

## INSERT RATES

Single Sheet (8½"x11½") .....	Per Copy 12¢
4 Tab Pages.....	Per Copy 13¢
8 Tab Pages.....	Per Copy 14¢
12 Tab Pages.....	Per Copy 15¢
16 Tab Pages.....	Per Copy 16¢
20 Tab Pages.....	Per Copy 17¢
24 Tab Pages.....	Per Copy 18¢

Large inserts, booklets and broadsheet inserts will be quoted separately. Rates subject to change when third class postage increases. A 1¢ folding charge will be added to any insert not already folded to 10½"x11½" or smaller. Complete insert packages, including set up, printing and inserting, available.

### DEADLINES

*Livewire*: 4 p.m. Tuesday prior  
*Pilot*: 3 p.m. Monday prior  
*Standard*: 3 p.m. Monday prior  
*Peach*: 3 p.m. Friday prior  
*Farm Market News*: 5 p.m. Monday prior

### SHIP BOXES AND PALLETS TO:

Page 1 Printers  
 1929 Engbretson Street  
 Slayton, Minnesota 56172  
 (507) 836-6540

## CLASSIFIED RATES

### 20 words

Two publications ..... \$10.50/week

### Guaranteed Results

Four publications ..... \$35 once

### Garage Sales

40 words..... \$19.95/week

### DEADLINES

*Livewire*: 10:30 a.m. Wednesday prior  
*Pilot*: 5:00 p.m. Monday prior  
*Standard*: 5:00 p.m. Monday prior  
*Peach*: 5:00 p.m. Friday prior  
*Farm Market News*: 5:00 p.m. Monday prior

## Millions of readers — for pennies apiece!

### MIDWEST CLASSIFIED NETWORK

130 Midwestern papers • 2.3 million households. .... \$249

### MINNESOTA CLASSIFIED AD NETWORK

200+ Minnesota papers • 700,000 households. .... \$279

### MIDWEST 2x2 DISPLAY AD NETWORK

50 Midwestern papers • 603,000 households. .... \$600

### MINNESOTA INTERACTIVE NEWSPAPER NETWORK

50 Minnesota paper websites • Millions of viewers. .... \$1,100

### MINNESOTA 2x2 DISPLAY AD NETWORK

220+ Minnesota papers • 700,000 households. .... \$2,500

### MINNESOTA 2x4 DISPLAY AD NETWORK

220+ Minnesota papers • 700,000 households. .... \$5,100

### Ad Placement Service

*Livewire* Printing Co. offers total print ad placement services. We realize your business will oftentimes need to reach out to other markets. We have studied these markets and the papers that serve them. We can offer this expertise to you.

If you want to run your print ads in other markets, we can help by doing all the coordination. We will design the ad to fit your needs, coordinate the scheduling of the ad in other papers and provide you one consolidated statement.

It's really quite simple. One sales representative, one order, one invoice to pay.

Call our offices at (507) 847-3771 or e-mail us at info@livewire-printing.com today for more information or to get started with a targeted multi-media advertising campaign tailor-made for your needs.

**ACCEPTABLE ADVERTISING:** In the interest of maintaining our standards of accuracy and good taste, the company reserves the right to refuse or cancel advertising at any time. Ads run upside-down must have a disclaimer. **ADS THAT IMITATE NEWS MATERIAL:** Any advertising designed to imitate news material will have the words "paid advertisement" set in bold type above and/or below the ad.

**ERRORS AND OMISSIONS:** In spite of our best efforts, copy errors occasionally occur in material we prepare for our advertisers. If it happens, we will adjust charges for the first insertion based on the actual value of the incorrect portion of the ad. However, you must notify us of the error within four days of the first insertion date and in time to correct it before subsequent insertions.

We cannot accept responsibility for errors if an advertisement appears in copy submitted to us, or after an ad has been proofed by a client.

**LIABILITY:** When we accept advertising, we assume that any statements made in it are true, and that the advertiser/advertising agency has the right to use materials submitted to us. It is the advertiser's/advertising agency's responsibility to defend and indemnify us against any and all liability, loss or expense arising from claims of libel, unfair competition, copyrights, unfair trade practice or infringement of trademarks or trade names, patents, proprietary rights or violation of rights of privacy resulting from the publication of the advertisement.

We will assume no liability for any incidental and/or consequential damages resulting from the omission, error or failure to publish any advertisement.

**CANCELLATIONS:** If a scheduled ad is cancelled after the deadline, you will be held responsible for 50% of the cost of the advertising space. Advertising that is produced by us but cancelled prior to deadline will be billed at a production rate of \$45 per hour.

