

# The Bemidji Pioneer

## 2011-2012 Advertising Rates

RETAIL - PREPRINTS - ONLINE - STRATEGIC PLANNING - UNIFIED DELIVERY

Effective October 1, 2011



[www.bemidjipioneer.com](http://www.bemidjipioneer.com)



Reach *your* best prospects.

# The Bemidji Pioneer

## The Bemidji Pioneer

North Central Minnesota's first choice for local news, information and advertising. As a paid publication, it offers our clients the opportunity to approach a consistent, habitual readership, increasing advertising effectiveness through frequent advertising placement and delivery<sup>1</sup>.

## The Advertiser

Delivered to area homes every Sunday free of charge, this publication offers great added value for low additional investment to completely saturate local readership with one unified message. Every home in the Bemidji and Blackduck areas that does not receive a copy of the Bemidji Pioneer receives a copy of the Advertiser. If you want saturation, this is your solution.

## The American

Located in the heart of North Central Minnesota, the Blackduck community is a haven for outdoor enthusiasts, as well as home to some of the best resorts in the Northwoods. Delivering 1,000 papers every Sunday, The American serves as a gateway to financial buying power that is exerted not only in the city of Blackduck, but the surrounding areas as well, including Bemidji.

\* Contact The Bemidji Pioneer for current distribution numbers.

## More Than A Newspaper

The goal of the advertising department of The Bemidji Pioneer continues to be connecting people and the growing community - connecting advertisers with products and services to readers who need or want to buy.

We won't let you go the road alone! Our professionally trained Marketing Consultants are here to assist your business' every need, including strategic planning, branding development and campaign design and implementation.

The Bemidji Pioneer has developed the ability to help you place your campaigns into other newspapers across **all of Minnesota**, including significant coverage in North Dakota, South Dakota, and Wisconsin. We have established **competitive rates** with each of these newspapers that we want to share with you, our client.

Making us your one-stop-shop allows us to assist you in creating a single, unified message across all media. We'll even guide you in appropriate investment levels in non-newspaper advertising media to **implement the best marketing strategy for your business.**

*Our best interest is your best interest.*

Get in the paper. All of it.

[bemidjipioneer.com](http://bemidjipioneer.com)

As a newspaper, we have remained the first source for informing North Central Minnesota since 1896. Since then, we have become not just a newspaper, but **an information hub** for Bemidji and its surrounding communities, available **seven days a week**. Our website boasts more than 48,000 individual readers and over 775,000 page views - every **month**. You can probably understand, then, why *not* advertising in our online edition is like placing your ad in only 5,000 print copies and then stopping the press. So get in the game, and **ask your Marketing Consultant for more details** on how we can get *your* business in the *whole* paper.

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<sup>1</sup> Responses to Free Distribution Newspapers, Turku School of Economics and Business Administration, 2001

# Retail ROP Rates

Use the rates below for full run ROP (Run of Press) products of The Bemidji Pioneer, Advertiser, and American. We encourage you to consider in your marketing strategy development that **52% of American consumer decisions are influenced primarily by Newspaper Marketing<sup>2</sup>**.

**Investment Levels** indicate an annual investment into your company's marketing and advertising by way of any Bemidji Pioneer products. An advertiser has twelve months to fulfill the investment agreement. Advertisers on ROP Investment Level contracts may run in any product of The Bemidji Pioneer without signing a separate agreement. **All products count toward contract fulfillment.**

**Our best recommendation for local clients is Total Market Coverage (TMC).** When placing an advertisement in The Bemidji Pioneer, we can double the viewership of your message for only \$6.30 per column inch!

