

2010 - 2011

SPECIAL SUPPLEMENT PLANNER

Plan Early!

Target your market with special sections from the Echo Press! We invite you to use our supplement list as an aid in planning your advertising budget this year. Our special publications cover a great selection of topics and focus on local community events.

Our readers have come to expect interesting information and we don't disappoint them! Each special section is filled with local articles that are relevant and informative.

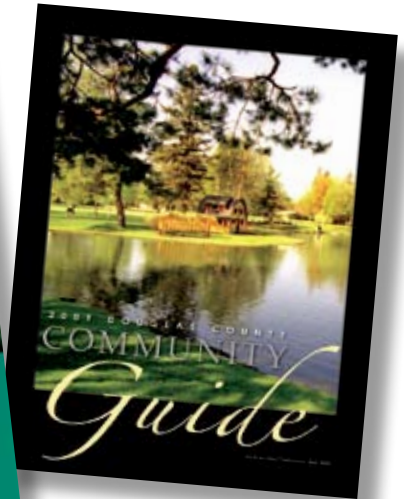
Please take a moment to check the supplements of interest to you and let us help you incorporate them into your advertising schedule. Keep in mind this planner is only a guide, and is subject to change.

We look forward to chatting with you about these exciting advertising opportunities!

-The Echo Press Sales Team

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JANUARY

“With This Ring” Wedding Planner - A print and online guide for planning the perfect wedding. Distributed to related businesses, given to future brides and grooms as their engagements are announced in the newspaper, and distributed at the KIKV Bridal Show.

Blizzard of Bargains - Increase your bottom line with coupons to readers during the “heat” of winter. Printed as a part of the Echo Press.

Chamber Year in Review - An account from the Alexandria Chamber of Commerce on what was done in the past year and what lies ahead.

Destinations - Reach 60,000 visitors who are looking for places to go and things to see as they experience the lakes, woods and rivers of Central Minnesota. Features areas of Alexandria, Bemidji, Detroit Lakes, New York Mills, Park Rapids, Perham and Wadena. Year-long shelf life on 150+ newsstands to get it in the hands of tourists.

Community Builder, Staying Young 2011 - This Echo Press ‘Extra’ will take a look at the things people can do to stay young, and live more actively your entire life.



MARCH

Coupon Book - Kick off spring and bring in the customers with money-saving coupons! Inserted into the Echo Press.

Academic Excellence - Show your school pride! This 8-week series is a tribute to students who have achieved academic excellence at area schools.

Ready, Set, SAVE! - Featuring coupons, deep discounts and great specials, this publication is a tradeout for your gift certificates and is a huge hit with the community!

APRIL

Family Matters - What does your business offer for families? Great parenting advice for all ages. Coincides with celebrating “The Week of the Young Child.”

Community Guide - The perfect guide for new and current residents to keep people enjoying the “good life” of Douglas County. Includes both magazine and online editions.

April/May Real Estate Guide - The most complete listings of available properties for sale in the greater Alexandria lakes area. Also a great avenue for promoting financial and home-related businesses.

Community Builder, Giving Back - This Echo Press ‘Extra’ will focus on service organizations and what their members do to give back to the community.

Meet the Business People - Introduce the entire community to your talented staff in this full color edition!

Spring Home Enhancement - An excellent way to present your home-related business, this publication focuses on home improvement, decorating, yard and garden, car care, recreation, recipes and more!

Spring Sports Report - Support your local spring sports in this special keepsake featuring teams in Alexandria, Brandon, Evansville, Ashby, Osakis, West Central Area and Parkers Prairie.

Lifestyles Expo - Today’s lifestyles are ever changing. How does your business fit into today’s fast-paced world? This family-oriented show held at the Viking Plaza Mall is the perfect way to showcase your business! Accompanied by a special section in the Echo Press, just prior to the Expo.



FEBRUARY

Farm and Ag - Following the ag industry along with information regarding the KIKV annual Ag Show.

Vikingland Builders Assn. Home Show - Focus on exhibitors and members of the Vikingland Builders Home Show.

February/March Real Estate Guide - The most complete listings of available properties for sale in the greater Alexandria lakes area. Also a great avenue for promoting financial and home-related businesses.

Community Progress Report - How is your business progressing? Here’s your chance to share news, milestones and more about your business!

Prom Pages - Show off what you have to offer for prom students and parents this year. Showcases local students depicting what’s hot, what to do and how to get it done.





MAY

Summer Fun Guide - Memorial Day through Labor Day, this handy guide will be available in all area lodging facilities and visitor destinations in the lakes area.

Graduation Tab - Every parent's keepsake! Features photos of grads from Alexandria, Brandon and Evansville. A separate graduation salute is printed in the Osakis Review newspaper featuring all Osakis grads.

Vacationer - This weekly publication features fishing and fun happenings in the lakes area. Published opening fishing weekend through Labor Day.

Summer Coupon Book - A book filled with fantastic savings designed to drive more customers to you! Inserted into the Echo Press.

JUNE

June/July Real Estate Guide - The most complete listings of available properties for sale in the greater Alexandria lakes area. Also a great avenue for promoting financial and home-related businesses.

Woman's Guide to the Good Life - Helps women of all ages focus on beauty, health and wellness.

Consumer How-To Guide - A great informational resource provided by area professionals. Jam-packed with useful information on products and services to help consumers make sound buying decisions.

