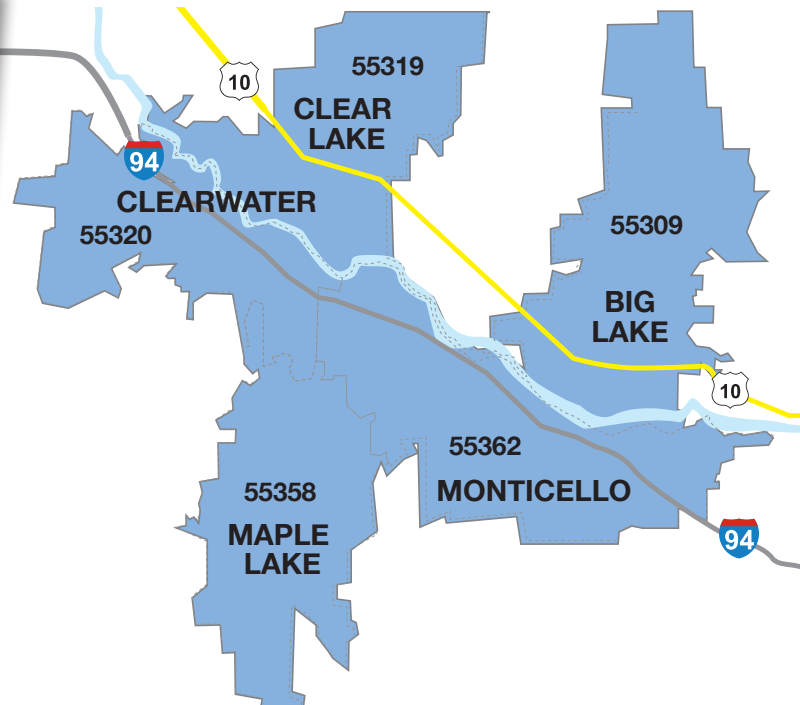


MONTICELLO TIMES

EFFECTIVE JULY 1, 2018



LOGISTICS

Total Audience

> The Monticello Times is delivered to 1,116 homes averaging 3,143 readers.

Deadlines & Publication Day

> Publication Day : Thursday
> Deadline: Monday at 4:00pm

COMMUNITIES

BIG LAKE, CLEAR LAKE, CLEARWATER, MAPLE LAKE, MONTICELLO (THURS)
55309, 55319, 55320, 55358, 55362

HOMES



CONTACTS:

Jeremy Bradfield
Advertising Director
952.392.6841
jeremy.bradfield@ecm-inc.com

DISCOUNTS

Multi-Market Buy Discounts
Extend your marketing reach and save

2 Markets	10%
3 Markets	15%
4+ Markets	20%

Dollar Volume/ Frequency Discounts

\$2,500	20%
\$5,000	25%
\$10,000	30%
\$15,000	35%
\$20,000	40%

Custom Agreements Available for +\$20,000

No other discounts apply

FULL COLOR

82% Greater Response vs. Black and White Ads

4" - 31.5"	\$75
32" - 63"	\$150
63.5" - 78"	\$300

- rates are per publication

FRONT PAGE BANNER

5 col x 2": 8.22" x 2"

Full Color
No Discount
Monticello Times..... \$200

PUBLICATION RATES & COLUMN SIZES	DOMINANCE		IDENTITY			IMPRESSION		BRANDING		NON-MODULAR		
	Full Page	3/4 Page	2/3 Page square	1/2 Page vertical	3/8 Page vertical	1/3 Page square	1/4 Page vertical	1/5 Page vertical	1/8 Page	1/10 Page	1/12 Page	Non-Modular Inch Rate
1 COL: 1.55" 2 COL: 3.22" 3 COL: 4.88" 4 COL: 6.55" 5 COL: 8.22" 6 COL: 9.88"	126"	96"	84"	63"	48"	40"	31.5"	24"	15"	12"	10"	
	6 col x 21"	6 col x 16"	6 col x 14"	3 col x 21"	3 col x 16"	4 col x 10"	3 col x 10.5"	2 col x 12"	3 col x 5"	2 col x 6"	2 col x 5"	
MONTICELLO TIMES												
Monticello Times	\$902	\$692	\$608	\$461	\$347	\$291	\$232	\$179	\$112	\$91	\$77	\$7 pci

Non-Modular advertisements can be placed using the open inch rate. A flat fee must be added to the total non-modular price for inclusion on monticellotimes.com. For advertisements 2" - 9" add \$7, 10" - 30" add \$11, and 31" or larger add \$20. All rates are net. Above rates do not apply to recruitment ads. Please call 952.392.6886 for your employment advertising needs. Circulation subject to change based on subscriber volume.

BROADSHEET MODULAR AD SIZES

EFFECTIVE JULY 1, 2018

DOMINANCE

Dominance ads are designed for maximum visibility within. Announce unique events, reinforce marketplace status, or drive maximum response in a short time.