The Bemidji Pioneer	INVESTMENT LEVELS	PIONEER ONLY DISPLAY	SPOT COLOR	PROCESS COLOR <15"	PROCESS COLOR 15-32"	PROCESS COLOR 33-65"	PROCESS COLOR 66"+
	OPEN	\$13.90	\$60.00	\$100.00	\$175.00	\$225.00	\$300.00
	\$1,500	\$11.70	\$60.00	\$86.00	\$150.50	\$193.50	\$258.00
	\$2,500	\$11.40	\$60.00	\$85.00	\$148.75	\$191.25	\$255.00
	\$5,000	\$10.75	\$60.00	\$80.00	\$140.00	\$180.00	\$240.00
	\$7,000	\$10.45	\$60.00	\$78.00	\$136.50	\$175.50	\$234.00
	\$10,000	\$10.35	\$60.00	\$77.00	\$134.75	\$173.25	\$231.00
	\$12,500	\$9.70	\$60.00	\$72.00	\$126.00	\$162.00	\$216.00
	\$15,000	\$9.35	\$60.00	\$70.00	\$122.50	\$157.50	\$210.00
	\$20,000	\$9.20	\$60.00	\$68.00	\$119.00	\$153.00	\$204.00
	\$25,000	\$9.00	\$60.00	\$67.00	\$117.25	\$150.75	\$201.00
	\$35,000	\$8.90	\$60.00	\$66.00	\$115.50	\$148.50	\$198.00
	\$40,000	\$8.70	\$60.00	\$64.00	\$112.00	\$144.00	\$192.00
\$50,000	\$8.40	\$60.00	\$62.00	\$108.50	\$139.50	\$186.00	
\$60,000	\$8.20	\$60.00	\$61.00	\$106.75	\$137.25	\$183.00	
\$75,000	\$8.05	\$60.00	\$60.00	\$105.00	\$135.00	\$180.00	

The Advertiser	Investment Levels	Advertiser Only	Spot Color	Process Color
	OPEN RATE	\$8.25	\$45.00	\$100.00
	\$1,500	\$7.40	\$45.00	\$86.00
	\$2,500	\$7.25	\$45.00	\$85.00
	\$5,000	\$6.80	\$45.00	\$80.00
	\$7,000	\$6.70	\$45.00	\$78.00
	\$10,000	\$6.60	\$45.00	\$77.00
	\$12,500	\$6.20	\$45.00	\$72.00
	\$15,000	\$6.00	\$45.00	\$70.00
	\$20,000	\$5.90	\$45.00	\$68.00
	\$25,000	\$5.80	\$45.00	\$67.00
	\$35,000	\$5.70	\$45.00	\$66.00
	\$40,000	\$5.50	\$45.00	\$64.00
\$50,000	\$5.35	\$45.00	\$62.00	
\$60,000	\$5.15	\$45.00	\$61.00	
\$75,000	\$5.05	\$45.00	\$60.00	

## Selective Coverage Lift Rates

(Additional investment per column inch after original placement in the Pioneer)

**The Advertiser  
\$3.20**

**The American  
\$3.10**

(Only applies if in Pioneer & Advertiser)

# Special Rates & Placements

	Preprints <sup>3</sup>	Pioneer Display	Advertiser Display
Civic/Church <sup>4</sup>	\$51.50	\$9.00	\$6.10
National	\$86.50	\$20.35	\$15.40

Front Page Strip		Advertiser Front Full Page		
Price	Full Color	Price	Size	Full Color
\$200/day	\$100	\$1,200/day	6 col x 18.5"	\$200

<sup>3</sup> Price per 1,000

<sup>4</sup> Civic Rate/Church Rate: Local churches, charities and other groups limited to those cases where ENTIRE proceeds are for charitable or community benefits. Tax exempt number required. Unless prior credit approval has been arranged, advertising must be paid in advance at the time ad is scheduled.

## Front Page & Comic Advertising Examples

Front Page Size 6x1.5

Post-It Comics Size 1x2

\* 6-week contract required. Inquire for comic pricing.

