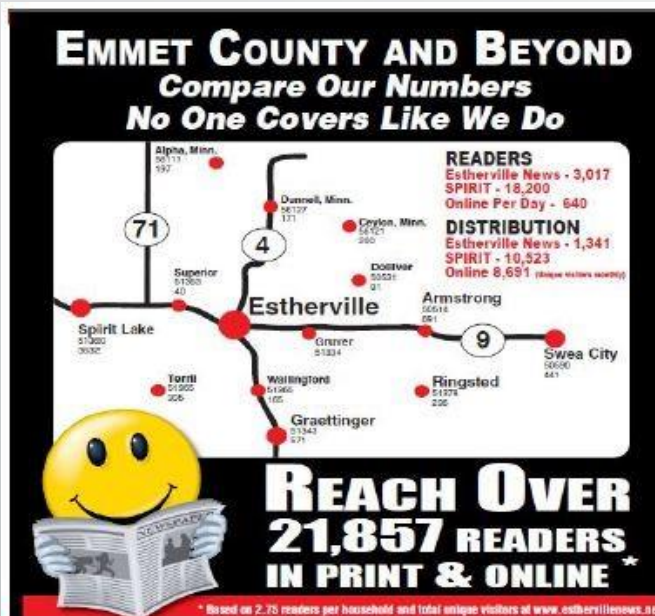


# ESTHERVILLE NEWS & SPIRIT

## 2021 MEDIA KIT



### Circulation of The Estherville News & Spirit

Estherville (51334).....	3798	Alpha MN .....	191
Superior (51363).....	40	Dunnell, MN 56127 .....	171
Wallingford (51365).....	165	Terril (51364).....	305
Dolliver (50531).....	91	Swea City (50590).....	441
Armstrong (50514).....	691	Ceylon, MN (56121).....	200
Ringsted (50578).....	236	Spirit Lake (51360).....	3,632
Graettinger (51342).....	571	<b>TOTAL</b> .....	<b>10,532</b>

Effective January 1, 2021

"Within just 2 days from placing my original ad I had calls for quality projects. In the time I have had an ad placed I have consistently received calls as a direct result of the ad. In fact, there have been times I needed to remove the ad because of too many calls. I have enjoyed and appreciated my time with Estherville News."

- Joel Of All Trades

"Since putting our business ad in the paper, business has picked up. We now get 2-3 calls each day since placing the ad. Thank you Estherville News & Spirit!"

- T&S Recycling

GETTING YOUR MESSAGE TO OUR READERS SINCE 1868

10 NORTH SEVENTH STREET • ESTHERVILLE, IA 51334 • 712-362-2622

[WWW.ESTHERVILLENEWS.NET](http://WWW.ESTHERVILLENEWS.NET)

## LEGAL (PUBLIC NOTICE) RATES

One Publication.... \$.557/line    Two Publications .... \$.933    Three Publications .... \$1.309

## OBITUARY RATES

Obituary Copy .....\$9.00 per column inch after 1.50 inches photo is free

## SUBSCRIPTION RATES

In-Area.....\$75.00/year

Out-Of-Area.....\$85.00/year

## INSERT RATES

	Full Zone	Selected Zone		Full Zone	Selected Zone
4 Tab Pages	\$39/m	\$46.00	16 Tab Pages	\$48/m	\$55/m
8 Tab Pages	\$42/m	\$49.00	20 Tab Pages	\$51/m	\$58/m
12 Tab Pages	\$45/m	\$52.00	24 Tab Pages	\$55/m	\$62/m

Materials must be in our warehouse one week prior to delivery:  
HOUSE OF PRINT • 322 Benzel Ave. S., PO Box 6, Madelia MN 56062

## DEADLINES:

MONDAY'S EDITION & SPIRIT : NOON THURSDAY

THURSDAY'S EDITION: NOON TUESDAY

## **REGULAR DISPLAY RATES and MECHANICAL SPECIFICATIONS**

\$8.65 per Column Inch for Estherville Spirit and one Estherville News Width (6 Columns)

1 Column .....	1.583"	4 Columns .....	6.633"
2 Columns .....	3.767"	5 Columns .....	8.317"
3 Columns .....	4.950"	6 Columns .....	10.00"

## **REGULAR CLASSIFIED RATES and MECHANICAL SPECIFICATIONS**

\$9.50 per Column Inch for Estherville Spirit and one Estherville News Width (8 Columns)

1 Column .....	1.163"	5 Columns .....	6.633"
2 Columns .....	2.425"	6 Columns .....	7.457"
3 Columns .....	6.687"	7 Columns .....	8.737"
4 Columns .....	4.950"	8 Columns .....	10.00"

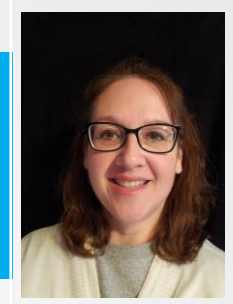
## **COLOR RATES**

One Spot .....	\$50.00
Process Color .....	\$85.00

Ask your sales representatives for special rates on our  
Business and Service Directory  
and Internet Advertising.



Glen Caron



Dessa Rose

## WEBSITE ADVERTISING

It's fast, it's easy and you can reach over  
30,000 people per month on

**LEADERBOARDS = \$25/WEEK**

With a leaderboard, you get 30,000 run of  
site impressions per month.

## PRINT-TO-WEB PRICING

The ad you run in print can be added to our website to reach more customers!

**\$10 PER AD • HALF PAGE AND OVER \$20**

[www.esthervillenews.net](http://www.esthervillenews.net)