

Helping Your Business Grow

**2025 ADVERTISING
RATES AND
INFORMATION**



The Journal



who we are

Journal Publishing, which includes The Journal, The Shopper-Post Review and nujournal.com, is a diverse media company located in historic New Ulm, Mn., that provides advertisers the opportunity to reach more than 15,000 potential customers on a daily basis.

Founded in 1898, The Journal has grown both in print and web to become southwest Minnesota's most valued news source, while providing the following advertising opportunities:

The Journal - Five-day-a-week newspaper, Tuesday through Friday and a Weekender edition with a Saturday delivery date, with a circulation of 3,600.

The Shopper Post-Review - A weekly, free product containing display and preprint advertising, limited news and feature content with a distribution of 5,650.

Nujournal.com - The most popular and visited website generated in Brown County, nujournal.com averages more than 5,000 visitors per day, according to Google Analytics.

Find the right talent. With every single job post.

The Journal has partnered with Jobcase to offer cost-effective programmatic and job board recruitment opportunities for clients so they can reach both active and passive job seekers. Jobcase is your one-stop shop for finding highly engaged talent quickly and simply. No matter what role you're hiring for, we can provide the broadest reach in the business for local and national candidates. Jobcase has over 100 million registered members!



advertising deadlines

Tuesday Paper	Friday Noon
Wednesday Paper	Monday Noon
Thursday Paper	Tuesday Noon
Friday Paper	Wednesday Noon
Saturday/ Sunday Paper	Wednesday Noon
Shopper-Post Review	Tuesday Noon

1. REPRESENTATIVES

Minnesota Newspaper Association

10 South 5th Street - Suite 1105, Mpls., MN 55402
(612) 332-8844

2. TERMS & CONDITIONS

Journal's Liability:

This agreement cannot be invalidated by wrong insertions or omissions on the part of Journal. Journal shall not be liable for slight changes or typographical errors that do not lessen the value of an adver-

tisement. Journal's liability for other errors is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement. In case there is an error in a published price, the advertising department will furnish a letter to Advertiser stating the correct price but will assume no liability if goods are sold at an incorrect price. Claims for errors in advertisements will be allowed for the first insertion only. Advertisers agree to bear the responsibility to promptly check

the first published advertisement and notify Journal of any inaccuracies or other problems within published materials. If the Journal fails to insert a preprint on the correct day, the Journal will insert the preprint in the next available publication.

General Information:

During the contract year, if the space used exceeds the contracted amount and reaches a category with a lesser rate, the inches used thereafter will be billed at a lower rate. At any time during

the contract year, an advertiser may sign a new agreement declaring that intention and all space used thereafter will be billed at the lower rate.

If the space used falls short of contracted amount, such space will be re-billed at the higher rate which applies to that amount of space.

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Open/National Journal or Shopper-Post Review: \$21.63 per column inch
Open/National Combo (Journal AND Shopper-Post Review): \$26.27 per column inch
Not for Profit Journal or Shopper: \$15.45 per column inch
Not for Profit Combo: \$19.98 per column inch

rates

Classified Display Combo: \$17.87 per column inch
Classified Open/Legal Rate \$13.85 per column inch.
Non Profit Classified Rate \$10.60 per column inch.
Color (Journal and Shopper-Post Review): \$67 one color, \$200 full color
Repeat Discounts: 25% off listed rate to repeat advertisement within 7 days of publication.

Note: All rates quoted above are non-commissionable.

pre-printed inserts

The following charges are based on normal advertising rates less discounts for composition, printing, labor, etc. For simple calculations, these rates based on various size Inserts would be approximately equivalent to:

Single sheet	\$38.50 per thousand
4 tabloid pages	\$42.90 per thousand
6 tabloid pages	\$45.10 per thousand
8 tabloid pages	\$47.50 per thousand
12 tabloid pages	\$52.80 per thousand
16 tabloid pages	\$58.30 per thousand
20 tabloid pages	\$63.80 per thousand
24 tabloid page	\$69.30 per thousand

contract rates

Yearly Inches	Combo	Journal or Shopper
100	\$21.75	\$17.10
250	\$21.30	\$16.65
500	\$20.80	\$16.15
1,000	\$20.20	\$15.55
2,000	\$20.05	\$15.40
3,000	\$19.95	\$15.30
5,000	\$19.60	\$15.25
6,000	\$19.50	\$14.85
7,000	\$19.10	\$13.45
10,000	\$18.30	\$13.65
15,000	\$17.95	\$13.30
20,000	\$15.35	\$10.70
25,000	\$15.08	\$10.40

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3. RATE REVISION & POLICIES

The Journal reserves the right upon thirty (30) days written notice to change the rates and conditions in effect under this agreement. Advertisers reserve the right to accept such change or to cancel the agreement provided cancellation is delivered in writing to the Publisher within the thirty (30) day notice period.

Cancellation:

Cancellation of this contract by the account must be a bonafide intent not to advertise. Cancellation of such contracts to avoid a payment of any chargeback is not permitted.

Publication:

The Journal reserves the right to reject or cancel any advertisement at any time.

Credit Policy:

A charge of one percent per month or 12% per

annum will be added to any billed amount which is unpaid by the 30th of the month following month of publication.

Terms & Conditions:

The Journal is not bound by any terms or conditions, printed or otherwise, appearing on order blanks, advertising forms, or copy instructions, when such terms or conditions are in conflict with those stated on this rate card or with the Journal's policies.

Indemnification:

The advertiser and/or advertising agency agrees to defend and indemnify the Journal against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertisement.

Journal Online Advertising 2025

Don't miss your opportunity to reach customers via the most viewed website in Brown County.

