

ALEXANDRIA COMMUNITY PROFILE

Located on a growth corridor between St. Cloud and Fargo, Alexandria's population of 12,415 has increased 43% since 1990. In fact, it's the second fastest growing "micropolitan" in Minnesota.

The surrounding cities' and townships' populations are also up 23%. Douglas County's current population is projected to increase 32% to 46,960 people by 2035.

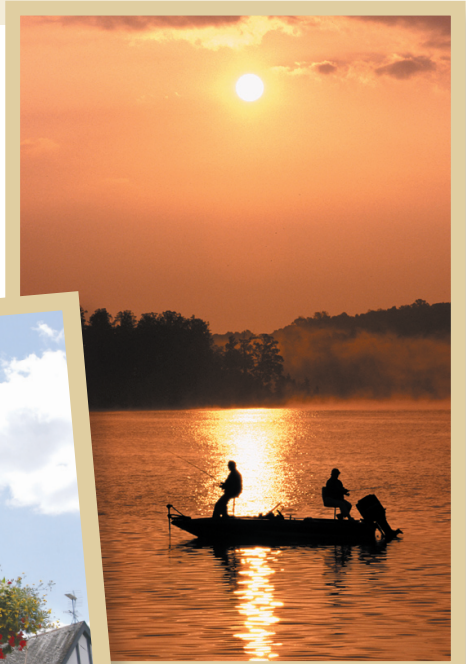
According to the latest figures from 2004, median household incomes in our area are increasing. Families make just under \$44,000 a year in Douglas County. That ranks 31st out of the 87 counties in the state, and is an 11% increase in four years. The county still lags well behind the state average household income of just under \$56,000, but the higher metro area wages skew the figures.

Of the 17,348 jobs in Douglas County last year, 24% were in retail trade, transportation and utilities services; 22% were in education and health, and another 16% were in manufacturing.

During the recession and recovery (from 2000 to 2006), manufacturing stayed strong here, increasing 2.6%; the state decreased 13%.

Leisure and hospitality round out the county's top employers with 13%, with construction at 6% of the jobs and professional and business services at 6%, respectively.

The county's industries are generating top dollars - \$1.45 billion in sales and use taxes and \$592 million in retail sales in 2005.



TERMS & CONDITIONS

ADVERTISING RATE POLICIES

All advertisers receiving contract rates must have signed contracts. Contract advertisers subject to extra assessment at termination of contract according to rate earned. Alcohol and tobacco advertising accepted.

GENERAL INFORMATION

Advertising copy received will be subject to the acceptance, revision or rejection of the publisher, and every copy produced in-house becomes the property of the Echo Press. All copy is accepted on a "run-of-the-paper" basis and given the best possible position in accordance with the make-up rules of the newspaper.

ERRORS OR OMISSIONS

Echo Press shall not be liable for failure to publish an advertisement, except for the refund of any amount pre-paid for the publication of that advertisement. Liability for errors shall be limited to either republishing the advertisement or crediting the cost of that portion of the advertisement occupied by the error at the option of the publisher. Publisher reserves the right to insert the word advertisement in all ads.

INDEMNIFICATION

The advertiser and/or advertising agency agrees to defend and indemnify the Publisher against any and all liability, loss, or expense arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks,

copyrights, trade names, patents or proprietary rights or violation of rights of privacy, resulting from the publication of the Advertiser's advertisement.

CREDIT & BILLING

Terms are net due 15th of month following publication. A finance charge of 1.5% per month will be assessed on accounts over 30 days. Volume discounts and contracts are subject to cancellation on past due accounts. Local rates are noncommissionable. Advertising which requires payment in advance includes unestablished credit accounts, political, going-out-of-business, bankruptcy ads, transient ads (including, but not limited to, carnivals, circuses, swap meets, flea markets and similar road shows). Advertising cannot be accepted for any account that is 60 days past due. We accept MasterCard and Visa.

FORUM COMMUNICATIONS

The Echo Press belongs to the Forum Communications Group. Through inter-company arrangements, your local ad representative can assist you in placing advertising in the following areas: Alexandria, Bemidji, Blackduck, Cloquet, Cottage Grove, Detroit Lakes, Duluth, Farmington, Hancock, Hastings, Lake Elmo, Morris, New York Mills, Osakis, Park Rapids, Perham, Red Wing, Stillwater, Superior, Two Harbors, Wadena, Willmar, Woodbury, Worthington, MN as well as Dickinson, Fargo, Grand Forks, Jamestown, ND; Mitchell, SD; River Falls, Hudson, New Richmond, River Falls and Ellsworth, WI.