser utilizes an advertising agency, the advertising agency and the advertiser are responsible for payment and completion of all contracts. Advertising agencies are not commissionable on local retail and classified rates.

CIRCULATION

The Free Press follows standard Audit Bureau of Circulation practices. A copy of paid circulation by zip is available upon request.

REPRESENTATIVES

The Free Press is represented nationally by

The Minnesota Newspaper Association
10 South 5th Street, Suite #1105
Minneapolis, MN 55402
612-332-8844

The Free Press MEDIA

Display Advertising Rates

EFFECTIVE OCTOBER 1, 2015

Revenue-Based Contracts Enjoy maximum flexibility as your business benefits from our full range of advertising products.

Daily = Monday-Saturday Sun+ = Sunday and Holiday Rates

INVESTMENT	RETAIL DAILY	DISPLAY SUN+	CLASSIFIED DAILY	DISPLAY SUN+	PREPRINT SCHEDULE
\$ 4,000	\$19.30	\$22.25	\$15.35	\$17.80	A
\$ 6,000	\$18.90	\$21.75	\$14.90	\$17.25	B
\$ 8,500	\$18.30	\$21.15	\$14.50	\$16.80	B
\$ 12,000	\$17.60	\$20.40	\$14.10	\$16.35	B
\$ 17,500	\$17.20	\$19.95	\$13.65	\$15.95	C
\$ 24,000	\$16.60	\$19.35	\$13.15	\$15.35	C
\$ 30,000	\$16.00	\$18.60	\$12.60	\$14.80	C
\$ 45,000	\$15.20	\$17.75	\$12.05	\$14.20	C
\$ 60,000	\$14.50	\$17.00	\$11.50	\$13.60	D
\$ 85,000	\$13.75	\$16.20	\$10.90	\$12.95	D
\$ 100,000+	\$13.50	\$15.90	\$10.70	\$12.70	D
NON-CONTRACT					
Open Rate	\$29.25	\$30.55	\$27.75	\$28.75	A
Church/Charity	\$16.25	\$18.10	\$12.90	\$14.45	A

All rates shown include the additional per column inch charge of internet display advertising. All rates shown are net.

Billing for column depth is rounded to the nearest 1/2 inch All advertisements exceeding 18 1/2" in height will be billed at full column depth of 21 1/2".

Revenue based rates may be obtained by signing a Free Press Advertising Agreement. The duration for each agreement is 12 consecutive months.

The Classified Display rates shown above do not apply to Employment display advertising.

Please contact our Marketplace Classifieds for quotes on Employment advertising and for line ads.

PICK UP RATE

Pick up your ad within a 7-day period of the original run in a subsequent edition of The Free Press or within a 30 day period of the original run in The Land Magazine, with no copy or size changes and receive the following discounts. Discounts do not apply to Sunday or holiday publications. Ads must exceed 4 column inches.

2nd Day - 25%

3rd & Subsequent Days - 50%

LAND MAGAZINE

Pick up option available within 30 days of original run in The Free Press. The Land Magazine is a popular agricultural publication, serving Southern MN farm and rural families for over 30 years. This bi-weekly publication is read by 59,000 adults with an estimated buying power of 3.6 billion dollars annually! Ads repeated in The Land will be resized proportionately to fit.

TMC THE FREE PRESS DIRECT

Extending your coverage to nearly every occupied household in Mankato and North Mankato.

The TMC is delivered free by home delivery with an average circulation of 9,100

Publication Day: Saturday **Deadline:** Monday, 9:00 a.m.

	RETAIL	CLASSIFIED
STAND ALONE RATES	\$8.10	\$7.05
FP "PICK UP" RATES	\$5.50	\$5.00

Display Advertising Rates Cont'd

COLOR RATE

Color ads are noticed 43% better than black and white advertisements. Put color to work for you and make your advertising even more powerful.

	PCI*	FLAT
One Color (cyan, magenta or yellow only)	\$7.20 pci	\$205.00
Full Color (includes single "process" colors)	\$11.35 pci	\$307.50

*PCI Color rate up to 27 column inches.

The Free Press will not accept liability for registration of process color ads with font sizes smaller than 8 pt.

BUSINESS BUILDER PROGRAM

Offering a variety of rate packages designed to compliment a client's marketing objectives.

