



**Your Guide to Reaching
over 18,000 Homes**

3405 W. Oakland Ave.
Austin, MN 55912

Phone 507/437-7731
FAX 507/437-7733

TUESDAY PUBLICATION

LOCAL DISPLAY RATES

SIZE	26 WK	13 WK	RE-RUN OR		ALBERT LEA
			6 WK	OPEN	
Two pages	\$1,843	\$1,972	\$2,101	\$2,230	\$1,289
Full page	967	1,035	1,102	1,170	677
3/4 page	779	833	888	942	545
1/2 page	524	560	598	634	367
1/4 page	280	296	320	336	200
1/8 page	140	148	160	168	100
1/16 page	70	74	80	84	50
1/32 page	35	37	40	42	25

*Rates for over 2 pages available on request.

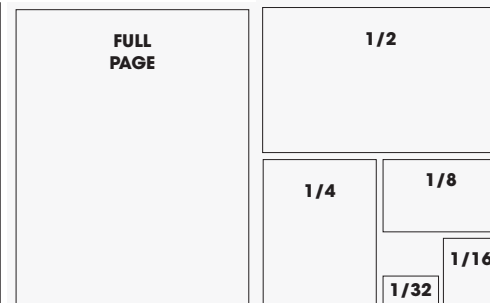
PREPRINT RATES

SIZE	26+ RUNS	7-26 RUNS	1-6 RUNS
Single Sheet	\$49	\$51	\$54
4, 8, 12 page	\$58	\$61	\$64
16 or 20 page	\$60	\$63	\$66
24, 28, 32 page	\$63	\$66	\$69
36, 40 and 44 page	\$66	\$69	\$73
48, 52 and 56 page	\$68	\$71	\$75

GUIDELINES

1. The Shopper reserves the right to edit, alter or omit any advertisements. All advertising is accepted subject to the approval of the Publisher
2. 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 of other errors or omissions in connection with an advertisement is strictly limited to value equal to the amount of space occupied by the error either through ensuing publication or refund.
3. Any advertisement created by the staff of the Shopper remains the property of the Shopper and is subject to the copyright of the edition(s) that it appears in.
4. Copy deadline for classifieds and display advertising is Thursday at 5:00 pm. If proofing is required, deadline is Wednesday at 5:00 PM.

Effective October 2010



PREMIUM POSITIONS

Front \$125
over earned rate includes one spot color

JOB PRINTING

- WE PRINT:
- Newsletters
 - Catalogs
 - Informational Books
 - Political Flyers
 - Business Cards
 - and much, much more!
- CALL TODAY FOR A QUOTE!**

COLOR

SIZE	1 COLOR	2 COLOR
Spot	\$45	\$65
Process	\$125	

CLASSIFIEDS

WORDS	COST
up to 15	\$13.00

\$.10 for each additional word.
Buy 2 Weeks, Get 1 Week Free.

MECHANICAL SPECIFICATIONS

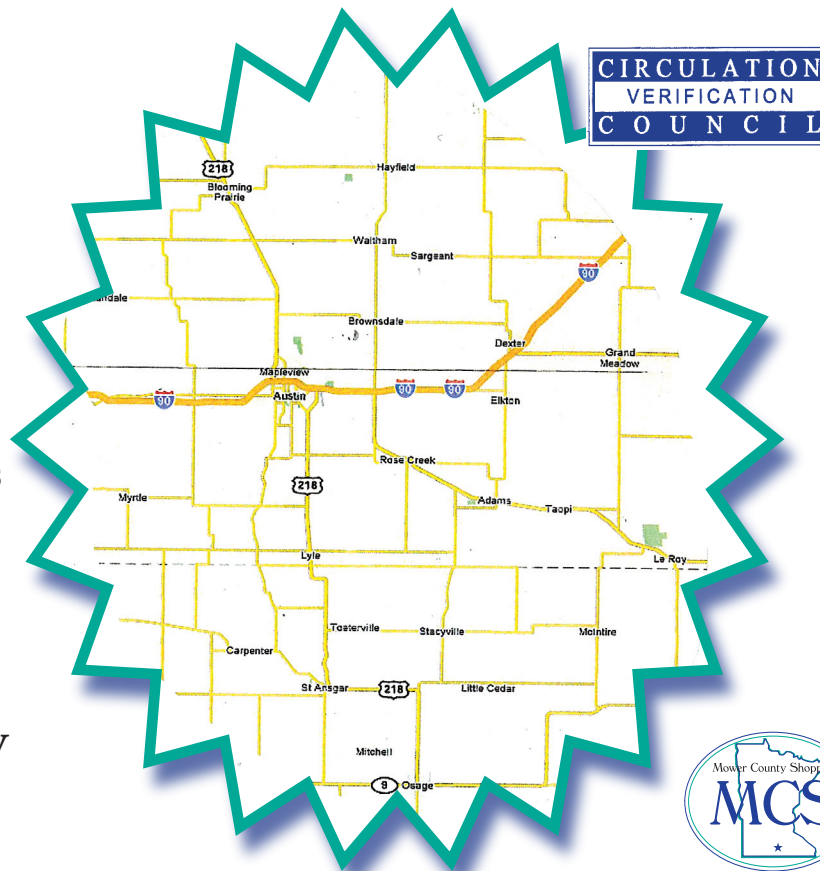
MODULAR FORMAT

Page Size	10 1/8" x 13"
Half Page Size	10 1/8" x 6 7/16"
Quarter Page Size	5" x 6 7/16"
Eighth Page Size	5" x 3 1/8"
Sixteenth Page Size	2 3/8" x 3 1/8"
Thirty-second Page Size	2 3/8" x 1 1/2"

Complete Market Coverage

The Mower County Shopper offers complete coverage of the market's primary community as well as the surrounding area.

We deliver to 18,008 households every Tuesday with **ZONED FLEXIBILITY!!!**



City	ZIP CODE	Carrier	MR 1	MR 2	MR 3	MR 4	MR 5	Bulk	Total	X	Request
ADAMS	55909	370	85	135				40	640		
AUSTIN	55912	10,048	288	300	225	210	320	751	12,187		
BLOOMING PRAIRIE	55917	767	110	125	150			10	1162		
BROWNSDALE	55918	278	100					100	478		
CARPENTER	50426							40	40		
DEXTER	55926	120	93						213		
ELKTON	55933		93						93		
GRAND MEADOW	55936		225	100				24	349		
HAYFIELD	55940	250	140						390		
HOLLANDALE	56045		8						8		
LANSING	55950							75	75		
LEROY	55951		145					50	195		
LYLE	55953	200	150					25	375		
OAKLAND	56076	25	100						125		
OSAGE	50461		150						150		
ROSE CREEK	55970	165	170					16	351		
SARGEANT	55973	30	18					20	68		
ST. ANSGAR	50476	343	213						556		
STACYVILLE	50476	150							150		
TAOPI	55977	40							40		
WALTHAM	53982	45	85						130		
SUB TOTAL		12,831	2,173	660	375	210	320	1,151	17,765		
MORGUE								45	45		
OFFICE								145	100		
TEARSHEETS								40	40		
Freeborn Shopper								58	58		
Total of column j									18,008		
GRAND TOTALS		12,896	2,173	660	375	210	320	1,439	18,008		