Back Page Comics Size 6x1.5

Front Page Comics Size 6x4.5

# Frequency Discount Program

Repeat Discounts

**35% Off**  
First Repeat

**50% Off**  
Second Repeat

and additional runs within 6 days.

- Full & Spot color ads will receive 35% & 50% off the color rates
- Ads must be within a 6-day period to receive discounts
- No size changes or copy changes
- No other discounts apply
- Discounts can be applied anytime within 6 days of original ad placement
- If color is purchased, it must apply to all ads.
- Discounts not applicable to lift rates.

# Preprinted Inserts

Open Rate: \$77.00 CPM

Preprint rates are determined by the volume of frequency agreed with our clients at a flat CPM rate. Talk with your Marketing Consultant to establish a contract preprint rate that fits your company's needs.

Shipping Information:  
Forum Communications Printing  
C/O The Bemidji Pioneer  
1030 15th Ave. SE  
Detroit Lakes, MN 56501

Ask about our custom  
**We-Prints**



# YOUR MESSAGE PLUS OUR AUDIENCE EQUALS EFFECTIVE RESULTS

# Online Advertising Solutions

- ▶ The Bemidji Pioneer reaches 48,000 unique users every 30 days, delivering 775,000 impressions.
- ▶ Our network reaches 1.5 million unique users every 30 days, delivering 35 million impressions.

## TARGETING CAPABILITIES

- Geographical, DMA & Zip
- Contextual (keyword)
- Day Parting
- Domain

## FIXED POSITIONS

- Tiffany - All Pages/Impressions
- Corner Peel Back - Homepage
- Sliding Billboard - Homepage
- Weather Button - Homepage & Weather
- Mobile/Email Alerts - Homepage & Mobile/Weather
- Homepage Re-Skin
- Photo of the Day

\*Inquire for rates

Half Page  
300x600



Leaderboard 728x90



Variety of Sizes Available Starting at \$15 CPM



**Inbox Marketing**  
Target your message by age, gender and zip!  
Ask your marketing consultant for a demographic profile.  
\$500 minimum investment

**Marketplace**  
Contextual Based Solution  
24 hours a day - 7 days a week!  
Starts at \$79 a month



## Our Coverage. Your Audience.

Every business has a clientele, and every business has room for growth. We make sure to get your business in front of an audience that's right for you. We consider it our responsibility to assist our clients in developing the best campaign, advertisement layouts, and selection of products.

## Our Network.

We have the privilege of being part of the Forum Communications Company, a larger network of 32 papers across a 4-state region. We consider these newspapers to be part of our own as we offer any of our clients discounted rates for any of the properties shown.

Even better, The Bemidji Pioneer Advertising Department has taken the initiative to collaborate with newspapers outside our network, giving us the ability to take care of all your newspaper and online advertising needs - and all at rates lower than what you'd find on your own, all in one stop.

Ask for a complete demographic breakdown!

# Space Reservation & Copy Deadlines

Publication	Publication Day	Copy/Space Deadline	Time
The Bemidji Pioneer	Tuesday	Thursday	3 PM
	Wednesday	Monday	10 AM
	Thursday	Tuesday	10 AM
	Friday	Wednesday	10 AM
	Saturday	Wednesday	2 PM
	Sunday	Wednesday	3 PM
	The Advertiser	Sunday	Wednesday
The American	Sunday	Wednesday	10 AM

## Late Ad Placement Requests

At The Bemidji Pioneer, we always strive to serve our clients to the very best of our ability. We understand that business is all about dealing with unexpected turns. In the case that ad placement is requested after deadline, we will do everything we can to get your business' message out, and help keep you successful. In the case that we are still able to accommodate your request, a surcharge of 15% of the original cost of the ad will be assessed.

