

# PRE-PRINT INSERTS

Size (tab pages)	1 time run	13 times	50 times
2 page (8 1/2 x 11)	7.0¢ ea.	5.5¢ ea.	4.9¢ ea.
4 page	7.5¢ ea.	6.0¢ ea.	5.2¢ ea.
8 page	8.0¢ ea.	6.5¢ ea.	5.7¢ ea.
12 page	8.5¢ ea.	7.0¢ ea.	6.1¢ ea.
16 page	9.0¢ ea.	7.5¢ ea.	6.6¢ ea.
20 page	9.5¢ ea.	8.0¢ ea.	7.1¢ ea.
24 page	10.0¢ ea.	8.5¢ ea.	7.6¢ ea.
28 page	10.5¢ ea.	9.0¢ ea.	8.1¢ ea.
32 page	11.0¢ ea.	9.5¢ ea.	8.6¢ ea.
36 page	11.5¢ ea.	10.0¢ ea.	9.1¢ ea.
40 page	12.0¢ ea.	10.5¢ ea.	9.6¢ ea.
44 page	12.5¢ ea.	11.0¢ ea.	10.1¢ ea.
48 page	13.0¢ ea.	11.5¢ ea.	10.6¢ ea.

Rates effective starting Oct. 1, 2011 - Sept. 30, 2012

**MINIMUMS:** Inserts billed at minimum qty. of 5,000 in Echo Press or 1,000 in Lakeland Shopping Guide.  
**FOLDS:** Rates based on quarter fold, tabloid size inserts folded no larger than 8.5x11. Folding cost is \$20/1,000.  
**PIGGY-BACKED INSERTS** available and delivered with the Lakeland Shopping Guide at an addl. \$25/1,000.

Ship all preprints to:  
 Forum Communications Printing  
 1030 15th Ave SE, Detroit Lakes 56501  
 Tel: (218) 847-0698 Toll Free 800-569-1340  
 Fax: (218) 847-0914  
 Email [jsunram@forumprinting.com](mailto:jsunram@forumprinting.com)



# TV SPOTLIGHT

Complete local TV listings for Alexandria and the surrounding areas.  
 Published..... Fridays  
 Deadline..... Noon Tuesday  
 Circulation..... 5,375  
 Front page..... \$115.00 per half  
 Front page quarter..... \$60.00  
 Inside strip..... \$30.00



## MECHANICAL - SIZES

10.5 inches wide, 10.5 inches deep  
**Ad spot** ..... **Size**  
 Half front pg..... 3.85" h x 10.5 w"  
 Quarter front pg..... 3.85" h x 5.163 w  
 Inside strip ad..... 2.375" h x 10.5" w

# CLASSY CANARY

**CLASSY CANARY** Open Rate..... **\$10.25 pci**  
 Published..... Wednesday  
 Deadline ..... Wednesday Noon Prior  
 Discounts ..... 20% on Full Page / 10% Half Page  
 Circulation..... 35,000 Total  
 ..... 9,900 Local

The Classy Canary is a 35,000 circulation weekly tabloid published and included in ten area newspapers: Echo Press (Alexandria), Pope County Tribune (Glenwood), Sauk Centre Herald, Long Prairie Leader, Wadena Pioneer Journal, Grant County Herald (Elbow Lake), Hoffman Tribune, Morris Sun, Wheaton Gazette and the Swift County Monitor (Benson).

## MECHANICAL - SIZES

• Tabloid  
 10 1/4 inches wide, 15 inches deep  
**Columns**..... **Tabloid Width**  
 1 Col..... 1.5"  
 2 Col..... 3.25"  
 3 Col..... 5"  
 4 Col..... 6.75"  
 5 Col..... 8.5"  
 6 Col..... 10.25"

