



A Wide-Area Advertising Supplement to Southwestern Minnesota Newspapers

Circulation

28,000 copies published every Wednesday

Display Advertising Deadline

Friday noon, prior to publication date

Display Advertising Rates

Open Display Rate per col. inch \$8.50
(non-commissionable)

Classified Rate

15 words \$8.00
Additional Words each 15¢
Third Publication FREE

Mechanical Specifications

Page Size 6 col. x 14.25 inches

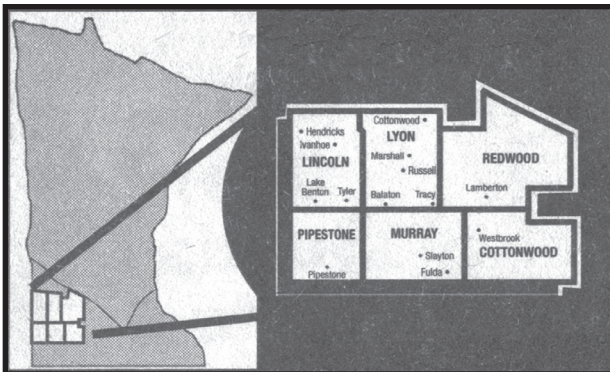
Column Widths:

1 Column 1.54 inches
2 Columns 3.3 inches
3 Columns 5.04 inches
4 Columns 6.78 inches
5 Columns 8.5 inches
6 Columns 10.25 inches

Printed Web Offset

Phone

Tyler 507-247-5502
Lake Benton 507-368-4604
Hendricks 507-275-3197



Policies & Regulations

- Advertising proofs will be furnished when requested for the purpose of correcting errors in original copy, providing all copy has been submitted by deadline. Any changes from original copy may be charged for at regular production costs.
- The publisher does not assume liability for errors when an advertising proof is furnished and corrections not requested.
- Publisher's Liability for Error:** 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 the publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.
- All advertising accepted is subject to the approval of the publisher. We shall have the right to revise or reject in part or in whole any advertisement, and to add the word "advertisement" to the top of any ad.
- Position of ads cannot be purchased or committed, but every effort will be made to meet reasonable position requests. Failure to meet these requests will not constitute cause for adjustments, refunds, or reruns.
- Any ad cancelled after production has begun will be charged at regular production costs.
- Indemnification:** 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 trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights of violation of rights of privacy resulting from the publication of the advertiser's advertisement.
- Political advertisements are subject to all state and federal regulations, which are the responsibility of the advertiser to fulfill.
- Alcohol and tobacco advertising is accepted.
- We reserve the right to revise rates with a 30-day notification.
- Tearsheet, second bill and/or affidavit of publication provided to any advertiser upon request.

Advertising Placement Service

As a convenience to our advertisers, we will place your advertisement in other print media of your choice. We will also advise in choice of media. You receive one billing from Buffalo Ridge Newspapers, LLC for all advertising placed.

Commercial Printing/Supplies

Buffalo Ridge Newspapers, LLC offers complete commercial printing services with excellent quality, reasonable prices and fast delivery. We welcome your inquiries or request for price quotes. Call us at (507) 247-5502. Virtually all types of printed materials, such as business cards, forms, statements, letterheads, etc. are available. We also do wedding and personal stationary, pre-inked stamps and other items. We will design and produce any printed item you need.

Online Advertising Services

Local, Regional & Worldwide Advertising Exposure

Place your ad on one of our websites and reach hundreds of viewers each month. A standard small ad runs at the cost of \$25 per month. Banner ads are \$50 per month. For more information about our online advertising, call us at (507) 247-5502 or email us at tribute@tylertribute.com

Annual Subscription Rates

Tyler Tribute

Lincoln, Lyon, Pipestone Counties..... \$35.00
Zip codes 561, 562
(not in Lincoln, Lyon, Pipestone Counties) \$40.00
Elsewhere in U.S. \$45.00

Southwestern Peach in out-of-area \$6.00
"Sno-Birds" \$3 per month to winter address
Senior Citizen (age 62+) Discount 50¢
Single Copy \$1.00

Lake Benton Valley Journal

Lincoln, Lyon, Pipestone Counties..... \$32.00
Zip codes 561, 562
(not in Lincoln, Lyon, Pipestone Counties) \$36.00
Elsewhere in U.S. \$40.00

Southwestern Peach in out-of-area \$6.00
"Sno-Birds" \$3 per month to winter address
Senior Citizen (age 62+) Discount 50¢
Single Copy \$1.00

Hendricks Pioneer

Lincoln, Lyon, Pipestone Counties..... \$32.00
Zip codes 561, 562
(not in Lincoln, Lyon, Pipestone Counties) \$36.00
Elsewhere in U.S. \$40.00

