



# FRAZEE-VERGAS Forum

PO Box 187 • 112 W. Main, Frazee, MN 56544  
9-5 M-th, 9-2 Fri • 218-334-3566  
[www.frazeeforum.com](http://www.frazeeforum.com)  
e-mail: [fforum@loretel.net](mailto:fforum@loretel.net)



# 2018

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*Official publication for the cities of Frazee & Vergas and the Frazee-Vergas School District which encompasses a 320-square mile area which includes the towns of Frazee, Vergas & Wolf Lake in Becker & Otter Tail counties.*

**Ad Deadline: Monday 1 pm**

2 col x 1"  
**\$21**

2 col x 2"  
**\$42**

2 col x 3"  
**\$63**

2 col x 4"  
**\$84**

2 col x 5"  
**\$105**

2 col x 6"  
**\$126**

2 col x 7"  
**\$147**

2 col x 8"  
**\$168**

**Basic Rate**

\$10.50 per col inch

**Inserts**

\$80 per 1,000 single sheet

**Full page:** \$1350

**Quarter Page:** \$339

**Front Page Banner:** \$125  
first come, first serve, 6 col x 1"

**Classified Word Ads**

One week 30¢ per word, \$5.00 min;  
Repeat ads 25¢ per word, \$5 min.

**Thank Yous, Memorials**

25¢ per word, \$5 min.

\$5 billing charge on classifieds not paid by end of week. Does not apply to businesses with active account

**Web Advertising**

25¢ per word, \$5 min.

Big Box: 300x250 = \$59/mo

Half Box: 300x150 = \$35/mo

Tile: 300x120 = \$19/mo

Banner: 680x90 = \$59/mo

**Subscriptions:**

\$30/yr Becker & Otter Tail Counties

\$40/yr elsewhere USA

\$20 online only

Photos from newspaper available by ordering online at [www.frazeeforum.com](http://www.frazeeforum.com)

Distribution as of 11/1/2017:  
1800 = almost 6,000 readers!

# 2018 Frazee-Vergas Forum Display Advertising Services

## Display Ads

4-inch minimum

Commissionable SAU rate . . \$11.50  
Local Rate (net) . . . . . \$10.50

### Annual Contracts

200" . . . . . \$10.00 . . . . . 4" wk. avg.  
400" . . . . . \$9.75 . . . . . 8" wk. avg.  
800" . . . . . \$9.50 . . . . . 16" wk. avg.  
1000" . . . . . \$9.25 . . . . . 20" wk. avg.  
1500" . . . . . \$9.00 . . . . . 30" wk. avg.  
3000" . . . . . \$8.50 . . . . . 58" wk. avg.

### 13-Week Contracts

50" . . . . . \$10.25 . . . . . 4" wk. avg.  
100" . . . . . \$10.00 . . . . . 8" wk. avg.  
200" . . . . . \$9.75 . . . . . 16" wk. avg.  
400" . . . . . \$9.50 . . . . . 30" wk. avg.  
600" . . . . . \$9.25 . . . . . 46" wk. avg.  
All reduced rates are net per column inch

## Service Directory Ads

2-inch minimum

Changes limited to once a month

### Annual Contract

100" . . . \$9.00 . . . 2" wk. avg.  
200" . . . \$8.75 . . . 4" wk. avg.  
300" . . . \$8.50 . . . 6" wk. avg.  
400" . . . \$8.25 . . . 8" wk. avg.

### 13-Week Contract

25" . . . . \$9.25 . . . 2" wk. avg.  
50" . . . . \$9.00 . . . 4" wk. avg.  
75" . . . . \$8.75 . . . 6" wk. avg.  
100" . . . \$8.50 . . . 8" wk. avg.

All reduced rates are net per column inch

## Front Page Box

6 col X 1" streamer on bottom of P. 1 = \$125  
(sold first come, first served basis • non-commissionable)

## Color Rates

Black plus one color \$100  
Black plus two colors \$175  
Black plus three colors \$250  
Four color process \$325

### ★ Special color prices ★

**\$75 4-color if on  
back page** 1st come, 1st serve

*Colors are not commissionable*

## Miscellaneous

**Inserts**-\$80 per 1,000 net in most cases, heavier, larger inserts are extra. Inserts must be no larger than 11"x13" or else a \$20 per 1,000 folding charge will be added. 1800 needed

**Paid Position**-\$50 per ad, per issue.

**Political ads**-must be paid for in advance.

**Column Widths**-are 12 picas or 2" wide, newspaper is 6 col x 21.5"

**Deadlines: Camera ready display ads must be in the office by 1 p.m. Mondays** for that week, or 9 a.m. Monday when a postal holiday falls on a Thursday.

## General Information

The publisher reserves the right to reject any advertisement.

Notice of typographical errors must be given in time for correction before the second insertion, otherwise no claim will be allowed.

Position can not be guaranteed, except for P. 1 streamer or paid placement. No credits or allowances for position given.

The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.

The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses 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.

Column Widths, in inches;

1 col = 2" wide      2 col = 4.22" wide      3 col = 6.417" wide  
4 col = 8.611" wide      5 col = 10.806" wide      6 col = 13" wide

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