

- Herald Journal
- Dassel-Cokato Enterprise Dispatch
- Delano Herald Journal
- herald-journal.com
- · dasselcokato.com
- delanoheraldjournal.com

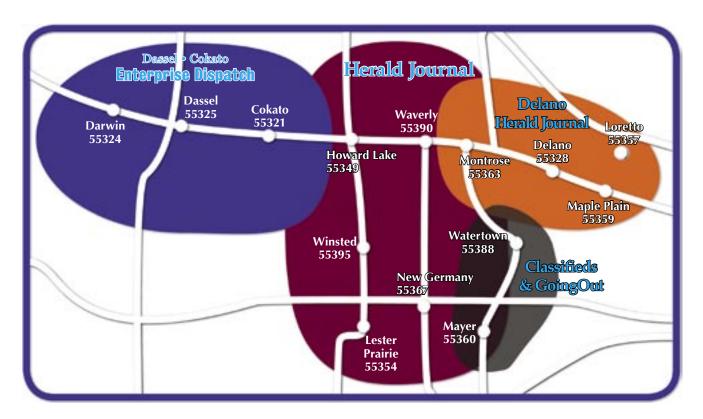
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Herald Journal Publications

	Herald Journal Newspaper	Dassel-Cokato Enterprise Dispatch	Delano Herald Journal	Classifieds & Going Out
Publishing Day	Mondays	Mondays	Mondays	Mondays
Circulation	3,100 Paid	2,300 Paid	1,975 Paid	10,575
Advertising Deadline	Noon Thursdays	Noon Thursdays	Noon Thursdays	Noon Thusdays
Subscription Rates	\$38 local (\$43 MN, \$48 out of state)	\$38 local (\$43 MN, \$48 out of state)	\$38 local (\$43 MN, \$48 out of state)	N/A
Online edition	\$38	\$38	\$38	free online
Print & Online combination	\$42 local (\$47 MN, \$52 out of state)	\$42 local (\$47 MN, \$52 out of state)	\$42 local (\$47 MN, \$52 out of state)	N/A
Communities Served	Howard Lake, Lester Prairie, Mayer, New Germany, Waverly, Winsted	Dassel, Cokato, Darwin	Delano, Loretto, Montrose	included in all 3 newspapers, plus direct-mailed to Watertown and Mayer



One-Time Ad					
Size (per week)	Any one Newspaper	All three Newspapers			
0-30 inches	7.90	16.90			
30"+	7.30	16.30			
60"+	6.90	15.90			
100"+	6.50	15.50			
Pick-up additional publication	4.50	N/A			
Classified Display	N/A	17.25 repeat 12.75			

Add 25% to any above rates for guaranteed/promised position. Production cost is included in first publication; size discount applied above.

Color

\$99 per newspaper (full or spot)

\$250 in Classifieds/GoingOut section

Color notes

Color ads are already discounted, based on shared color availability on the press, and we strive to separate colors ads much as practical. Guaranteed position is available for a 25% upcharge on both space and color. Due to press capacity, color is generally not available in classifieds. Contact your sales representative for special cases.

Mechanical

All publications are SAUcompatible. 6-column (11 1/8-inch) by 21.5inch page

1 col = 1.7 in.

2 col = 3.58 in.

3 col = 5.46 in.

4 col = 7.35 in.

5 col = 9.24 in.

6 col = 11.12 in.

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. 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 advertisement.

Herald Journal Circulation/Inserts

Insert Rates	
Based on equivalent of column-inch space:	
Up to 500 column inches	5.9¢
501 - 999 column inches	7.9¢
1,000 - 1,500 column inches	9.9¢

Add 2¢ for each additional 500 inches

- Add 3.5¢ each if not folded to 10"x11" or smaller.
- Add 3.5¢ each if not machine-compatible (hand inserting, special placement, etc.)
- Can zone by ZIP code; must take entire ZIP code; please call for current counts.
- Additional charge may apply on unusually heavy material.

Reach the Most **Engaged Local** Readers Through Our Newspapers and Website

Communities reached through local newspapers and weekly email products which include digital insert distribution.

- Herald Journal & www.herald-journal.com
- Dassel-Cokato Enterprise Dispatch & www.dasselcokato.com
 - Delano Herald Journal & www.delanoheraldjournal.com

Community	Local Audience Reach
Cokato 55321	1,500
Dassel & Darwin 55325/55324	1,225
Delano 55328	2,400
Howard Lake & Waverly 55349/55390	1,200
Lester Prairie 55354	910
Mayer 55360	1,015
Montrose 55363	200
New Germany 55367	250
Watertown 55388	2,200
Winsted 55395	1,100

Please confirm with your sales rep the number of print copies needed for each order, and supply a digital file

Additional subscriber groups by local county also available by request.

