

Southwest Newspapers Distribution & Deadlines

Southwest NEWSPAPERS

Deadlines & Contacts

Web Sites

THURSDAY PUBLICATIONS

Ad Deadline - Friday 4 p.m.

Shakopee Valley News
952-445-3333

Subscription newspaper
Mailed Thursdays to
Shakopee area

Chaska Herald
952-448-2650

Free subscription
newspaper
Mailed Thursdays to
Chaska and Carver area

Jordan Independent
952-492-2224

Subscription newspaper
Mailed Thursdays to
Jordan area

Eden Prairie News
952-445-3333

Free subscription
newspaper
Mailed Thursdays to
Eden Prairie

Chanhassen Villager
952-934-5045

Free subscription
newspaper
Mailed Thursdays to
Chanhassen

SATURDAY PUBLICATIONS

Ad Deadline - Tuesday 4 p.m.

Prior Lake American
952-447-6669

Free subscription
newspaper
Mailed Saturdays to
Prior Lake

Savage Pacer
952-440-1234

Free subscription
newspaper
Mailed Saturdays to
Savage

Southwest Saturday - Jordan/Belle Plaine
952-492-2224

Total market coverage
Mailed Saturdays to
Jordan/Belle Plaine

Southwest Saturday - Shakopee
952-445-3333

Total market coverage
Mailed Saturdays to
Shakopee

Southwest
Newspapers:
SWNewspapers.com

Chaska Herald
ChaskaHerald.com

Chanhassen Villager
ChanVillager.com

Eden Prairie News
EdenPrairieNews.com

Jordan Independent
JordanNews.com

Prior Lake American
PLAmerican.com

Savage Pacer
SavagePacer.com

Shakopee Valley News
ShakopeeNews.com

Specialty Sites:

