

THE MOWER COUNTY SHOPPER

3405 West Oakland
Austin, MN 55912
Phone 507-437-7731
Fax: 507-396-6493

www.mowercountyshopper.com

PUBLISHED EVERY TUESDAY

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

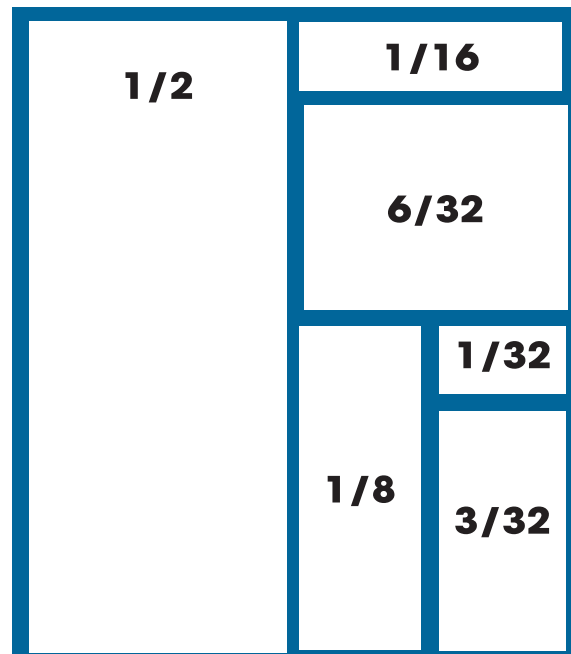
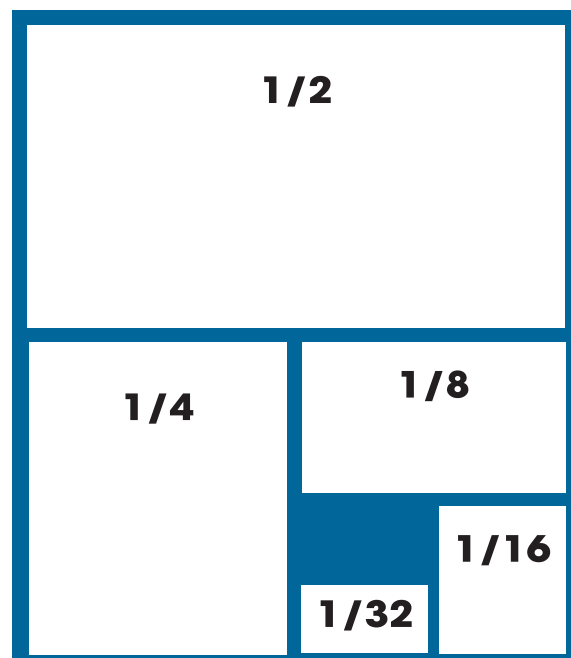
DISPLAY RATES

Size	Weekly Rates	
Based on 32 Modular Layout	Rate Per Issue	Albert Lea Pickup Per Issue
Full page	1,408	1,088
3/4	1,056	816
1/2	704	544
1/4	352	272
3/16	264	204
1/8	176	136
3/32	132	102
1/16	88	68
1/32	44	34

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

AD SIZE SPECIFICATIONS

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



We offer targeted digital marketing solutions including;

- Geo-fencing
- Key words and phrases
- Site retargeting
- Email marketing

We can design and host your website. We have competitive pricing and local customer service.

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*

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

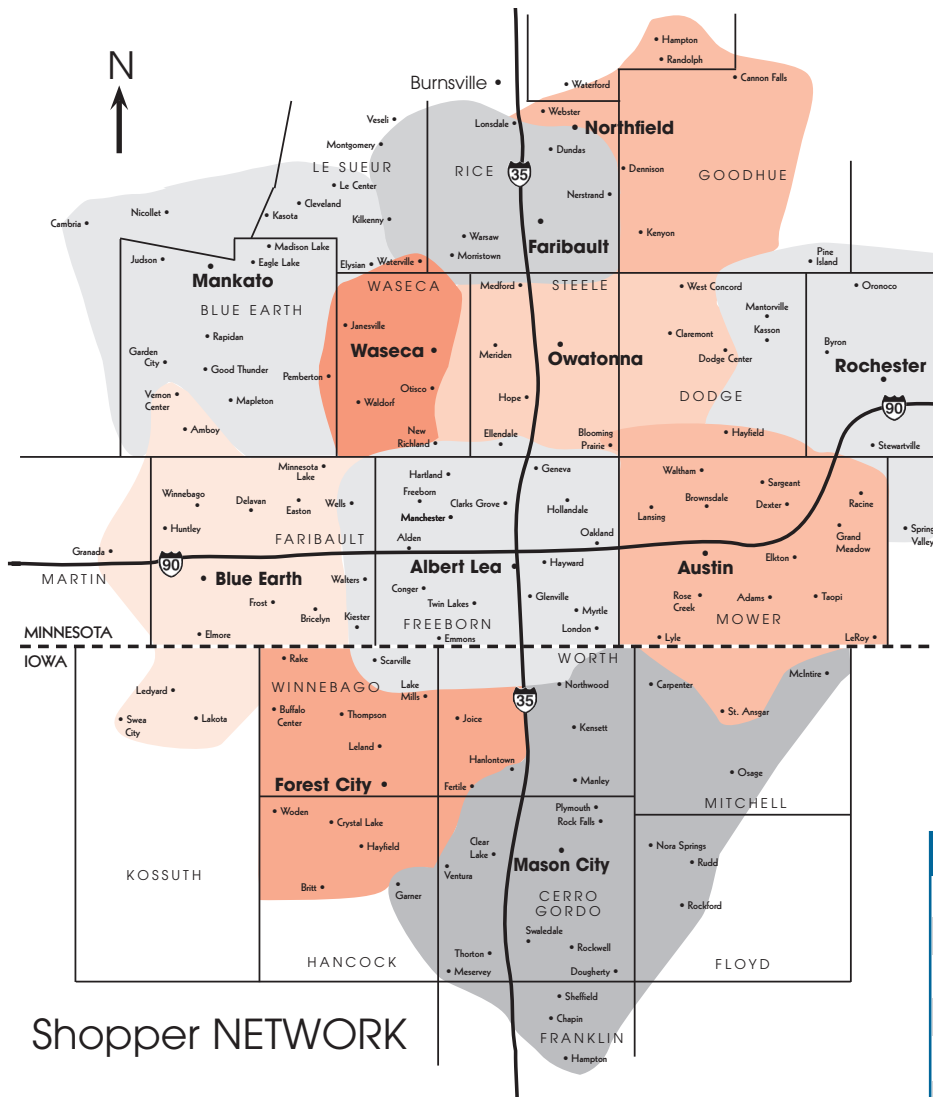
Hours: Mon-Fri 8:00 am - 5:00 pm

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.



Shopper NETWORK

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

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