## Ad Design & Mechanical Specs

### DISPLAY for The Bemidji Pioneer, Blackduck American & The Advertiser Page Size: 6 col. x 21"

Width	Inches	Picas
1 column	1.667	10p
2 column	3.458	20p9
3 column	5.25	31p6
4 column	7.042	42p3
5 column	8.833	53p
6 column	10.625	63p9

### DISPLAY CLASSIFIED for The Bemidji Pioneer & The Advertiser Page Size: 9 col. x 21"

Width	Inches
1 column	1.111
2 column	2.3
3 column	3.49
4 column	4.679
5 column	5.868
6 column	7.057
7 column	8.243
8 column	9.434
9 column	10.625

### Display for Special Sections Page Size: 5 col. x 10.5"

Width	Inches
1 column	2
2 column	4.125
3 column	6.25
4 column	8.375
5 column	10.583

## It's What We Do

An advertisement is more than just an ad - it's a campaign for your business. It's a message to entice potential customers to your doorstep.

At The Bemidji Pioneer, we employ a professionally trained team of Marketing Consultants and Graphic Designers to build the best combination of campaign and advertisement with the resources that you've invested. This complimentary service will lower your bottom line and provide you with the professional design and feel you should expect.

## Do-It-Yourself

Here are some guidelines:

All electronic ads are assumed to be ready for publication unless specifically stated. Preferred file types are PDF (Portable Document Format), JPEG, EPS, or TIF. If you would like any changes made prior to publication, all submitted ad material must be in the software applications supported by The Bemidji Pioneer's computer system. Those applications are: Quark Xpress™, Adobe Illustrator™, Adobe Photoshop™, Adobe InDesign™, and Microsoft Office programs. **Please remember to include all photos and fonts used in the ad.**

Electronic black and white ad files (that are not PDF) should be sent to arrive one day prior to established deadlines and two days prior for all color ads.

All electronic ads will be fit into the ad space ordered. If the file is not created to the correct dimensions, distortions of the advertisement may occur.

# ADVERTISING POLICIES

## Terms:

1. All local rates are non-commissionable.
2. No cash discount for prompt payment.
3. Payment is due 30 days from the statement date.
4. The Bemidji Pioneer does NOT accept "sequential liability." Payment for advertising orders placed by agencies is subject to terms and conditions established by the Publisher.
5. For billing inquiries, please call (218) 333-9200.

## Advertising Policies:

1. Publisher reserves the right, at its absolute discretion and at any time, to reject any advertising copy, whether it has been previously acknowledged and/or published.
2. The word "advertisement" will be placed with copy which, in Publisher's opinion, resembles editorial matter.
3. All restrictions, including without limitation, position, facings, editorial adjacencies or other stipulations are at the sole discretion of Publisher.
4. Failure to publish copy as ordered or material typographical errors by Publisher shall entitle Advertiser to credit for actual space of error, which credit shall be the sole remedy to Advertiser. The Publisher's obligation to give such credit shall not apply to more than one incorrect insertion under any contract or order unless it is notified of the inaccuracy prior to the deadline for repetition of the insertion.
5. Advertiser shall indemnify and save Publisher harmless from any loss or expense, including reasonable attorney's fees, resulting from claims or suits based on the contents of the copy submitted to Publisher.
6. The make-up and composition of The Bemidji Pioneer advertising and news content is the sole property of The Bemidji Pioneer and may not be reproduced without our expressed permission.
7. All display advertising takes the "run of the paper," unless otherwise specifically requested in each case. Every effort will be made to comply with the request but acceptance of the order does not imply a guarantee. No allowance will be made for advertisements appearing in other than requested positions.
8. Incorrect rates or conditions on insertion orders which do not correspond to the rate card will be regarded as clerical errors and the advertisements will be published and charged for at the applicable rates in effect at the time of publication unless expressly agreed to in writing by the Publisher to the contrary.
9. The Bemidji Pioneer shall not be liable for any loss or damage sustained by the Advertiser resulting from typographical errors, wrong insertions, omissions in whole or in part.
10. Deadlines: Strict adherence to The Bemidji Pioneer deadlines is necessary. Advertiser's failure to provide complete printing materials by deadline will exempt Publisher from liability for the showing of completed proofs, and excuse newspaper of error responsibility.
11. The terms and conditions shown on this rate card shall govern the relationship between Publisher and the Advertisers. Unless expressly agreed to in writing by Publisher, no other terms or conditions in contracts, orders, copy, instructions or otherwise will be binding on the Publisher.
12. All requests for cancellation of advertisements already scheduled must be made no later than the same deadlines posted herein for the publication date in question. The Publisher reserves the right to require said cancellation in writing before considering the request binding.
13. Publisher shall not be held liable for any typographical errors, wrong insertions, omissions in whole or in part after final proof has been provided to Advertiser.
14. Materials submitted from Advertiser after deadline shall exempt Publisher from any liability regarding typographical errors, wrong insertions, omissions in whole or in part.
15. Camera Ready materials submitted by Advertiser be considered ready for press and will exempt Publisher from any typographical errors, wrong insertions, omissions in whole or in part with said advertising.