Newspaper/Web Units

Reach the best potential local customers easily and effectively with our new newspaper advertising units:

Each unit includes

- local newspaper ad with prominent guaranteed position, many including full color
- local newspaper website ad on high-traffic pages

Each unit combination is pre-selected for high impact with easy convenience, and is discounted into one simple package. Take even deeper discounts by committing to 3 consecutive weeks or a 13-, 26-, or 52-week schedule.

Newspaper Frequency Options

3 Consecutive Weeks (approx. 5% discount)				
Size (per week)	Any one Newspaper	All three Newspapers		
Up to 30"	7.50	16.05		
30"+	6.95	15.50		
60"+	6.55	15.10		
100"+	6.20	14.75		
Pick-up ad in additional paper	4.50	N/A		

Unit name	size	newspaper position	web position	1-run total	3 consecutive weeks	13 sched. weeks	26 sched. weeks	52 sched. weeks
Front page	6x1.5	front page bottom, full color	rotating home pg top leaderboard	299.00	289.00	279.00	269.00	259.00
Front B section	6x1.5	front of B, bottom, grayscale	rotating home pg top leaderboard	199.00	189.00	169.00	159.00	149.00
Area News	2x3	in-column, area news	news block D spot	134.00	129.00	109.00	99.00	89.00
School Top	2x5	top of school page	news block D spot	219.00	209.00	199.00	189.00	179.00
Obits Top	2x5	top of obituaries page	news block D spot	219.00	209.00	199.00	189.00	179.00
Record Top	2x5	top of record page	news block D spot	219.00	209.00	199.00	189.00	179.00
Sports Top	2x5	top of a sports page	news block D spot	219.00	209.00	199.00	189.00	179.00



Classifieds

All classifieds (except personals) run in the Herald Journal, Enterprise Dispatch, Delano Herald Journal, and on each newspaper's website. Total circulation approx. 10,575 in print, plus 600 weekly visits on websites.

- Newspapers/Web deadline 9 a.m. Fridays; 24 hours early near major holidays
- FREE to subscribers if not of a business nature or for an organization (some restrictions apply)
- 40 words allowed, additional words 40¢ each per week
- Paid in advance unless you have an established account
- No charge for "found" and "giveaway" ads
- Beginning key words are bold & caps.
 Any special treatment beyond that (more bold type, more caps, larger type, border, artwork, logo, extra spacing, etc.) means ad is "classified display."

Services, Rentals, Real Estate, & Employment

40 words allowed. Extra words 40¢ each per week.

1 week	\$20	first week \$20
2 weeks	\$32	second week – add \$12
3 weeks	\$42	third week – add \$10
4 weeks	\$50	fourth week – add \$8
		\$10 F0/

Long-term contract

\$12.50/week

Classified Display

Boxed, larger type, logos, artwork, special type other than beginning key words, etc. 2-inch minimum.

Classified Display	\$17.25/inch
Repeat, no copy changes	\$12.75/inch
Agency/Commissionable	\$19.46/inch

Garage Sales

- FREE to subscribers (1 week); others paid in advance
- 100 words allowed. Additional words 40¢ each

1 week \$20

"Sure Sell" Items

- Runs until item is sold, up to 5 weeks
- 1 item per ad, must include asking price
- FREE to subscribers, except real estate ads; others paid in advance
- No refunds for cancelled "sure sell" ads
- 40 words allowed. Extra words 40¢ each.

Each ad \$20

Real Estate Special

- 1 col. x 3-inch boxed ad with photo, must follow standard format.
- One listing/property per ad, same listing must appear each week.

4-week ad, same copy	\$56
4-week ad, minor changes allowed	\$66
\$4 discount if these ads are prepaid	

Base Rate

Events, Notices, Lost, Wanted, and situations that do not fit any other category

1 or 2 weeks \$20

- FREE to subscribers if not of a business nature or for an organization
- 40 words allowed, additional words 40 ¢ each per week

Statewide Classifieds (MCAN Program)

Statewide Classified Ad	\$279
Extra words	\$10 ea.

Personals, Memorials, & Happy Ads

Personals

• FREE to subscribers; others must be paid in advance.

Up to 100 words \$20 Additional words 10¢ ea.

- Cards of thanks, memorials, open houses, etc.; runs in one newspaper of choice.
- Personals are text only. Anything with photos, artwork, borders, etc. is a display "Happy Ad." Line breaks allowed for poetry.

'Happy Ads'

- Non-commercial birthday greetings, anniversaries, etc. May include photo, display elements, etc.
- Runs in any/all newspapers

1 column x 3 inches \$20 per newspaper Larger size \$7.75 for each additional inch

Happenings

"Happenings" is an event-based grouping of news items, typically starting on the front page, and limited to local events only.

For fundraising events to appear in Happenings, at least a minimum-size ad in HJ publications must be purchased. See our complete publicity policy for further details.