Vikingland Band Festival - The official program that lines the streets of Alexandria during this huge Chamber hosted event.



ONGOING ADVERTISING

Business Showcase - A 14-week full color promotion in the Echo Press that puts the spotlight on your business through a series of small ads combined with an editorial feature

Wedding Showcase - Full color monthly page in the Echo Press that features an informational piece to assist future brides and grooms.

Midwest Boomers - Diving into the best years of our lives - Each month, this piece caters to the Baby Boomers who are looking to enhance the quality of their life.

JULY

Douglas County Fair Premium List - Content is produced by the Douglas County Agricultural Assn. for people of the county to become better acquainted with the regulations and events of the annual fair.

Viking Plaza Mall Crazy Days - Shopaholics love to read these pages showing highlights of the Viking Plaza Mall mega-sale the third week in July.

Community Builder, Why We're Special - This 'Extra' will focus on great things about the community and why people would want to consider living or visiting here.



AUGUST

Ready, Set, SAVE! - Featuring coupons, deep discounts and great specials from local businesses, this publication is a tradeout for your gift certificates and is a huge hit with the community!

August/September Real Estate Guide - The most complete listings of available properties for sale in the greater Alexandria lakes area. Also a great avenue for promoting financial and home-related businesses.

Resorters Golf Tournament - Explains the ins and outs of the Resorters Golf Tournament held at the Alexandria Golf Club, plus a guide to area businesses who welcome everyone to this annual event.

Components for Success - Together with the AAEDC, we publish this full color magazine piece to showcase economic development in the lakes area. A great marketing and recruiting tool for you and our community!

Alexandria Downtown Crazy Days - Held throughout the city beginning the first Thursday in August.

Douglas County Fair - This special publication features new additions to the fair, as well as a listing of entertainers and vendors. A must-have guide for any fairgoer!



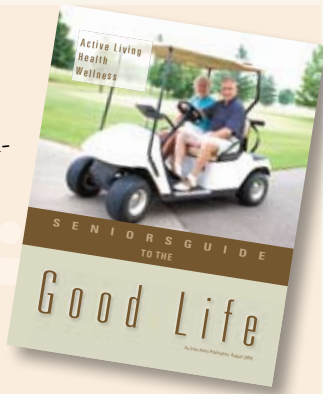
SEPTEMBER

Fall Sports Report - Support your local fall sports in this special keepsake featuring teams in Alexandria, Brandon, Evansville, Ashby, Osakis, West Central Area and Parkers Prairie.

Senior's Guide to the Good Life

- A handy reference book containing all the programs, organizations and agencies targeted to seniors in Douglas County.

Fall Home Enhancement - What can you offer consumers this fall? An excellent way to present your home-related business, this publication focuses on home improvement, decorating, yard and garden, car care, recreation, recipes and more!



NOVEMBER

Fall Coupon Book - It may be getting cool outside but get your word out on your hot deals in the Fall Coupon Book!

Thanksgiving Day Shopper - Here's your chance to get in the hands of those who love to shop! It only happens once a year and we do it for you, our advertisers, to start the Holidays off right! Distributed Thanksgiving Eve.



DECEMBER

Lakes Area Calendar - Showcase your business all month long in glossy, full color. Ask us today how to get your events included.

Winter Guide - The complete winter guide to the lakes area including where to go and what to do! Distributed and replenished on newsstands throughout the winter season.

December/January Real Estate Guide

- The most complete listings of available properties for sale in the area. Also a great avenue for promoting financial and home-related businesses.

Winter Sports Report - Support your local winter sports in this special keepsake featuring teams in Alexandria, Brandon, Evansville, Ashby, Osakis, West Central Area and Parkers Prairie.

Holiday Gift Certificates - Advertise your gift certificates in the Echo Press and Lakeland Shopping Guide, for all those last-minute shoppers!

Holiday Greetings - A cherished keepsake! Greetings from area businesses along with local children's letters to Santa, Christmas drawings and photos taken with Santa during the Echo Press Santa Day.



OCTOBER

Lakes Area Outdoors - Your chance to target those who adore the outdoors! From hunting, to fishing to other outdoor fall sports, this publication covers all things outdoors in the lakes area!

October/November Real Estate Guide

- The most complete listings of available properties for sale in the greater Alexandria lakes area. Also a great avenue for promoting financial and home-related businesses.

Business Industrial Appreciation Day (BIAD) Edition

- Your chance to congratulate the business of the year selected by the Economic Development Commission and the Chamber of Commerce.

Community Builder, On The Job - This Echo Press 'Extra' will include features on various workers in the community, and the role they play in making the community a great place to live.

Blizzard Hockey Preview - Support the home team! This preview announces the new Blizzard Hockey Team and showcases their strong supporters!

Top 20 Professionals - A captivating read recognizing top professionals nominated by their peers plus features on Alexandria's Business and Professional Women. Nominate an employee and salute your staff today!

Women's Showcase - The Echo Press and KIKV-FM team up for this popular and exciting event for women of all ages. This gives exhibitors the opportunity to visit with potential clients one to one. Accompanied by a special section in the Echo Press, just prior to the event.

DIRECTORY ADS

Focused advertising spots within the Echo Press and/or Lakeland Shopping Guide include:

- Medical Directory
- Bridal Directory
- Professional Directory
- Church Directory