Southwestern Peach in out-of-area \$6.00
"Sno-Birds" \$3 per month to winter address
Senior Citizen (age 62+) Discount 50¢
Single Copy \$1.00

Special Services

Faxes

Faxes sent, 1st page \$2.00
Additional pages (same fax number) per page \$1.00
Fax received per page \$1.00
International fax sent, 1st page \$6.00
Additional pages (same fax number) per page \$4.00

Color Copies

8½ x 11 per copy 50¢
8½ x 14 per copy 60¢
11 x 17 per copy 75¢

Black & White Copies

8½ x 11 per copy 15¢
8½ x 14 per copy 20¢
11 x 17 per copy 25¢

Single copy rates on 20# white paper
Call for volume discounts

Photo Prints

Full color prints of our photographs are available for purchase online at photos.buffaloridgegenews.com

Buffalo Ridge Newspapers

Tyler Tribute • Hendricks Pioneer • Lake Benton Valley Journal

Rate Schedule

Effective: January 1, 2015

Tyler Tribute

Official Newspaper For:
City of Tyler, RTR School District,
City of Russell, City of Ruthton and Lincoln County
124 North Tyler Street, Tyler, Minnesota 56178
Phone: 507-247-5502 • Fax: 507-247-5502

Valley Journal

Lake Benton

Official Newspaper For:
City of Lake Benton
and Lake Benton School District
120 North Center Street, Lake Benton, Minnesota 56149
Phone: 507-368-4604 • Fax: 507-368-4605

Hendricks PIONEER

Official Newspaper For:
City of Hendricks and Hendricks School District
202 South Main Street Plaza, Hendricks, Minnesota 56136
Phone: 507-275-3197 • Fax: 507-275-3108

Minnesota Newspaper Association
12 South Sixth Street
Minneapolis, MN 55402
Phone: 612-332-8844



Tyler Tribute

124 North Tyler Street • PO Box Q
Tyler, Minnesota 56178

Phone: 507-247-5502 • Fax: 507-247-5502

Email: tribute@tylertribute.com
Website: www.tylertribute.com

Lake Benton Valley Journal

120 North Center Street • PO Box 328
Lake Benton, Minnesota 56149

Phone: 507-368-4604 • Fax: 507-368-4605

Email: lbnews@itctel.com
Website: www.lbvalleyjournal.com

Hendricks PIONEER

202 South Main Street Plaza • PO Box 5
Hendricks, Minnesota 56136

Phone: 507-275-3197 • Fax: 507-275-3108

Email: hendrickspioneer@gmail.com
Website: www.thehendrickspioneer.com

Circulation

Total Circulation 1,100 copies | Published on Wednesday

Advertising Deadline

Friday noon, prior to publication date

Display Advertising Rates

Local.....per col. inch \$6.00
National.....per col. inch \$7.00

National rate commissionable for payment by 30th of the month following publication. Fifteen percent (15%) allowed to recognized advertising agencies. No commission allowed on payment after 30th of the month following publication. Camera ready copy must be provided with written insertion orders. No camera-ready discount allowed. Combination discounts do not apply.

Special Rates

Legal or Public Notices.....per col. inch \$8.60
Legal ads are placed on our website at no additional charge

Business Directory Ads (2 col. x 2 in.)
Monthly Contract Rate.....per ad per week \$12.00
Six-Month Contract Rate.....per ad per week \$10.00

Professional Directory..... Minimum 6 weeks, per week \$10.00

Preprint (Inserts) Rates

Charges for circulars in the *Tyler Tribute* are as follows:
One 8½ x 11 sheetper thousand \$79.00
4-page tabloid.....per thousand \$89.00
8-page tabloid.....per thousand \$99.00
12-page tabloid.....per thousand \$109.00
16-page tabloid.....per thousand \$119.00

Inserts must be quarter-folded and delivered to our office (124 North Tyler Street, Tyler, MN 56178) by Monday noon 1 week prior to insertion or deliver them to our printer (Page 1 Printers, 1929 Engebretson, Slayton, MN 56172). Additional charge for oversized (sticks out of the paper) or undersized (smaller than 8½ x 5½, such as mini-coupon books) inserts, single sheets on 20# paper or thinner, catalogs, non-machinable inserts such as grocery bags, poorly folded or packed. **Quantity needed: 1,100 total circulation; or 900 area circulation.**

Circulation

Total Circulation 800 copies | Published on Wednesday

Advertising Deadline

Friday noon, prior to publication date

Display Advertising Rates

Local.....per col. inch \$6.00
National.....per col. inch \$7.00

National rate commissionable for payment by 30th of the month following publication. Fifteen percent (15%) allowed to recognized advertising agencies. No commission allowed on payment after 30th of the month following publication. Camera ready copy must be provided with written insertion orders. No camera-ready discount allowed. Combination discounts do not apply.