GoingOutHJ.com Dining & Entertainment



Dining & Entertainment Individual Ads

each month as desired

Dining and Entertainment Section Runs in all three newspapers and online. 3-inch minimum. First week \$16.90/inch \$8.45/inch Repeat with no copy change

D&E Sample Sizes

Size	1 week
1 col x 3"	\$50.70
1 col x 4" or 2 col x 2"	\$67.60
2 col x 3" or 1 col x 6"	\$101.40
2 col x 4" or 1 col x 8"	\$135.20
2 col x 5"	\$169.00
3 col x 5"	\$253.50

HJ Local Services Directories

Every week in print and 24/7 online, our local directories keep your name in front of thousands of potential customers.

Herald Journal Local Services Directories

Units start at 2 column inches of space, and are billed in monthly package rates.

HJ Directory Package:

- weekly newspaper ad (position varies throughout paper)
- individual ad rotation online, plus part of display directory online
- weekly text directory listing in newspaper
- · once-per-month classified ad rotation in appropriate category



HJ Sample Packages		
1 col. x 2"	\$79.73/mo.	
1 col. x 3"	\$119.60/mo.	
1 col. x 4"/ 2 col. x 2"	\$159.47/mo.	
2 col. x 3"	\$239.20/mo.	
2 col. x 5"	\$398.67/mo.	
Other (2" minimum)	\$9.20 per inch x 52 weeks / 12 months	

Add a community or special topic guide ad to your package, billed in equal amounts over 12 months.



Delano Herald Journal Professional & Service Directory

2 column x 1-inch ad \$49/month

2 column x 2-inch ad \$89/month

ED Professional & Service Directory

1 column x 2-inch ad \$89/month

1 column x 3-inch ad \$119/month

2 column x 2-inch ad \$159/month

2 column x 3-inch ad \$239/month

other sizes also available



In the **Newspapers**

Special Sections

Good Neighbor Days, Howard Lake (special section)

Published June 20, Deadline June 7

Delano 4th of July (special section)

Published June 27, Deadline June 14

Waverly Daze (pages in paper)

Published July 4, Deadline June 27

Prairie Days, Lester Prairie (special section)

Published July 4, Deadline June 21

Cokato Corn Carnival* (pages in paper)

Published Aug. 1 & 15

Montrose Days (pages in paper)

Published Aug. 15, Deadline Aug. 8

Lester Prairie Back-to-School (special section)

Published Aug. 22, Deadline Aug. 11

Dassel Red Rooster Days* (pages in paper)

Published Aug. 29 & Sept. 12

Lester Prairie Garage Sales (pages in paper)

Published Sept. 12, Deadline Sept. 6

Unit 1 (2 col. x 2")	\$79
Unit 2 (2 col. x 5")	\$105
Unit 3 (3 col. x 6")	\$180

*Corn Carnival and Red Rooster units also include listing in coverage edition; sponsorship of coverage only, \$29

Home and Yard (ED only)

Eagerly looking forward to spring and spring projects. 9-week series March 28 through May 23

Regular display ad rates

Arts in Review (ED only)

Looking back at the past year's arts activities, published May 23 (deadline May 16)

\$34 Signature unit

(\$24 if also participated in other sponsorships during year)

Graduation Sections (each newspaper)

Published May 16, May 23, and May 30, prior to each school's graduation

Graduation \$49/\$79

Homecoming Sections (5 local schools)

Dates TBA

Homecoming \$39/\$79

Veterans Special Editions (ED only)

Published Mon., Nov. 7

Veterans \$56/\$85/\$111

Sports Previews (ED and DHJ)

Special sections of the Enterprise Dispatch & Delano Herald Journal focusing on each upcoming sports season.

Published late March, late Aug., and late Nov.; deadlines one week prior

2 col. x 4"	\$79
3 col. x 5"	\$119
3 col. x 10"	\$199

Additional sizes available on request

Center of Attention

COA: A full page focusing on unique and interesting topics in our readership area. Runs occasionally in each newspaper. See separate schedule for each newspaper's topics and dates.

Center of Attention (4 spots available)

\$98/issue

Sponsorship Pages

Enterprise Dispatch

Year in Review (Jan.), Saluting FFA (Feb.), DC Expo (Feb.), DC Arts Review (May), Fire Prevention (Oct.).

Delano Herald Journal

Fire Prevention (Oct.).

Participation

rate varies by project

Small Business Saturday (Nov. 26)

Weekly ads with each participating business featured in a story during promotion.

