

3405 West Oakland
 Austin, MN 55912
 Phone 507-437-7731
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www.mowercountyshopper.com
PUBLISHED EVERY TUESDAY

DISPLAY RATES

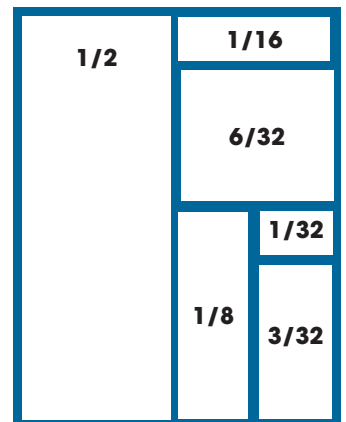
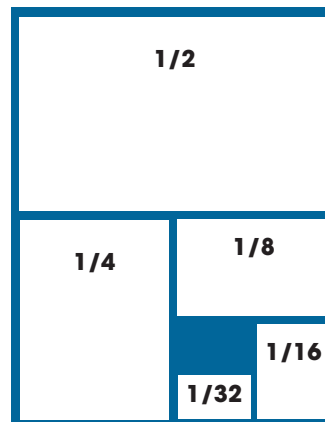
Size	Weekly Rates	
Based on 32 Modular Layout	Rate Per Issue	Albert Lea Pickup Per Issue
Front page	1,469	~
Full page	1,344	1,024
3/4 page	1,008	768
1/2 page	672	512
1/4 page	336	256
6/32 page	252	192
1/8 page	168	128
3/32 page	126	96
1/16 page	84	64
1/32 page	42	32

DISPLAY DEADLINES: 5pm Thursday prior to issue date.
 (Some holiday exceptions.)

COLOR: RED COLOR \$45 FULL COLOR \$125

AD SIZES:

Modular format (Inches - wide x high)	
Front page	10.2x10
Full page	10.2x11.5
1/2 page	10.2x5.58 or 5x11.5
1/4 page	5x5.58 or 10.2x2.71 or 2.41x11.5
6/32 page	5x4.15 or 7.58x2.71 or 2.41x8.5
1/8 page	5x2.71 or 2.41x5.58 or 10.2x1.3
3/32 page	2.41x4.15 or 7.58x1.3
1/16 page	2.41x2.71 or 5x1.3
1/32 page	2.41x1.3



AUDIENCE MARKET SURVEY

**Mower County Shopper's
 Total Circulation: 16,568**

Receivership & Readership:

- **76.9%** of people said they frequently purchase products or services from ads in the Mower County Shopper
- Average readers per edition during the audit period **1.8***



*Results from telephone survey conducted in 2018 by the Circulation Verification Council

We Can Do Your Printing!

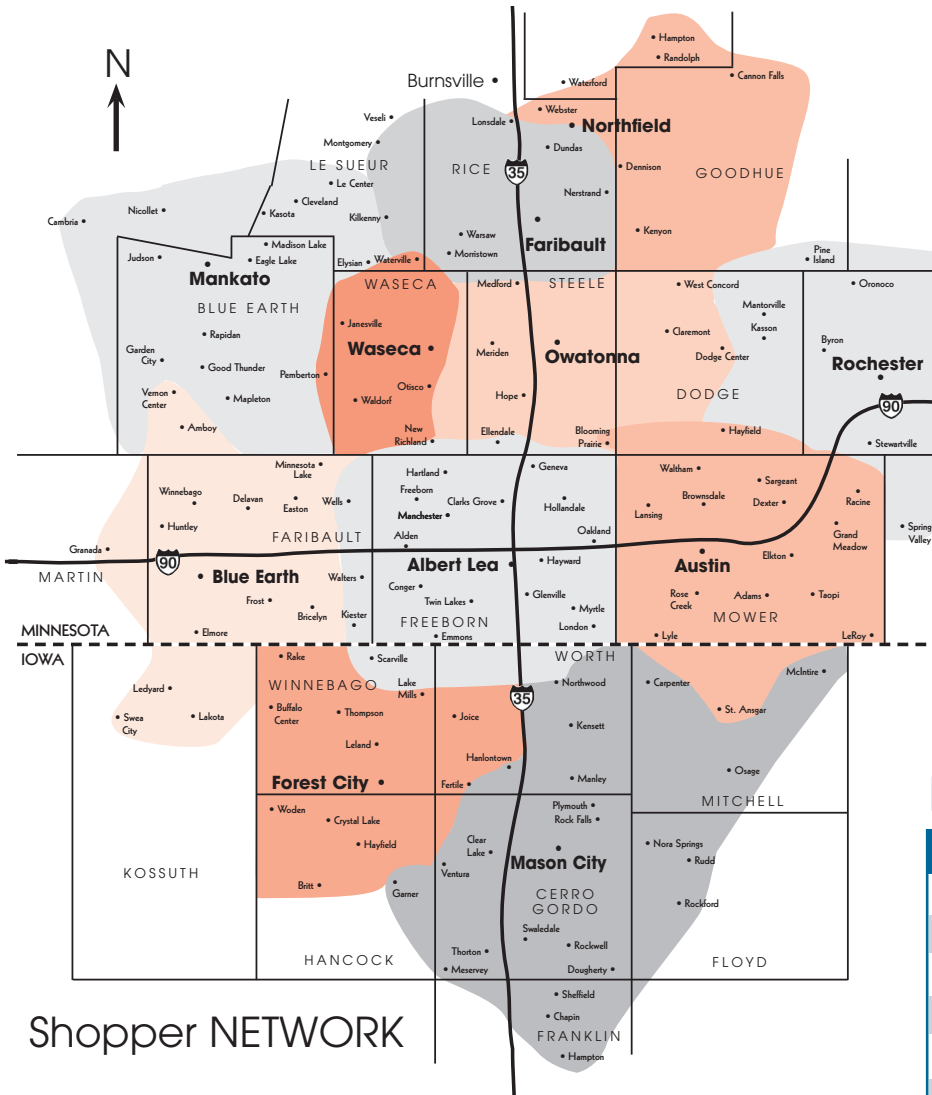
- Newsletters
- Catalogs
- Informational Books
- Political Advertising
- Brochures
- Menus
- Posters
- Business Promotional Flyers