LENGTH OF COMMITMENT	3" - 5"	6" - 9"
52 Weeks	\$10.50 + \$3.05 TMC	\$10.25 + \$3.05 TMC
26 Weeks	\$11.10 + \$3.05 TMC	\$10.90 + \$3.05 TMC
13 Weeks	\$11.80 + \$3.05 TMC	\$11.55 + \$3.05 TMC

All Business builder ads include one weekly pick-up into the TMC at \$3.05 pci. Advertisers must maintain an annual revenue agreement to qualify for Business Builder Rates. All ads must run 2-7 days per week in The Free Press. Minimum ad size is 3 column inches. Maximum ad size 9 column inches. Rates are per inch, per day. One copy change per month. No other discounts apply to this program. Ads must run consecutive weeks. All business builder customers are required to maintain a basic revenue based contract.

TV WEEK

Seven day shelf life and guaranteed position make TV WEEK an attractive publication for every business.

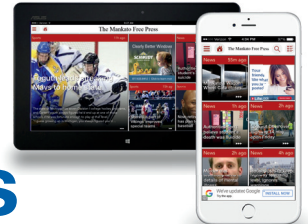
Publication Day: Saturday **Ad Copy Deadline:** 7 Days Prior

26 WEEK	52 WEEK	Standard color rates apply.
\$14.10 pci	\$13.00 pci	



The Free Press
MEDIA

Online/Digital Rates



DESKTOP & MOBILE ADS (Net cost per thousand)	Open Rate	3-Month	6-Month	12-Month
20,000-49,000 Impressions	\$18	\$17	\$16	\$13
50,000-100,000 Impressions	\$16	\$15	\$14	\$12
MOBILE ANCHOR ADS (Net cost per thousand)	Open Rate	3-Month	6-Month	12-Month
20,000-49,000 Impressions	\$20	\$18	\$16	\$14
50,000-100,000 Impressions	\$18	\$16	\$14	\$12
HIGH IMPACT CPM PER AD (Net cost per thousand)	Open Rate	3-Month	6-Month	12-Month
20,000-49,000 Impressions	\$25	\$22	\$20	\$18
50,000-100,000 Impressions	\$22	\$20	\$18	\$16

High Impact Ads Include: Pencil Pushdown, Floorboard, Wallpaper and Last Man Standing

- Minimum 20,000 impressions
- 3, 6 and 12 month rates are for consecutive months

HIGH IMPACT - Pencil Pushdown, Floorboard, Wallpaper and Last Man Standing Positions

Homepage Only, Net Cost Per Day	\$250 per Position (24 Consecutive Hours)
Complete Takeover	\$949 for 1 Day (24 Consecutive Hours)
<ul style="list-style-type: none"> • All positions except Last Man Standing • Includes above the fold 728x90 & 300x250 Ads 	\$712 Per Day for 2 Consecutive Days
	\$474 Per Day for 3 Consecutive Days

TEXT ALERTS - 3 Month Contract Required

\$75 per month includes monthly 2 column x 2 inch black & white ad in The Free Press

The Free Press MEDIA

Preprint Rates



PREPRINTED INSERTS - FULL RUN, COST PER THOUSAND NET

The Free Press & The Free Press Direct

SIZE	A (1-6 ANNUALLY)		B (7-12 ANNUALLY)		C (13-51 ANNUALLY)		D (52+ ANNUALLY)	
	DAILY	SUN+	DAILY	SUN+	DAILY	SUN+	DAILY	SUN+
Single Page	\$58.00	\$59.00	\$50.00	\$51.00	\$46.00	\$47.00	\$43.00	\$44.00
4-12 Tab	\$74.00	\$75.00	\$63.00	\$65.00	\$57.00	\$59.00	\$54.00	\$55.00
14-24 Tab	\$76.00	\$77.00	\$65.00	\$67.00	\$59.00	\$61.00	\$56.00	\$56.00
26-32 Tab	\$78.00	\$79.00	\$66.00	\$68.00	\$60.00	\$62.00	\$57.00	\$57.00

- Rates listed above are based on tabloid size.
- Add \$5.00 net cpm for every 4 pages over 32 pages.
- DAILY = Tuesday-Saturday rates.
- SUN+ = Sunday and Holiday rates.
- Zoning is accepted Tuesday-Saturday by designated areas, an additional \$10.00 net cpm fee will apply with a minimum quantity of 5,000.
- There is a minimum charge of \$550.00 net.
- All insert dollars are applied toward your display contract fulfillment.
- Brokered inserts are not accepted.

