

INSERT RATES

Single Sheet (8 1/2"x11 1/2")	Per Copy 8.6¢
4 Tab Pages	Per Copy 9.6¢
8 Tab Pages	Per Copy 10.6¢
12 Tab Pages	Per Copy 11.6¢
16 Tab Pages	Per Copy 12.6¢
20 Tab Pages	Per Copy 13.6¢
24 Tab Pages	Per Copy 14.6¢

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 10 1/2"x11 1/2" 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:

Livewire • Pilot • Standard	Southern Minnesota Peach
Page 1 Printers	House of Print
1929 Engebretson Street	322 Benzel Ave. SW
Slayton, Minnesota 56172	Madelia, Minnesota 56062
(507) 836-6540	(507) 642-3297

CLASSIFIED RATES

20 words	
Two publications	\$9/week
Guaranteed Results	
Four publications	\$35 once
Garage Sales	
40 words	\$17.50/week

DEADLINES

Livewire: 5 p.m. Thursday prior
Pilot: 5 p.m. Monday prior
Standard: 5 p.m. Monday prior
Peach: 10 a.m. Monday prior
Farm Market News: 5 p.m. Monday prior

Millions of readers — for pennies apiece!

MIDWEST CLASSIFIED NETWORK	
150 Midwestern papers • 3 million households	\$249
MINNESOTA CLASSIFIED AD NETWORK	
240 Minnesota papers • 1.2 million households	\$279
MINNESOTA INTERACTIVE NEWSPAPER NETWORK	
70 Minnesota paper websites • Millions of viewers	\$1,100
MINNESOTA 2x2 DISPLAY AD NETWORK	
270 Minnesota papers • 1.4 million households	\$2,400
MINNESOTA 2x4 DISPLAY AD NETWORK	
270 Minnesota papers • 1.4 million households	\$5,000

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@livewireprinting.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 1 1/2% per month on the unpaid balance.

Reach Markets

with online advertising @
JACKSON COUNTY PILOT & STANDARD

OUR ONLINE READERS ARE:

- Young
- Loyal
- Engaged
- Web-Exclusive

13,650	Unique visitors per month
38,150	Total visits per month
140,700	Page views per month

FREE with your new
FREE online marketing
FREE 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 *eWire* and/or
JacksonCountyPilot.com +
LakefieldStandard.com and reach
thousands of more readers for
fractions of a cent!



5,500 WEEKLY READERS **\$10**
Subscribers + Social Media Reach



3,400 WEEKLY READERS **\$10**
Google Analytics=Unique Visitors



8,900 WEEKLY READERS **\$15**

powered by
Livewire
PRINTING COMPANY



KICKLE TO 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	LAKEFIELD OFFICE
P.O. Box 208, 310 Second Street Jackson, MN 56143	P.O. Box 249, 403 Main Street Lakefield, MN
507-847-3771, 1-800-658-2393	(507) 682-5555

E-mail: info@livewireprinting.com

livewireprinting.com

Livewire

livewireprinting.com

10,450

Copies every weekend



ADVERTISING RATES

Local open display \$10.10/inch
 National display \$12.70/inch
 Help wanted display..... \$10.95/inch
 Full color \$3.00/inch

DEADLINES

DISPLAY ADS Noon Thursday prior
 ADS REQUIRING
 PROOFS 5 p.m. Wednesday prior
 CLASSIFIED ADS 5 p.m. Thursday prior

MECHANICALS

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

More circulation, readership and impact!

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



More circulation:

Five consecutive years of increasing local circulation!

More readership:

Five consecutive years of increasing local readership!

More impact:

Purchasing power up over last audit period and growing!

JACKSON COUNTY PILOT

jacksoncountypilot.com

1,550

Copies every Thursday



ADVERTISING RATES

Local open display \$9.25/inch
 National display \$11.35/inch
 Help wanted display..... \$10.05/inch
 Full color \$3.00/inch

DEADLINES

DISPLAY ADS 5 p.m. Monday prior
 ADS REQUIRING
 PROOFS Noon 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

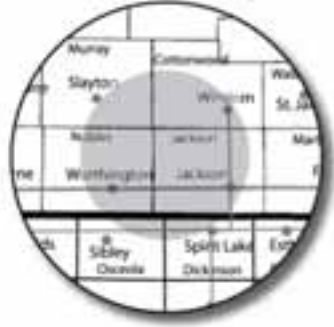
B SECTION BUNDLE RATE only **\$11⁵⁵** /inch
in both Pilot and Standard!

LAKEFIELD STANDARD

lakefieldstandard.com

885

Copies every Thursday



ADVERTISING RATES

Local open display \$7.25/inch
 National display \$8.55/inch
 Help wanted display..... \$7.90/inch
 Full color \$3.00/inch
 \$65 minimum

DEADLINES

DISPLAY ADS 5 p.m. Monday prior
 ADS REQUIRING
 PROOFS Noon 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

8,150

Copies every Thursday



ADVERTISING RATES

Local open display \$10.10/inch
 National display \$12.70/inch
 Help wanted display..... \$10.95/inch
 Full color \$3.00/inch

DEADLINES

DISPLAY ADS 10 a.m. Monday prior
 ADS REQUIRING
 PROOFS 3 p.m. Friday prior
 CLASSIFIED ADS 10 a.m. Monday prior

MECHANICALS

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

Supplement to several southern Minnesota newspapers



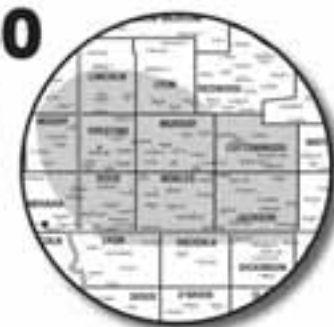
The Southern Minnesota Peach is published each week as a supplement to the community newspapers in Jackson, Lakefield, Windom, Sherburn, Trimont, Welcome, Ceylon, Mt. Lake, Butterfield, St. James and Sleepy Eye.

Farm Market News

farmmarketnews.com

18,850

Copies printed the first and third Monday of every month



ADVERTISING RATES

Local open display \$16.85/inch
 National display \$20.90/inch
 Full color \$99/ad

DEADLINES

DISPLAY ADS 5 p.m. Monday prior
 ADS REQUIRING
 PROOFS Noon 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

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!

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

* Independent CVC Audit