**LATE CHANGES:** Any major format change requested after deadline will incur a production charge of \$45.

**SPECIAL POSITIONS:** All display advertising is accepted on a "run of the paper" basis. We are unable to guarantee position, but we will make every effort to accommodate your requests at a \$50 charge.

**POLITICAL ADVERTISING:** Political advertising must be paid in advance. The words "paid advertisement" and a disclaimer from the campaign committee must appear in the ad.

The publisher reserves the right to cancel or reject any advertisement at any time.

All accounts are billed at the end of the month and are due upon receipt of invoice. Discounts earned will be disallowed on all accounts not paid within 10 days. All past due accounts are charged interest at a rate of 1½% per month on the unpaid balance.

# Reach NEW Markets

with online advertising @

JACKSON COUNTY PILOT.com & LAKEFIELD STANDARD.com

OUR ONLINE READERS ARE:

- Young • Loyal • Engaged
- Web-Exclusive

**21,650** Unique visitors per month

**142,400** Impressions per month

**FREE** with your new Online marketing campaign . . .

**FREE** INTERNET ADS!

Receive 2 free months of online advertising with any new 12-month commitment!

**FREE** PRINT ADS!

An ad promoting your new online advertising campaign will run in print at least once a month for no charge!

**FREE** LINK TO YOUR WEBSITE!

We'll link your online ad directly to your website for no charge! Don't have a website? Ask about our small business website design service today!

**FREE** MONTHLY TRAFFIC REPORTS!

Gauge the effectiveness of your ad's message by monitoring its monthly impression and click-through rate!

# INCREASE YOUR REACH!

Bundle your print ad buy with the *elWire* and/or JacksonCountyPilot.com + LakefieldStandard.com and reach thousands of more readers for fractions of a cent!

**elWire**  
FREE WEEKLY ELECTRONIC NEWSLETTER

**5,500** WEEKLY READERS *Only* \$10

Subscribers + Social Media Reach

**JACKSON COUNTY PILOT.com**  
**LAKEFIELD STANDARD.com**

**5,400** WEEKLY READERS *Only* \$10

Unique Visitors Per Google Analytics

**Both**

**10,900** WEEKLY READERS *Only* \$15

powered by **Livewire** PRINTING COMPANY

## Your Advertising Leader For Jackson County And Beyond!

- Livewire
- Jackson County Pilot
- Lakefield Standard
- Southern Minnesota Peach
- Farm Market News

**Livewire**  
PRINTING COMPANY

**JACKSON OFFICE**  
P.O. Box 208, 310 Second Street  
Jackson, MN 56143  
507-847-3771, 1-800-658-2393

**LAKEFIELD OFFICE**  
P.O. Box 249, 403 Main Street  
Lakefield, MN  
(507) 662-5555

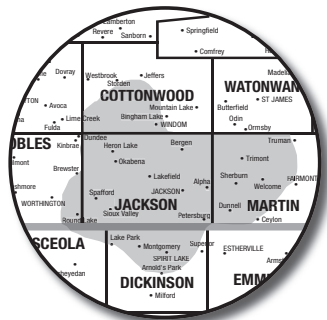
E-mail: info@livewireprinting.com  
livewireprinting.com

# Livewire

livewireprinting.com

9,600

Copies every weekend



## ADVERTISING RATES

Local open display ..... \$11.90/inch  
National display ..... \$14.95/inch  
Help wanted display..... \$12.80/inch  
Full color ..... \$3.00/inch

## DEADLINES

DISPLAY ADS..... 10:30 a.m. Wednesday prior  
CLASSIFIED ADS.. 10:30 a.m. Wednesday prior

## MECHANICALS

Page size ..... 6 col. x 15 inches  
Column width...9.5634 picas/1.5939 inches

## The most bang for your buck!

The latest independent CVC circulation audit and readership study show the Livewire has:



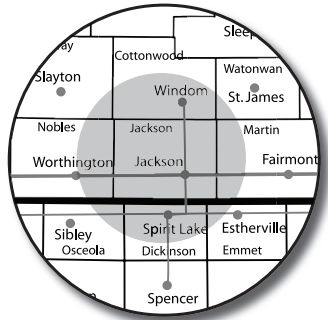
- ✓ More Circulation!
- ✓ More Readership!
- ✓ More Impact!
- ✓ More Staying Power!