SouthwestWorship.com

LetsGo.mn

VictoriaTownSquare.com

Zip2Save.com

Savvy.mn

Scoreboard.mn

iMarketplace.mn

iMarketplace.mn/Autos

iMarketplace.mn/Homes

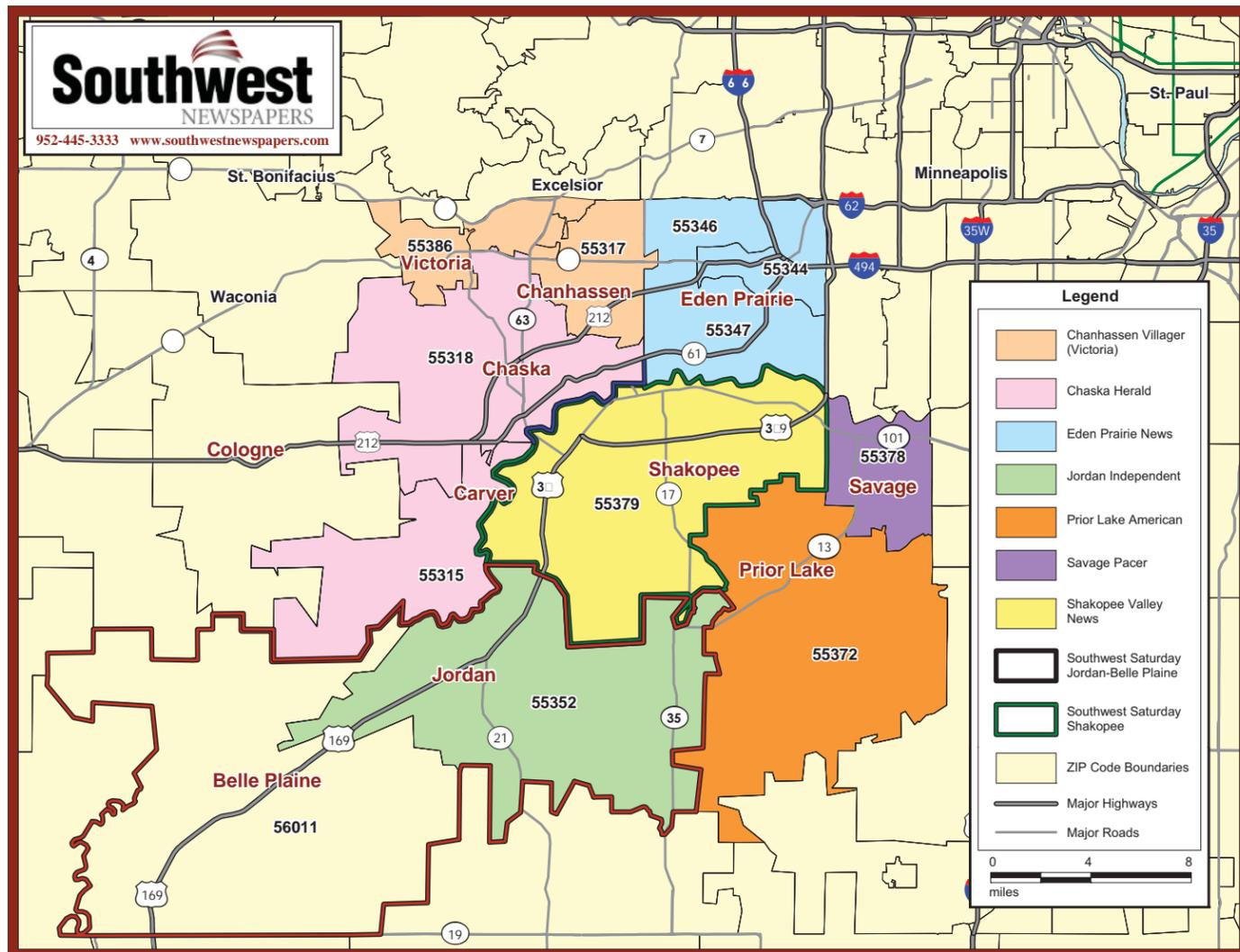
iMarketplace.mn/Jobs

iMarketplace.mn/Business

Bizwire.mn

DocksideMagazine.mn

YourWellness.mn



Advertising Rates 2011-2012

Reaching more than 160,000 readers with
9 publications by direct mail in the Southwest Suburbs.

Also: Custom Printing & Writing, Direct Mail
Marketing & Graphic Art Services.



**Southwest
NEWSPAPERS**

P.O. Box 8, 327 Marschall Road, Shakopee, Minnesota 55379

952-445-3333 • fax 952-445-3335

Southwest Newspapers 2011 Ad Rates & Policies

Rates Effective June 1, 2011

General

1. Establishing Credit – All new advertisers must complete and sign a credit application. All advertising must be prepaid for the first 90 days of doing business with our company.

2. Position Requests – Requests to position paid ads on specific pages within our newspapers cannot always be fulfilled. Ad position on pages is often dictated by press requirements, editorial need, and ad sizes.

3. Terms – Itemized statements are mailed monthly. Payment in full must be received within 20 days of statement date. Any balance not paid in full within 30 days of original billing date will be assessed a 1.5% finance charge per month.

4. Publisher's Liability – In the event that we fail to publish an ad in the specific issue you've requested, the publisher's liability is limited only to publishing your ad in a subsequent issue or refund of any money paid for the ad.

5. Ad Rejection – Southwest Newspapers reserves the right to cancel or reject any advertisement at any time.

6. General Advertising Policies – of Southwest Newspapers govern in all instances. Copies are available from your advertising representative, or upon your request.

Mechanicals (Artwork)

All of our publications are printed photo offset. Please provide electronic files. Column width measurements:

1 column	1.75 (1 3/4) inches
2 columns	3.625 (3 5/8) inches
3 columns	5.5 (5 1/2) inches
4 columns	7.375 (7 3/8) inches
5 columns	9.25 (9 1/4) inches
6 columns	11.125 (11 1/8) inches
Page depth	21 inches

Preprinted Inserts

Preprinted inserts are delivered with our newspapers via the U.S. Postal Service. Insertion prices will vary depending on the weight of the paper used. Inserts with ads for more than 2 businesses must have prior approval.

Delivery prices are per thousand (M), per week
Minimum size 3"x5" — Maximum size 11" x 12"
Folding is \$20/M for pieces larger than 8.5" x 11"
Minimum order is \$150 (except for Jordan)

Our Printing Services are Available to You!

We can handle anything from 8½" x 11" sheet fed to 34" x 21.5" web printing which may be mailed with our newspapers into area markets. Variety of paper and ink colors available. Contact your advertising consultant for prices.

