

# Staples World

Advertising  
Rate Sheet  
Effective  
December 1, 2018



224 4th St NE,  
PO Box 100, Staples, MN 56479  
218-894-1112

## Staples World

www.staplesworld.com  
info@staplesworld.com  
staplesworldpromotionalproducts.com

The Staples World is a weekly community newspaper published Thursdays, available in print and online by subscription and for sale at area vendors. Circulation: 1,700

### Deadline 5 p.m. Monday

per col. inch  
**SW Display Ad Rate..... \$10.10**  
**SW Legal Rate..... \$10.20**  
per month  
**Church Directory ad..... \$40.00**  
Small box ad with business name, address.

### COLOR

**\$75 (black plus one spot color)**  
**\$150 full color**  
per publication

**Display ad Combination Rate (SSW)  
Shopper/World ..... \$16.25**

Serving the counties of  
Todd, Wadena, Morrison, Cass  
and the surrounding area

Member: Minnesota Newspaper Association, National  
Newspaper Association, Heartland Market Group

### Staples World Website Ads

per month  
**Banner 680x90 ..... \$129.00**  
**Big Box 300x250 ..... \$89.00**  
**Tile 300x130 ..... \$49.00**  
**Sponsor 300x65..... \$29.00**

### National Advertising Rate

per col. inch  
**Staples World..... \$12.15**  
**Square Shooter ..... \$13.60**  
**Combination..... \$19.65**

The national rate of \$12.15 per col. inch in the Staples World is a commissionable if paid by the 30th of the month following publication. A 15 percent commission is allowed to advertising agencies recognized by the Minnesota Newspaper Association. Camera-ready copy must be provided (with a minimal amount of type to be added, such as local outlet signature, etc.) with a printed insertion order.



## Classified Advertising

### DEADLINE 5 P.M. MONDAY

Published in our Thursday newspaper, print and online, and in our Saturday shopper

1 week  
**Classified Reader Ads ..... \$ 9.85**  
Min. up to 15 words, paid before publication.  
Additional words, 25¢ per word.  
Bold and/ or ALL CAPS add \$5.  
Blind PO box, add \$10.

per col. inch  
**Classified Display Ads..... \$13.60**  
**Classified Help Wanted Display Ads  
per col. inch ..... \$14.35**

**Classified Service Directory Ad**  
per month  
**Single box ..... \$70**

Single box = 1.9 in. wide X 1.25 in. tall  
**Double box ..... \$130**  
Double box = 3.9 in. wide X 1.25 in. tall  
or 1.9 in. wide X 2.5 in. tall.

## STAPLES SQUARE SHOOTER

The Staples Square Shooter is a free weekly shopper published Saturdays offering total market coverage for the area, delivered by private carriers and the Post Office. Circulation: 9,700. Covering Staples and 11 more area communities.

### Deadline 5 p.m. Wednesday

per col. inch  
**Square Shooter Display Ads... \$11.35**

### Combination Rate (SSW)

Square Shooter Shopper and Staples World  
per col. inch  
**Shopper/World ..... \$16.35**

### Insert Rates

8.5 inch. x 11 in ..... 7.5¢  
4 page tab ..... 8¢  
8 page tab ..... 8.5¢  
12 page tab ..... 9¢  
16 page tab ..... 9.5¢  
20 page tab ..... 10¢  
24 page tab ..... 10.5¢

Post-It Notes are \$75 per thousand and must be placed for the full press run.

The maximum outer dimension for inserts is 11 in. x 11 in. Coupon books and inserts with more pages or of unusual size or weight may be subject to surcharges. If inserts must be folded, there will be an additional charge of \$20 per thousand.

Shipping phone and address:  
218-855-5814, Brainerd Dispatch,  
506 James St., Brainerd, MN 56401

### Dimensions

| Columns    | Inch Width | Pica Width    |
|------------|------------|---------------|
| 1 column = | 1.6319"    | 9p9.5 picas   |
| 2 column = | 3.4309"    | 20p7 picas    |
| 3 column = | 5.2277"    | 31p4 picas    |
| 4 column = | 7.0288"    | 42p2 picas    |
| 5 column = | 8.8259"    | 52p11.5 picas |
| 6 column = | 10.625"    | 63p9 picas    |

The size of the printed area on each page is 10.625 inches wide by 21.5 inches deep for 129 column inches



The Heartland Market is a tabloid-sized common supplement carried in the Staples World and 12 other participating paid circulation newspapers, giving advertisers broad-area coverage. The Heartland Market is a six-column, 15-inch tabloid publication: columns are 1-9/16 inches (9.5 picas) wide. Circulation: 20,000.

### Deadline 5 p.m. Wednesday

one week  
**Classified/Reader Ad ..... \$9.30**  
Additional words, 30¢ per word,  
paid upon placement.

**HM Display Ad per col. inch..... \$12.00**  
per line

**Auction Directory Line Ad ..... \$3.00**  
designated heading, runs one week.

### PARTICIPATING PAID NEWSPAPERS ARE:

Staples World, Barnesville Record-Review, Battle Lake Review, Clay County Union of Ulen, Browerville, Eagle Bend/ Bertha/ Hewitt/ Clarissa Independent News Herald, Hawley Herald, Henning Citizen's Advocate, Long Prairie Leader, New York Mills Dispatch, Nevis Northwoods Press, Parkers Prairie Independent, Sebeka/ Menahga Review Messenger, Verndale Sun.

# Staples World

**DEADLINE 5 P.M. MONDAY**

Classified advertising pages are published in our Thursday newspaper, print and online, and in our Saturday shopper 3 weeks

**Classified Reader Ads ..... \$25.00**

Min. up to 15 words, paid before publication Additional words, 25¢ per word. **Bold** and/ or ALL CAPS add \$5.