Special Rates

Legal or Public Noticesper col. inch \$8.60
Legal ads are placed on our website at no additional charge

Business Directory Ads (2 col. x 2 in.)
Monthly Contract Rate.....per ad per week \$12.00
Six-Month Contract Rateper ad per week \$10.00

Professional Directory.....Minimum 6 weeks, per week \$10.00

Preprint (Inserts) Rates

Charges for circulars in the *Valley Journal* are as follows:
One 8½ x 11 sheetper thousand \$79.00
4-page tabloid.....per thousand \$89.00
8-page tabloid.....per thousand \$99.00
12-page tabloid.....per thousand \$109.00
16-page tabloid.....per thousand \$119.00

Inserts must be quarter-folded and delivered to our office (120 N. Center St., Lake Benton, MN 56149) by Monday noon 1 week prior to insertion or deliver them to our printer (Page 1 Printers, 1929 Engebretson, Slayton, MN 56172). Additional charge for oversized (sticks out of the paper) or undersized (smaller than 8½ x 5½, such as mini-coupon books) inserts, single sheets on 20# paper or thinner, catalogs, non-machinable inserts such as grocery bags, poorly folded or packed. **Quantity needed: 800 total circulation; or 650 area circulation.**

Circulation

Total Circulation 800 copies | Published on Wednesday

Advertising Deadline

Friday noon, prior to publication date

Display Advertising Rates

Local.....per col. inch \$6.00
National.....per col. inch \$7.00

National rate commissionable for payment by 30th of the month following publication. Fifteen percent (15%) allowed to recognized advertising agencies. No commission allowed on payment after 30th of the month following publication. Camera ready copy must be provided with written insertion orders. No camera-ready discount allowed. Combination discounts do not apply.

Special Rates

Legal or Public Noticesper col. inch \$8.60
Legal ads are placed on our website at no additional charge

Business Directory Ads (2 col. x 2 in.)
Monthly Contract Rate.....per ad per week \$12.00
Six-Month Contract Rateper ad per week \$10.00

Professional Directory.....Minimum 6 weeks, per week \$10.00

Preprint (Inserts) Rates

Charges for circulars in the *Hendricks Pioneer* are as follows:
One 8½ x 11 sheetper thousand \$79.00
4-page tabloid.....per thousand \$89.00
8-page tabloid.....per thousand \$99.00
12-page tabloid.....per thousand \$109.00
16-page tabloid.....per thousand \$119.00

Inserts must be quarter-folded and delivered to our office (202 S. Main St. Plaza, Hendricks, MN 56136) by Monday noon 1 week prior to insertion or deliver them to our printer (Page 1 Printers, 1929 Engebretson, Slayton, MN 56172). Additional charge for oversized (sticks out of the paper) or undersized (smaller than 8½ x 5½, such as mini-coupon books) inserts, single sheets on 20# paper or thinner, catalogs, non-machinable inserts such as grocery bags, poorly folded or packed. **Quantity needed: 800 total circulation; or 650 area circulation.**

Common Advertising Sections

All ads placed on either our classified page or in our Dining and Entertainment Section print in all three of our newspapers at the combined rates listed below.

Classified Page Advertising Rates

Classified Display Ads:

Local Rate per col. inch \$8.00
Commissionable Rate per col. inch \$9.25

Classified Word Ads:

For Sale, Wanted, Notices, etc.

15 words or less\$6.75
Additional words10¢ each
Third Publication of all classifieds..... FREE

Open Houses and Cards of Thanks

30 words or less\$6.75
Additional words10¢ each
Third Publication of all classifieds..... FREE

All classified word ads are placed on our newspaper websites at no additional charge.

Dining and Entertainment Section

Local Rate.....per col. inch \$8.00
Commissionable Rate.....per col. inch \$9.25

Mechanical Specifications

Page Size6 col. x 21 inches

Column Width:

1 Column 1.54 inches
2 Columns 3.3 inches
3 Columns 5.04 inches
4 Columns 6.78 inches
5 Columns 8.5 inches
6 Columns 10.25 inches

Color Rates

Spot color charge is \$89 per page or portion of page
Full color (four color) is \$125 per page or portion of page

Combination Rates

A 25% discount is available for placing the same ad in more than one of our three newspapers on the same week.

Special Sections

Special sections are printed in several issues of the Tyler Tribute, Lake Benton Valley Journal, and Hendricks Pioneer throughout the year. Special sections include: Spring Agriculture Section, Home & Garden Supplement, Graduation Sections, Lincoln County Fair Premium List, Lincoln County Fair Souvenir Edition and Health & Wellness Supplement.