## Contracts:

1. Advertising agreement must be signed prior to the first insertion to secure contract rates.
2. Unfulfilled contract commitments will be subject the open or best rate earned for all future material placements.
3. No space may be used by the Advertiser for the promotion, either directly or indirectly, of any business, organization, or enterprise other than that for which a contract is specifically written.
4. Contract rates subject to change upon 30 days written notice.
5. Errors, Adjustments: It is the responsibility of the Advertiser to notify the Bemidji Pioneer immediately if an error occurs. PLEASE CHECK YOUR AD ON THE FIRST DAY. The Bemidji Pioneer shall not be liable for failure to publish an ad, or for a typographical error or errors in publication except to the extent of the cost of the ad for the first day's insertion. Adjustments for errors are limited to the cost of that portion of the ad rendered valueless by the error. CLAIMS FOR ALL ALLOWANCES OR ADJUSTMENTS WILL BE CONSIDERED ONLY IF PRESENTED WITHIN 10 DAYS AFTER EXPIRATION OF AD.
6. All Camera Ready materials submitted by Advertiser are considered to be ready for press, whereas no proof shall be required to be provided from Publisher to Advertiser. Said materials will be considered free of any errors, typographical or otherwise upon original receipt and so shall exempt Publisher from liability for said errors.

## Rates:

1. Retail rates apply to firms doing a retail to consumer business exclusively through their own retail outlets.
2. Rates may not be made retroactive, nor is advertising space subject to rebate.
3. Contract rates apply only if advertising agreement is signed and RETURNED to Publisher prior to the first insertion.
4. Publisher reserves the right to revise the rates listed herein at any time.
5. Orders which contain rates or conditions which vary from the rates listed herein shall not be binding on Publisher and may be inserted and charged for at the actual schedule of rates.
6. To qualify for civic rate, local churches, charities and other groups are limited to those cases where ENTIRE proceeds are for charitable or community benefits. Tax exempt number required.

## Credits:

1. All advertisements are sold on a payment in advance basis unless credit approval has been granted.
2. All Advertisers requesting to place orders in advance of payment will be required to submit a credit application to Publisher for approval and be approved for said transactions on a credit basis before order placement will be considered final.
3. Publisher shall not be held liable for orders previously placed that are canceled subsequent to receiving negative credit information unless an alternative payment method be provided to Publisher the same day as the negative information is disclosed.
4. All political and going-out-of-business advertising must be paid in advance.
5. Time for payment; Time Payment Differential: Any amounts not paid when due shall be subject to a time price differential at the rate of 18% per annum.
6. Publisher may at its option require payment in advance with order or change the payment terms.

The Bemidji  
**Pioneer**



The Bemidji  
**Pioneer**

Connecting People, Growing Community - Since 1896

## Contact Us

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Publisher

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Bemidji, MN 56601

218-333-9200

Fax: 218-333-9819

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