Blind PO box, add \$10.

**Card of Thanks/ In Memory..... 20¢ per word**

**Obituary with photo ..... \$60.00**

One week, up to 10 in. long. Death notice published free one time if the obit is placed in the next week's issue. Obituaries requested to be placed word for word will be charged \$10.10 per column inch and must be paid before publication. They will include a line border and be placed near the obituaries.

Credit cards accepted



## Staples World Subscription Rates (1 year)

•LOCAL (4 county area) \$41 (Todd, Wadena, Morrison, Cass)

Minnesota..... \$46

Out-of-State..... \$51

Foreign ..... \$61

Student ..... \$31

(9 months, print, in-state)

Online only ..... \$37

Print w/online..... \$65

Stop at our office, mail us a check, call; or go online to pay by credit card. (PayPal accepts major credit cards)

## Staples World Special Occasion Display Ad \$25



1 col. X 3" display ad (no commercial businesses) Reg. \$30 value.

*\*Birthday, open house, anniversary, thank you, in memory...*

**Deadline: 5 p.m. Mondays (ACTUAL AD SIZE)**

## \*Advertisement policy\*

**\*If you charge, we charge.** We regularly receive requests for free publicity, including items with the words "Press Release" or "News Release" in large print across the top followed by a description promoting products or services of the individual, organization or business which sent the request. If you charge for something, generally you do so to cover your costs, and one of those costs needs to be promotion (i.e. advertising). We want your news. We want your advertising. Let us take care of both for you.

## MCAN-Statewide Classified Ads

MCAN is a network of Minnesota newspapers having a combined readership of more than 3 million! The MCAN Network allows you to place your classified ad in publications - including dailies and weeklies - statewide or by geographic zone. The total cost for a statewide MCAN is \$279 per week for the first 25 words, with additional words \$10 each. Zoned MCAN classifieds start at only \$109. You make one call and pay one price. We'll take care of sending your ad across the state. That's all there is to it. Call us for more information or to place your MCAN classified ad.

## MDAN-Statewide Display Ads

MDAN is an easy and cost-effective display advertising option to expand your market presence, create brand awareness and increase your profits through Minnesota newspapers. Display ad sizes available are: 2 (col.) X 2", 2 X 4" or 2 X 8". Reach an audience of over 3 million readers by placing your ad in the statewide program, or geographically target your message by choosing a zoning option that fits your needs and budget. You'll receive unparalleled reach and market saturation at the lowest cost-per-thousand of any mass-market advertising vehicle. A statewide MDAN 2 X 2 is \$2,500 per week, a 2 X 4 is \$5,100 per week, a 2 X 8 is \$11,600 per week. Zoned MDAN options start at only \$625. Call us for more information or to place your MDAN display ad.

## MINN-Interactive Newspaper Network

MINN is an interactive network of nearly 60 Minnesota newspapers websites. The MINN networks allows you to run a 300x250, 160x600 or 728x90 pixel digital display ad on newspaper websites - including dailies, weeklies, and shoppers - across the state. The total cost for a statewide MINN ad is only \$1,100 per week. As with the MCAN and MDAN networks, you make one call and pay one price. We'll take care of uploading your ad to all of the newspapers websites. It really is as easy as that! Call any participating newspaper, or the Minnesota Newspaper Association, for more information or to place your MINN interactive ad.

## Acceptance/Terms

- The manager reserves the right to cancel or reject any advertisement at any time.
- The manager is not bound by any terms or conditions, printed or otherwise, appearing on copy instructions or insertion orders when those conflict with terms set forth on this rate sheet.
- The manager reserves the right to copyright any advertisement produced for an advertiser.
- The manager reserves the right to insert the word "advertisement" into any ad, especially "all-copy" ads which may be mistaken for news articles.
- The manager reserves the right to revise rates upon written notice to the advertiser.
- Any ad canceled after half or more has been produced by the newspaper staff will be charged at \$30 per hour for production costs.
- No page position can be guaranteed. Every effort will be made to meet reasonable position requests. Failure to meet those requests will not constitute cause for adjustment, refund or rerun.
- Proofs are available upon request for all display advertisements of 10 column inches or more which are submitted prior to copy deadlines. After proof copy is furnished, failure to reply in a timely manner will constitute proof approval for publication. Mistakes or changes noted after customer approval are not subject to adjustment, refund or rerun.
- 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 or privacy resulting from the publication of the advertiser's advertisement.
- 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 a corrected-copy advertisement in any subsequent issue or refund of any monies paid for the advertisement.

## Credit policy

- Credit is granted at the discretion of the general manager and may be revoked at any time.
- All accounts are due on the 15th day of the month following publication.
- All discounts are voided if the account is not paid by the 30th of the following month.
- New accounts are C.O.D. until credit is established, usually after 90 days
- Credit limits will be established by the general manager and are subject to change.
- All balances unpaid by the last day of the month are subject to a 1.5 percent per month (18 percent per year) interest fee or a \$1 billing fee, whichever is greater.
- Advertising which requires payment in advance includes political, going out-of-business, bankruptcy ads and transient ads, including, but not limited to carnivals, circuses and similar road shows.



**Did You Know?** { We can fulfill all your promotional products needs. We can imprint your business name on mugs, pens, key chains, barbecue sets, bags, magnets, USB drives, bike bottles, safety reflectors, banners, playing cards, lounge chairs, lanyards, mint tins, calendars, mouse pads and so much more!

See thousands of promotional products at our website!

[www.staplesworldpromotionalproducts.com](http://www.staplesworldpromotionalproducts.com)