

2024 Information & Rate Guide

PUBLICATION INFORMATION

The Paynesville Press (1,900) is a weekly, paid circulation newspaper distributed on Wednesday in both print and online. It is a broadsheet product and is mailed second class at the Paynesville Post Office. The Paynesville Press is printed on a web press and is 21 1/4" x 11". Each page is divided into 6 - 1.73" columns.

The Eden Valley-Watkins Voice (700) is a weekly, paid circulation newspaper distributed on Wednesday in both print and online. It is a broadsheet product and is mailed second class at the Eden Valley Post Office. The Eden Valley-Watkins Voice is printed on a web press and is 21 1/4" x 11". Each page is divided into 6 - 1.73" columns.

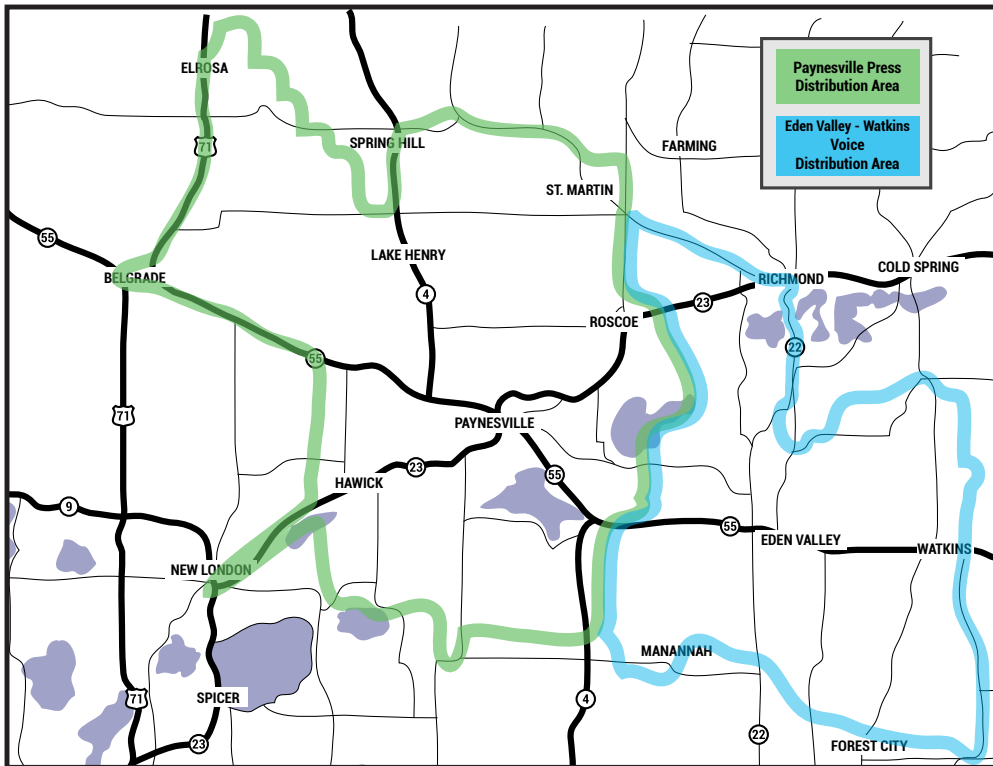
The Classy Canary (36,000) is a tabloid-sized common supplement carried in the Paynesville Press and many other participating paid circulation newspapers. It gives advertisers broad-area coverage. Other participating newspapers are: Alexandria, Glenwood, Wadena, Benson, Morris, Sauk Centre, Elbow Lake, Wheaton, Hoffman, and Long Prairie.

SATURATION INFORMATION

Saturation – Press/Voice/Press Sample (7500) The first week of each month we provide a total market coverage (TMC) of the areas outlined on the map.

This distribution means our subscribers receive their regular issue of the Paynesville Press and/or the Eden Valley/Watkins Voice and the non-subscribers, both homes & businesses, in the areas outlined on the map in blue and green, receive a free copy of either the Paynesville Press or EV/W Voice depending on their location.

**Unique opportunity.
Best coverage of this area.**



**Contact our ad sales team
for a full list of advertising
opportunities!**

adsales@paynesvillepress.com

DISPLAY ADVERTISING DEADLINES



Mon. 12 NOON



Mon. 12 NOON



Wed. 5 P.M.

DISPLAY AD RATES (BOX ADS)

Ad Location	Cost Per Column Inch	Circulation
Eden Valley-Watkins Voice	\$6.50	800
Eden Valley-Watkins Voice Saturation	\$7.50	2956
Paynesville Press	\$8.25	1,900
Paynesville Press Saturation	\$9.25	4483
Voice/Press Combo	\$11.25	2,700
Voice/Press Saturation	\$13.00	7439
Canary	\$10.50	28,300

Column Widths

Column (Col.) = 1.73", 2 Col. = 3.585", 3 Col. = 5.44", 4 Col. = 7.29", 5 Col. = 9.15", 6 Col. = 11"

CLASSIFIED LINE AD RATES

Classified Type	25 Words or Less	Over 25 Words (per word)
Regular Line Ad Runs 1 time in the Paynesville Press, EV-W Voice, AND the Shopper	\$8	25¢
Super Classified Ad (No logos/artwork) Various type styles and sized placed by category with regular line ads	\$12 Per Inch	
Blind Ads (Press, Voice, AND the Shopper) Ads placed without a business name. Press office collects responses.	\$10 per ad	

DISCOUNTS FOR CLASSIFIED ADVERTISING

The longer your ad runs, the more you save. To receive discounts the total cost of the ad must be paid in full at time of classified placement.

4 weeks	10% discount
12 Weeks	15% discount
24 Weeks	20% discount
52 Weeks	25% discount

PRE-PAYMENT FOR CLASSIFIED LINE ADS IS REQUIRED*

Payment can be made in the form of Cash, Check, Visa/Mastercard/Discover.

* Except for approved business accounts

CLASSIFIED LINE AD DEADLINE FOR ALL PUBLICATIONS IS MONDAY AT 12 NOON^

^Placements received after deadline on Monday are subject to space availability. Late placements will run in the following Wednesday Press or Voice.

CONTACT INFORMATION

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MNA Ads

Minnesota

Newspaper Ads reach

nearly 1.4 million

Minnesota house-

holds in 285 daily and

weekly newspapers.

The MNA display ad

network is the most

simple and cost effective

advertising vehicle available!

Contact Mike or Amy for more details!



Contact our Sales Team Today!

Amy: adsales@paynesvillepress.com

Paynesville Press

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Eden Valley-Watkins Voice

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