And Much, Much More! Call Today For a Quote on your Print Job!

**Other Shoppers
We Can Place Your Ad In:**

- Freeborn Co/Albert Lea
- Owatonna Area
- Dodge County
- Faribault Co/Blue Earth
- Rice Co/Faribault
- Cerro Gordo Co/Mason City
- Forest City
- Mankato Area
- Waseca
- Wells Area

Ask Your Rep for Pricing & Display Deadlines



Shopper NETWORK

INSERTS

Rates Per Thousand	6 + Times	1-6 Times
Single Sheet	\$62	\$67
4, 8 or 12 Pg. Tab	\$67	\$72
16 or 20 Pg. Tab	\$69	\$74
24, 28 or 32 Pg. Tab	\$72	\$77
36, 40 or 44 Pg. Tab	\$75	\$80
48, 52 or 56 Pg. Tab	\$77	\$82

Minimum of 5,000

INSERT DEADLINE: Noon Wednesday prior to issue date.

INSERTS ARE SHIPPED TO:

Page 1 Printers

1929 Engebretson Ave, Slayton, MN 56172

Phone: 1.888.836.6540

Hours: Mon-Fri 8:00 am - 5:00 pm

PRINT & DELIVER RATES

Rates Per Thousand	10,000 Copies	20,000 Copies
5x5"x8.5"	\$97	\$90
8.5"x11"	\$114	\$102
11"x17"	\$179	\$148

Minimum of 10,000

DEADLINE FOR ARTWORK: 15 Business Days prior to Insert Date.

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
50472	Saint Ansgar	Mitchell	IA	343	15	0	0	358
50476	Stacyville	Mitchell	IA	0	90	0	0	90
55909	Adams	Mower	MN	220	130	0	0	350
55912	Austin	Mower	MN	10,094	2,163	0	388	12,645
55917	Blooming Prairie	Steele	MN	860	80	0	0	940
55918	Brownsdale	Mower	MN	375	60	0	0	435
55926	Dexter	Mower	MN	120	30	0	0	150
55933	Elkton	Mower	MN	90	0	0	0	90
55936	Grand Meadow	Mower	MN	70	0	0	0	70
55940	Hayfield	Dodge	MN	170	100	0	0	270
55950	Lansing	Mower	MN	0	50	0	0	50
55951	Le Roy	Mower	MN	145	30	0	0	175
55953	Lyle	Mower	MN	355	75	0	0	430
55970	Rose Creek	Mower	MN	290	32	0	0	322
55973	Sargeant	Mower	MN	125	10	0	0	135
55977	Taopi	Mower	MN	30	0	0	0	30
55982	Waltham	Mower	MN	70	35	0	0	105
TOTAL				13,357	2,900	0	388	16,645