Runs Oct. 10 through Nov. 21 in each newspaper

2 col. x 2" ad with full color

\$49 per week

Christmas & New Year's Editions

Ads featuring special holiday artwork, 2-week package runs before Christmas and New Year's

2 col. x 2" ad	\$94
2 col. x 4" ad	\$124
3 col. x 5" ad	\$224
3 col. x 9" ad	\$398

Ongoing Consistency

Church Page Sponsor

Specific ads run on church page of newspapers

Listing in Church & Christian School web directory, with link

Herald Journal	\$34.95/month
Enterprise Dispatch	\$27.95/month
Delano Herald Journal	\$51/month

Sports Boosters

- · Specific ads run on sports pages of newspapers
- · Listing on web sports pages with links
- · Booster member includes free signature in graduation and homecoming sections

Herald Journal weekly 1x1 plus monthly 2x2	\$46/month
Enterprise Dispatch weekly 1x1.5	\$49/month
Delano Herald Journal weekly 1x1	\$51/month

Local Options

Delano Hometown Promoter	\$149 or \$99/month
program	

includes weekly sports and church page ads; floating weekly newspaper ad; ads in graduation, 4th of July, and all sports preview sections; and inclusion in any congratulations/sponsorship pages.

Special **Projects**

Community Guidebooks

Winsted

Published Feb. 1, Deadline Jan. 13

Lester Prairie

Published March 7, Deadline Feb. 16

Delano

Published March 28, Deadline March 2

Dassel-Cokato

Published June 27, Deadline June 1

New Germany-Mayer

Published Oct. 10, Deadline Sept. 21

Howard Lake

Published Oct. 24, Deadline Oct. 5

All guidebooks are full-color throughout, with attractive options to also include a year-around directory ad. For cover ads, please allow an additional week before deadline.

Eighth page	\$199
Quarter page	\$255
Half page	\$379
Full page	\$495
Back cover	\$795
Inside cover	\$595

Special directory packages available with every guidebook

Special Promotions

DC Business Card Directory

Published Feb. 22, Deadline Jan. 29

Section of business card-sized ads for consumer reference

DC Area Lakes Mailer

Published Apr. 11, May 16, June 20, and July 29, Deadline 2 weeks prior

Direct-mail card sent to lake residents in DC area

Lester Prairie Spring Direct Mail

Published April 4 (tentative), Deadline approx. March 15

Opportunities in Other Publications

MBOA Music and Dance News

Published every other month by Minnesota Ballroom Operators Association. Deadline 1st of preceding month

WSCA Spotlight

Published monthly by Western Saddle Clubs Association; deadline 10th of preceding month.

Crow River Review

Publication of the Crow River Valley Amateur Baseball League.

- "Hot Stove Edition" in January; deadline mid-January
- 9 issues during season, May-July; weekly deadline
- Region playoff program, late July

Winstock Program

Official program of Winstock Country Music and Camping Festival. Copies mailed to campers in May, and distributed at event; deadline April 15.

Minn. Sports Marketing - High School Schedules

Large-size posters with full schedules for Dassel-Cokato, Watertown-Mayer, Delano, Mound-Westonka, and Norwood Young America schools

rauron JHlomic

Farm Horizons

A special publication devoted exclusively to local agriculture, now published in February, April, June, August, October, and December; deadlines about 3 weeks prior. Mailed directly to about 4,000 area farm owners, operators, and producers.

Full page	\$359
Half page	\$229
Quarter page	\$144
Eighth page	\$109
Back page including full color	\$995
Add full color on other page	add \$295

Buy space in 4 consecutive issues, get a 40% discount on fourth ad, based on average size; buy space in 6 consecutive issues, get a 60% discount on sixth ad, based on average size.

OR buy at least 4 ads in calendar year and take 10% off total, applied to final ad.

Discounts only valid for accounts in current status.

'Wrap' sections in all 3 Newspapers

'Family Time' children/families

Monthly full-color 4-page sections on various topics, runs common to all 3 newspapers, usually the first week of each month. Deadlines one week

Jan. 4, March 7,

rann, rime emaren		May 2, July 4, Sept. 5, Nov. 7
Weddings		Feb.1
Sympathy/Death/Dying		Feb. 29
Home & Yard (HJ and DHJ or	nly)	April 4
Health & Medical		June 6
State Amateur Baseball Tournament		Aug. 8
Orchards, Wineries, Fall Destinations		Aug. 22
Automotive		Oct. 10
Ad Unit Size	Actual size	Price
All ad units are full color.		
Front Top	3.58" x 7"	\$239
Front Bottom	11.125" x 3"	\$299
Back Top	3.58" x 7"	\$225
Back Bottom	11.125" x 3"	\$279
Inside A	7.35" x 7"	\$393
Inside B	3.58" x 7"	^{\$} 215
Inside C	3.58" x 3.4"	\$125

Impact with consistency

Nearly all our special projects offer an opportunity to package the IMPACT of a special ad with a CONSISTENT small-space ad running regularly in the newspaper and shopper, all combined into an affordable monthly package.