

LAKELAND SHOPPING GUIDE DISPLAY AD RATES



LAKELAND SHOPPING GUIDE Open Rate..... **\$13.75 pci**
 Published..... Sunday
 Deadline..... Wednesday at Noon
 Circulation..... 27,500

COVER RATES INCLUDE FULL COLOR!!

Front Cover Top Quarter: (3 col. x 8.25" h)..... \$495.00
 Front Cover Bottom Quarter: (3 col. x 10.5" h)..... \$535.00
 Discounts: . 20% RE-RUN RATE discount on 2nd insertion of ads 10 column inches or larger, within 7 days of 1st run. (No copy change)

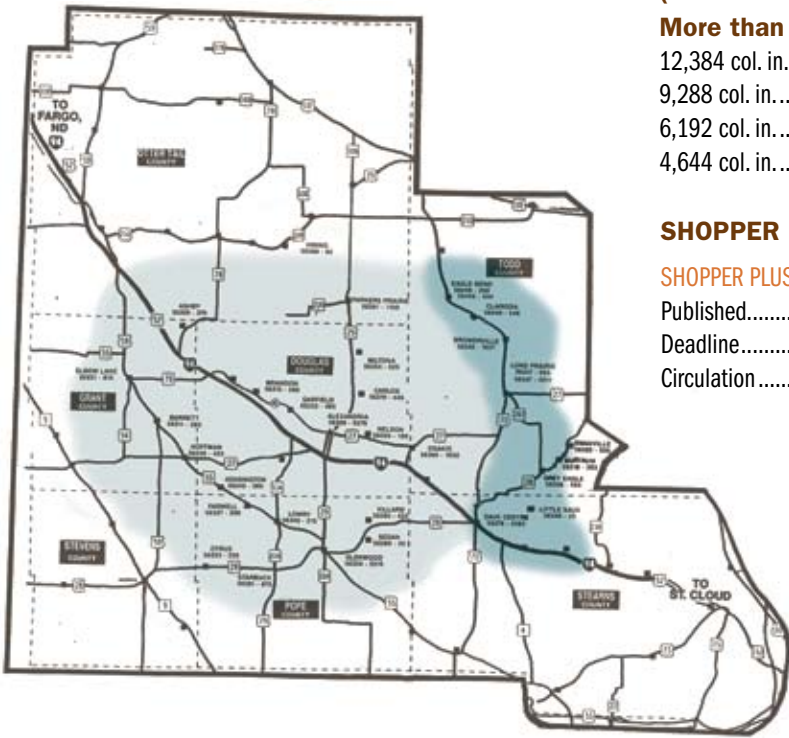
PROFESSIONAL DIRECTORY: (approx. 4 col. inch ad)
 (published twice per month)..... \$67.00

(12 month contract)

More than	Price		
3,096 col. in.....			\$9.00
12,384 col. in.....	\$7.25	2,322 col. in.....	\$9.85
9,288 col. in.....	\$7.60	1,548 col. in.....	\$10.50
6,192 col. in.....	\$7.90	774 col. in.....	\$11.00
4,644 col. in.....	\$8.40	387 col. in.....	\$11.50

SHOPPER PLUS 6000:

SHOPPER PLUS 6000 Open Rate..... **\$4.00 pci**
 Published..... Sunday
 Deadline..... Wednesday Noon
 Circulation..... 6,000



SHOPPING GUIDE CIRCULATION MAP

Total Market Coverage 34,000.
 A FREE publication w/home delivery.
 Light screened area on Minnesota map = 28,000 circulation area
 Dark screen = 6,000 circulation zoned area ("Plus 6,000" area)

SHOPPING GUIDE MECHANICAL - SIZES

(PASS) 10.625 inches wide, 21 inches deep (printable area)

Columns..... 23" Web Width

1 Col.....	1.667"
2 Col.....	3.458"
3 Col.....	5.25"
4 Col.....	7.042"
5 Col.....	8.833"
6 Col.....	10.625"

LAKELAND SHOPPING GUIDE

ALEXANDRIA.....	56308
ASHBY.....	56309
BARRETT.....	56311
BRANDON.....	56315
CARLOS.....	56319
CYRUS.....	56323
EVANSVILLE.....	56326
EAGLE BEND.....	56446
ELBOW LAKE.....	56531
FARWELL.....	56327
GARFIELD.....	56332

GLENWOOD.....	56334
HOFFMAN.....	56339
KENSINGTON.....	56343
LOWRY.....	56349
MILTONA.....	56354
MORRIS.....	56267
NELSON.....	56355
OSAKIS.....	56360
PARKERS PRAIRIE.....	56361
SAUK CENTRE.....	56378
SEDAN.....	56380
STARBUCK.....	56381
VILLARD.....	56385

SHOPPER PLUS 6000

LONG PRAIRIE.....	56347
BROWERVILLE.....	56348
CLARISSA.....	56440
CUSHING.....	56443
EAGLE BEND.....	56446
SWANVILLE.....	56382
BURTRUM.....	56318
GREY EAGLE.....	56336