Additional Products

- Standard grocery bags \$81.00 net cpm
- Poly bags \$130.00 net cpm

Days of Insertion

- Inserts are accepted Tuesday-Sunday
- Sundays and Thanksgiving Day are full circulation only.
- Zoning requests are accepted Tuesday-Saturday only by designated mapped out territories.
- No inserts accepted on Mondays or the day following Election Day.

Circulation Quantities

- Please contact our offices for the most updated circulation figures.
- The Free Press Sunday = 23,000
- The Free Press Daily = 17,000
- The Free Press Direct = 9,100
- Please add 3% for spoilage to your count.

Deadlines

- Space reservation 12 business days prior to insertion date.
- The Free Press = materials in house 5 business days prior to insertion date.
- The Free Press Direct = materials in house 7 business days prior to insertion date.

Minimum/Maximum Sizes

- Maximum size 11.5" x 11.5"
- Minimum size 7" x 6" (folded side 7")
- "Pop Ups" not to exceed 0.5" on open side.
- \$16.00 net cpm additional fee will be applied to the rate for inserting irregular size materials.

Weight

- Single sheet inserts must be provided on a minimum of 70# paper, lighter weight preprints cannot be assured for waste.

Shipping

- All materials will be inspected upon receipt.
- All materials must be shipped prepaid.
- Skidded preprints should be packed on a solid based skid or pallet.
- For accurate count, quantity of turns must be clearly marked and uniform throughout the load.
- A four-inch minimum floor clearance is required.
- No tiering of skids.
- 2,500 pound maximum acceptable weight.

Receiving Hours

- Monday through Friday from 8 a.m. to 3 p.m. Central
- Receiving will be closed on holidays.

Shipping Address

The Free Press
418 South Second Street
Mankato, MN 56001

NOTE: All standard policies, copy regulations and terms listed previously in this guide apply to advertising in The Free Press, The Free Press Direct, TV Week, and Internet/Online/Mobile advertising.

Monthly Magazine Advertising Rates



MANKATO
magazine

Mankato Magazine show an insight of the people places and lifestyles of the Minnesota River Valley

MN VALLEY BUSINESS

MN Valley Business is the definitive business journal for the Minnesota River Valley.



MONTHLY RATES - ALL ADS ARE IN FULL COLOR, ALL RATES ARE NET

	12 TIMES	6 TIMES	1 TIME
Full Page	\$1,098 / \$988	\$1,346 / \$1,212	\$1,617 / \$1,455
2/3 Page	\$762 / \$686	\$935 / \$842	\$1,120 / \$1,007
1/2 Page (H or V)	\$697 / \$628	\$849 / \$764	\$1,022 / \$920
1/3 Page (Sq or V)	\$482 / \$434	\$521 / \$469	\$623 / \$561
1/6 Page (H or V)	\$249 / \$225	\$301 / \$270	\$363 / \$327
1/12 Page	\$140 / \$126	\$172 / \$155	\$207 / \$186
1/4 Photo Page (H)	\$385 / \$347	\$476 / \$428	\$565 / \$509
PREMIUM ADS			
Back Cover	\$1,490	\$1,828	\$2,190
Inside Front Cover	\$1,363	\$1,671	\$2,003
Inside Back Cover	\$1,190	\$1,463	\$1,754
Page One*	\$1,363	\$1,671	\$2,003
Page Two	\$1,190	\$1,463	\$1,754
Page Five	\$1,190	\$1,463	\$1,754
MULTI-PAGE RATES**			
2 Pages	\$2,006 / \$1,806	\$2,461 / \$2,215	\$2,952 / \$2,656
3 Pages	\$2,797 / \$2,518	\$3,432 / \$3,089	\$4,115 / \$3,704

*Place an ad in both the magazines and save 10% of both editions for non-premium positions.

** Includes full, color, black & white not available, for advertisers running more than one page per issue.



Additional magazines published by The Free Press Media include

Kid-Oh!
a family publication bringing you into the world of a child.

