

Anoka County Shopper

4101 Coon Rapids Blvd., Coon Rapids, MN 55433 | 763.421.4444 | www.abcnewspapers.com

MEDIA GUIDE 2017

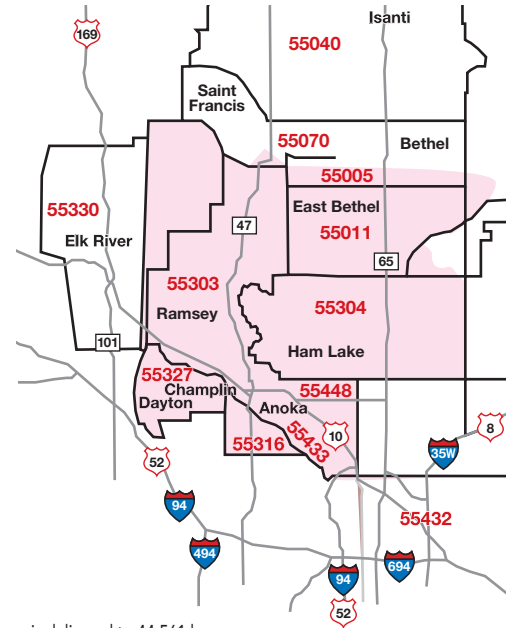


The Anoka County Shopper is proud to be your local news leader. Each week we bring you unparalleled coverage of the news and events that matter to you and your neighbors.

Our award winning journalists cover your city council and other local government, school board and school news, high school sports, community calendar listings, community festivals and events, community interest stories and so much more.

Thank you for supporting your community and your hometown newspaper.

ANOKA COUNTY SHOPPER COVERAGE AREA



COVERING

Towns:
Anoka, Ramsey, Andover, Champlin, Dayton, Coon Rapids, Nowthen, Ham Lake, Oak Grove, and More

LOGISTICS

Total Audience

- > The Anoka County Shopper is delivered to 44,561 homes.
- > Free distribution newspaper/shopper

Deadlines & Publication Day

- > Publication Day: Wednesday
- > Deadline: Friday at 4:00pm
- > Proof Approval: Tuesday at 9:30am

COLUMN SIZES

1 COL: 1.55" | 2 COL: 3.22" | 3 COL: 4.88" | 4 COL: 6.50" | 5 COL: 8.17" | 6 COL: 9.88"

Multi-Publication Discount

Extend your marketing Reach and save

2 Publications	10%
3 or 4 Publications	15%
5+ Publications	20%

*Zones of the Scotsman are not included in the multi-publication discounts

Frequency Discounts

Increase your frequency and save

4 weeks	5%
13+ weeks	10%

COLOR RATES

1/4 - Page or Less	\$75
1/4 - Page + to 1/2 Page	\$150
1/2 - Page + to Full Page	\$300

*Rates are per publication

Free Standing Inserts Available!

Please ask your representative for a detailed map and pricing information.

PUBLICATION RATES

For Reach, Volume and Digital

	DOMINANCE			IDENTITY			IMPRESSION			BRANDING		BUS CARD	NON-MODULAR	BUS BUILDER
	Full Page 126"	3/4 Page 96"	2/3 Page 84"	1/2 Page 63"	3/8 Page 48"	1/3 Page 40"	1/4 Page 31.5"	1/5 Page 24"	1/8 Page 15"	1/10 Page 12"	1/15 Page 10"	Business Card 4"	Non-Modular*	Every week for 13 weeks* No Copy Changes
ANOKA COUNTY SHOPPER	\$2036	\$1556	\$1364	\$1028	\$788	\$660	\$524	\$394	\$250	\$202	\$170	\$69	\$16	\$15

*Non-modular advertisements can be placed using the open inch rate. A flat fee must be added to the total non-modular price for inclusion online. For advertisements 2"-9" add \$5, 10"-30" add \$10, and 31" or larger add \$20.