Delivery Prices	Less than 6M	6-12M	12-20M	20M+
Single Sheet (less than .30 oz.)	\$53/M	\$45/M	\$43/M	\$39/M
4-Page Tab (.30-.50 oz.)	\$68/M	\$60/M	\$58/M	\$53/M
Glossy 4-Page Tab (.51-.80 oz.)	\$77/M	\$69/M	\$67/M	\$63/M
8-Page Tab (.81-1.10 oz.)	\$88/M	\$81/M	\$78/M	\$73/M

Larger pieces will be priced according to weight.

Printing

We can design and print your flyer/insert. Pricing is based on quantity, ink color and paper stock. Many paper colors and stock to choose from. Design fees are extra. Consult your sales representative for more information.

Electronic Files

Guidelines for computer-generated electronic files:

File types	Adobe Illustrator CS3 Adobe pdf — high resolution, press or print ready; Adobe InDesign CS3 or below for PC; Adobe Photoshop We will accept files from Microsoft Word, but we do not guarantee results from this program.
Fonts & Art	All fonts should be included for a native file or converted to outlines. Photos and graphics should be at 100%, min. of 240 dpi, CMYK or grayscale, or in vector format.
Hard Copies	Fax or deliver hard copies to your sales representative prior to publication.
E-mail	graphics@swpub.com
FTP	FTP.swpub.com, User name: client, Password: upload
Questions?	Call Ad•Design Department at 952-445-3333

Display Ad Rates

Single Paper Rates

Publication	Column Inch Rate	Lift Rate
Jordan Independent	\$6.35	\$4.80
Chaska Herald	\$11.45	\$8.55
Shakopee Valley News	\$9.40	\$7.10
Southwest Saturday		
Shakopee	\$12.95	\$9.50
Jordan/Belle Plaine	\$8.95	\$7.10
Savage Pacer	\$10.80	\$8.10
Prior Lake American	\$13.00	\$9.55
Chanhassen Villager	\$11.45	\$8.55
Eden Prairie News	\$15.30	\$10.95

Special Group Buys

Group Name	Publications	Column Inch Rate
Southwest Saturday South Market 22,900 homes	Shakopee & Jordan/Belle Plaine	\$17.25
Western Suburbs 24,300 homes	Chanhassen Villager Chaska Herald Eden Prairie News	\$29.00
South of the River 18,400 homes	Prior Lake American Savage Pacer Shakopee Valley News	\$26.45
South of the River/Southwest Saturday 36,900 homes	Prior Lake American Savage Pacer Southwest Saturday - Shakopee & Jordan/Belle Plaine	\$31.50
News Group All 7 newspapers 44,300 homes	Chaska Herald Chanhassen Villager Eden Prairie News Jordan Independent Prior Lake American Savage Pacer Shakopee Valley News	\$49.50
Southwest Saturday & More Covers all markets 61,200 homes	Chaska Herald Chanhassen Villager Southwest Saturday - Both Zones Eden Prairie News Prior Lake American Savage Pacer	\$47.75
Total Market Coverage 67,200 homes	Reach the southwest suburbs with all 9 weekly publications	\$60.00

Internet Ads

Advertising is based on page views. There are four advertising positions available on all sites.

Rates	Monthly Rate	Lift Rate
Leaderboard (purchase per month, per site) Top (728x90)	\$160	\$110
Half banner (purchase per month, per site) (234x60)	\$75	\$40

Rates based on 10,000 impressions/month.

Mini Browser (purchase per month, per site) (300x250)	\$110	\$75
Skyscraper (purchase by size, per month*) (300x600)	\$210	\$140

Contact your sales representative or Jennifer Sorenson, Advertising and Digital Director, for contract rates, 952-345-6477 or jsorenson@swpub.com

Color

Color Increases Readership – Spot Color or 4-Color Process: \$100 per publication.

Display Ad Pricing

Ad Size x Rate = Price – Determine Ad Size by calculating column inches (example: 3 col x 10" = 30). Determine Rate by referring to chart on the left. When buying space in two or more publications, start with the highest rate, then add the lift rates of the additional publications.

Contract Discounts – Contract discounts are available for single-paper, group, and lift rates. Discounts do not apply to insert delivery rates.

4 Consecutive Weeks:	10% discount (pre-paid)
13 Consecutive Weeks:	15% discount
26 Every Other Week:	20% discount
52 Consecutive Weeks:	25% discount

Ad Position Requests – Special Ad Position: 25% additional charge.