Gather
targets homeowners with interests in cooking, travel, beer, wine and more.

Living 55 Plus
has topics of interest for the 55+ audience.

Home+Style
showcases home improvement; maintenance, decorating and more.

Separate rate cards for these publications are available upon request.

The Free Press
MEDIA



General Information Ad Specifications

The Free Press MEDIA

PROOFS

Proofs of advertisements may be emailed, faxed or delivered to the advertiser or shown in The Free Press office during regular business hours. For proof corrections, contact your Sales Representative.

TEARSHEETS

Tearsheets are available through our website. Please contact your sales representative for more information about our self-service tearsheet program and your access information.

CREATIVE SERVICES

Exclusive logo design and artwork services are available. Newsletters, flyers and brochures can be designed and typeset for your commercial printing needs to tie in with your newspaper advertising. Custom design work or special production needs require a fee of \$50 per hour, minimum one hour.

MECHANICAL MEASUREMENTS

Retail

Columns	Picas	Inches
1	9p8.5	1.618
2	19p11	3.319
3	30p1.5	5.021
4	40p4	6.722
5	50p6.5	8.424
6	60p9	10.125
13 Columns	125.6p	20.91
Page Depth	21.25	
Page Inches.....	129	
Column Gutter Width	6 points	

Classified

Columns	Picas	Inches
1	6p5	1.069
2	13p2.5	2.201
3	20p0	3.333
4	26p9.5	4.465
5	33p7	5.597
6	40p4.5	6.729
7	47p2	7.861
8	53p11.5	8.993
9	60p9	10.125
Page & Column		
Depth.....	301 Lines.....	21.25
Page Inches.....		193.5

PRODUCTION INFORMATION

LINE SCREEN	100 lpi
MAXIMUM HALFTONE DENSITY	1200 dpi
FORMAT	Macintosh or PC
TYPE OF PRESS	Offset
TYPE OF INK USED	CMYK
PREFERRED FILE TYPE	PDF with embedded fonts
PREFERRED GRAPHIC TYPE	TIF with min. dpi of 150
E-MAIL ADDRESS	mfpads@mankatofreepress.com
FTP SITE (using Internet Browser)	ftp://cnhiftp.cnhi.com
	User ID: mankato
	Password: 1235!@#
FTP SITE (using Fetch or FTP Client).....	Host: cnhiftp.cnhi.com
	User ID: mankato
	Password: 1235!@#

MANKATO MAGAZINE & MN VALLEY BUSINESS

Full Page Bleed.....	8.875" x 11.375"
Trim Size	8.375" x 10.875"
Full Page No Bleed.....	7.875" x 10.375"
2/3 Page Vertical.....	4.95" x 10"
1/2 Page Horizontal.....	7.5" x 4.95"
1/2 Page Vertical.....	4.95" x 7.5"

1/3 Page Square	4.95" x 4.95"
1/3 Page Vertical.....	2.42" x 10"
1/6 Page Horizontal.....	4.95" x 2.42"
1/6 Page Vertical.....	2.42" x 4.95"
1/12 Page	2.42" x 2.42"
1/4 Page Horizontal.....	7.5" x 2.42"

ONLINE/DIGITAL SPECIFICATIONS

	SIZE	MAX FILE	FORMAT
Leaderboard	728 x 90	39K	jpg, gif, swf
Big Ad - Desktop	300 x 250	39K	jpg, gif, swf
Big Ad - Mobile	300 x 250	39K	jpg, gif
Wallpaper (1600 x 1000 Total)	Left Rail 310 x 1000 Right Rail 310 x 1000	60K	jpg only
Floorboard - Large Graphic	970 x 90	90K	jpg or gif
Floorboard - Small Graphic	970 x 30		jpg or gif
Mobile Leaderboards	320 x 59	39K	jpg, gif, swf
Pencil/Billboard - Desktop	950 x 45 & 950 x 250	39K	jpg, gif, swf
Pencil/Billboard - Mobile	950 x 45 & 950 x 250	39K	jpg or gif

418 South Second Street, Mankato, MN 56001

Retail Advertising 507-344-6364 • Classified Advertising 507-344-6395 • Toll Free 1-800-657-4662

www.mankatofreepress.com