# JACKSON COUNTY PILOT

jacksoncountypilot.com

1,275

Copies every Thursday



## ADVERTISING RATES

Local open display ..... \$11.10/inch  
National display ..... \$13.60/inch  
Help wanted display..... \$12.00/inch  
Full color ..... \$3.00/inch

## DEADLINES

DISPLAY ADS..... 5 p.m. Monday prior  
CLASSIFIED ADS..... 5 p.m. Monday prior

## MECHANICALS

Page size ..... 6 col. x 21.5 inches  
Column width...9.5634 picas/1.5939 inches

## Jackson County's news leader



- Primary source of news and information for all of Jackson County
- Legal newspaper of Jackson County and city of Jackson
- Recognized as one of state's top newspapers by MNA

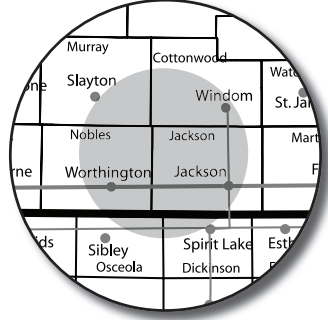
**B SECTION BUNDLE RATE** ..... only **\$14<sup>70</sup>** /inch  
*in both Pilot and Standard!*

# LAKEFIELD STANDARD

lakefieldstandard.com

675

Copies every Thursday



## ADVERTISING RATES

Local open display ..... \$10.00/inch  
National display ..... \$11.85/inch  
Help wanted display..... \$10.90/inch  
Full color ..... \$3.00/inch  
\$65 minimum

## DEADLINES

DISPLAY ADS..... 5 p.m. Monday prior  
CLASSIFIED ADS..... 5 p.m. Monday prior

## MECHANICALS

Page size ..... 6 col. x 21.5 inches  
Column width...9.5634 picas/1.5939 inches

## Published in the heart of Jackson County



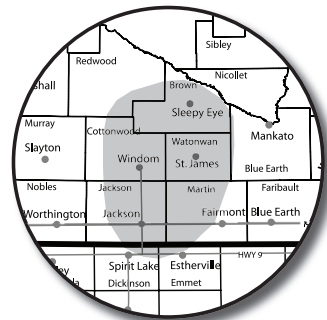
- Primary source of news for residents of Lakefield and western Jackson County
- Legal newspaper of the city of Lakefield
- Recognized as one of state's top newspapers by MNA

**A SAVINGS OF 30% OFF OPEN RATE!**

# Southern Minnesota Peach

6,100

Copies every Thursday



## ADVERTISING RATES

Local open display ..... \$11.90/inch  
National display ..... \$14.95/inch  
Help wanted display..... \$12.80/inch  
Full color ..... \$3.00/inch

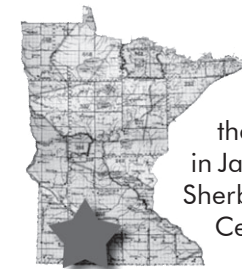
## DEADLINES

DISPLAY ADS..... 5 p.m. Friday prior  
CLASSIFIED ADS..... 5 p.m. Friday prior

## MECHANICALS

Page size ..... 6 col. x 15 inches  
Column width...9.5634 picas/1.5939 inches

## Supplement to several southern Minnesota newspapers



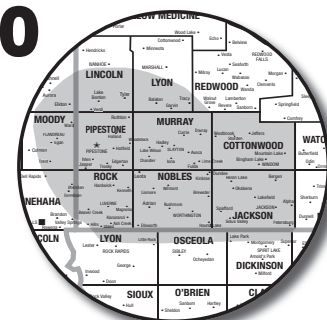
The Southern Minnesota Peach is published each week as a supplement to the community newspapers in Jackson, Lakefield, Windom, Sherburn, Trimont, Welcome, Ceylon, Mt. Lake, Butterfield, St. James and Sleepy Eye.

# Farm Market News

farmmarketnews.com

18,500

Copies printed the first and third Monday of every month



## ADVERTISING RATES

Local open display ..... \$18.10/inch  
National display ..... \$23.95/inch  
Full color ..... \$99/ad

## DEADLINES

DISPLAY ADS..... 5 p.m. Monday prior  
CLASSIFIED ADS..... 5 p.m. Monday prior

## MECHANICALS

Page size ..... 5 col. x 15 inches  
Column width..... 11.5 picas/1.875 inches

## The Farm Market News is a top growth ag publication

The Farm Market News has received international recognition for circulation growth among agriculture publications. Coverage and circulation span:



- 3 states
- 15 counties
- 18,382 households

**FACT** 80.1% of the people who receive the Farm Market News use it to make purchasing decisions.\*

\* Independent CVC Audit

**50% OFF!**

When your display ad runs at full price in one publication, other publications of equal or lesser value are 1/2 price the same week. (Includes Pilot, Standard, Livewire and Southern Minnesota Peach.)

**1/2 Price!**