IDENTITY

Identity ads are designed to balance ample message space and page dominance in a package that allows for greater frequency. Ideal for announcing events, branding, defining your market niche, and maintaining a sustained customer response through frequency of messaging.

IMPRESSION

Impression ad units are designed for advertisers seeking to optimize reach and frequency. These units are suggested for image branding, small business announcements, health care and other low cost consistent response messaging.

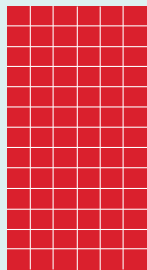
BRANDING

Branding ad units are designed for advertisers seeking to maximize long term awareness and reach. Ideal for top-of-mind awareness and branding efforts or single message call to action advertisements.

COLUMN WIDTHS

Columns	Inches
6	9.88
5	8.22
4	6.55
3	4.88
2	3.22
1	1.55

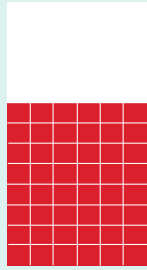
DOMINANCE



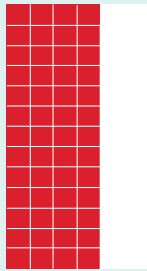
Full Page
6 col. x 21"



3/4 Page
6 col. x 16"

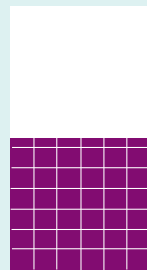


2/3 Square
6 col. x 14"

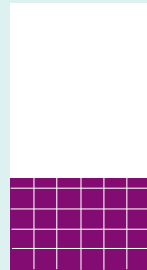


2/3 Vertical
4 col. x 21"

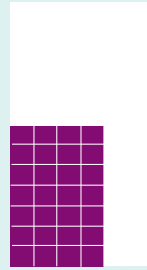
IDENTITY



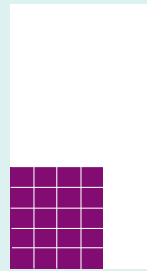
1/2 Page
6 col. x 10.5"



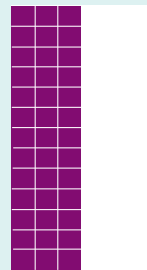
3/8 Page
6 col. x 8"



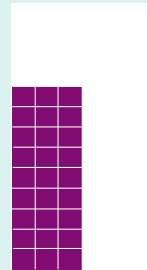
3/8 Page
4 col. x 12"



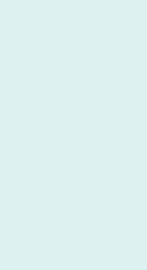
1/3 Page
4 col. x 10"



1/2 Page
3 col. x 21"

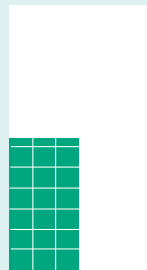


3/8 Page
3 col. x 16"

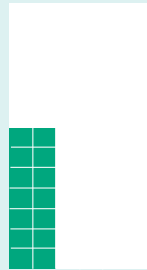


1/3 Page
5 col. x 8"

IMPRESSION



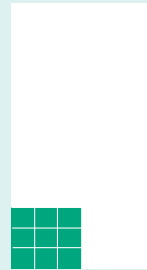
1/4 Page
3 col. x 10.5"



1/5 Page
2 col. x 12"



1/5 Page
6 col. x 4"



1/8 Page
3 col. x 5"



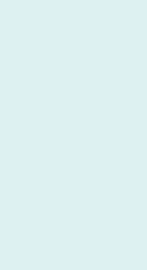
1/5 Page
4 col. x 6"



1/8 Page
2 col. x 7.5"



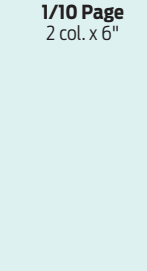
1/5 Page
3 col. x 8"



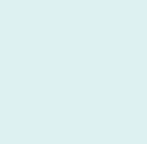
1/10 Page
6 col. x 2"



1/10 Page
4 col. x 3"



1/10 Page
3 col. x 4"



1/10 Page
2 col. x 6"

BRANDING



1/10 Page
6 col. x 2"



1/12 Page
5 col. x 2"



1/10 Page
4 col. x 3"



1/12 Page
2 col. x 5"



1/10 Page
3 col. x 4"



1/12 Page
4 col. x 2.5"

READER RESEARCH

CVC Audit Research for Period Ending March 31, 2018

YES 69.7%

Buying decisions are being made!

70% report frequently purchasing products from their APG newspaper!

1-4 Days 73%

5-7 Days 27%

APG publications have shelf life!

73% keep publications in the home for up to 4 days!

51% Female

49% Male

APG readership skews slightly female!

Market is divided **equally**

88% 35+ Years of Age

88% APG readership 35+, outpaces market age!

Market is 72%. **45% are 55+!** Market is 33%.

65% \$75K+ & College Educated

Higher income and education!

65% readership \$75K+ HH, some college. Market is 56%.

Ask your sales rep for research supporting planned purchases in your category in the next 12 months.