A - Upper Leaderboard
B - Center Leaderboard
C - Upper Rectangle
D - Lower Rectangle
E - Skyscraper

* prices per 10,000 impressions

By the Numbers:

Visitors: 1.1 Million in 2024

5,765 per day

Page Views: 5.4 Million in 2024

14,520 per day



The Journal

303 N. Minnesota St., New Ulm, MN 56073

<https://www.nujournal.com/>

Becky Wilbrecht (507) 359-2911 Ext.147

Ruth Wellmann (507) 359-2911 Ext. 149

NEWSSPORTSOPINIONLIFE OBITUARIESCLASSIFIEDSJOBSGARAGE SALESPPLACE NOTICE

The Journal

April 25, 2022 | Today's Paper | Submit News | Subscribe Today | Welcome: Ryan - Logout

A - \$130*

LOCAL NEWS

Hall of Famer: Music therapy keeps ticker ticking

NEW ULM — Lester Schuft's daughter said one of his heart surgeons was so moved by Schuft's ability to stay alive, it brought him to religion. "He's had quadruple bypass surgery, a pacemaker and a heart valve replaced," said Sherry McCormick of Hutchinson at Saturday's Minnesota Music Museum Hall of Fame Showcase. "One doctor told me he didn't believe in religion until he met dad," McCormick said. Schuft, 84, grew up on a farm near Brownton. He was inducted into the Minnesota Music Hall of Fame as a polka band leader at Turner Hall Friday. Schuft has lead a ...

Rising bus price mostly covered by state

NEW ULM — Buses, like many other things, have gone up in price in the past year. The original Brown County ...

Essential workers in crisis

SLEEPY EYE — Veteran EMT Gary Lambrecht gets a little choked up when he talked about why he has served as an ...

Photo Correction

All stars come out at Music HOF

more local news

Local News

Monday Business

Communities

Local Sports

Lifestyle Feature

Obituaries

Columns

Editorials

B - \$110*

CORONAVIRUS

Justice Dept. to appeal order voiding travel mask mandate

WASHINGTON (AP) — The Justice Department is filing an appeal seeking to overturn a judge's order that voided the federal mask mandate on planes and trains and in ...

LOCAL SPORTS

Eagles take 3rd at Mankato West tourney

NORTH MANKATO — The New Ulm softball team took third at the Mankato West Softball Tournament on Saturday at Caswell Park. The Eagles defeated Chaska 11-10 in the ...

OBITUARIES



Duane Charles Marstone

E - \$88*

UK patient had COVID-19 for 505 days straight, stud...

A U.K. patient with a severely weakened immune system had COVID-19 for almost a year and a half, scientists reported, underscoring the importance ...

Area roundup: Coil throws 5-inning no-hitter in win f...

Prep softball Madelia 11, HL-O/F o, 5 inn. OKABENA — Behind Emma Coil's five-inning no-hitter, Madelia cruised to an 11-0 win over Heron ...

Merrie Asleson

Merrie Asleson, 75, died April 22 at Mayo Clinic Health Systems in Mankato. A memorial service will be 11 a.m. Thursday, April 28, at Our ...

Most people in US want masks for travelers: AP-NORC poll

Shanghai reports first deaths in current COVID-19 outbreak

more coronavirus

Window holds off Springfield

Sleepy Eye takes down MVL in extra innings

more local sports

Gregory W. Bieraugel

Susan Dietz

more obituaries

EDITORIALS

Passing computer-chip aid legislation...

Even during a time of intense political division, the global computer-chip shortage should be something both Republicans and Democrats

LETTERS

Rebranded indoctrination continuing in...

To the editor: Sometimes when a new treatment for a physical problem is being piloted, there is a request put out for those who might want to be part of a study. ...

COLUMNS

From optimism to melancholy, baseball fans,...

Here we go. Another season! I mean the growing season. And the baseball season. Those two mirror and complement each other so perfectly as to be like art.

LIFESTYLE FEATURE



The Grand promoting arts

C - \$110*

D - \$88*

SPECIAL SECTIONS

SERVICE DIRECTORY

NEWSLETTER

Today's breaking news and more in your inbox

EMAIL ADDRESS

I'm interested in (please check all that apply)

☐ Daily Newsletter ☐ Breaking News

☐ Obituaries

Are you a paying subscriber to the newspaper?

☐ Yes ☐ No

SUBSCRIBE

BRAND BUILDERS

Advertising affords you the opportunity to give people reasons to do business with you rather than your competition.



The Secret to Success!
Call Your Journal Rep Today!



accepted electronic formats

AD SIZES

Display

1 column	1.58"	9p6
2 column	3.26"	19p7.2
3 column	4.94"	29p8.4
4 column	6.63"	39p9
5 column	8.31"	49p10.8
6 column	10.0"	60p

Classified

1 column	1.02"	6p2
2 column	2.14"	12p10.4
3 column	3.26"	19p7
4 column	4.38"	26p3
5 column	5.51"	33p7
6 column	6.63"	39p9.5
7 column	7.75"	46p6
8 column	8.87"	53p9
9 column	10.0"	60p

**All Advertisements Must Be Sent 4 Days
Prior To Run Date.**

***To prevent error, advertisements cannot
be scheduled to run until they are
received and approved.***

We will make **REASONABLE EFFORTS** to overcome any unforeseen obstacles encountered in the pre-press process.

The Journal is a MAC OS environment and we can accept electronic files that meet the following standards:

•Adobe InDesign Files

Collect for output and send all corresponding files. Fonts not in our system will be replaced by similar font.

•PDF Files

Please pre-flight any colored pdf's to make sure they separate properly as CMYK. Blacks must be on the black plate, not separated on four plates. All pdfs should be high resolution.

•Adobe Illustrator

Convert fonts to paths.

•Adobe Photoshop

(eps-tiff-jpeg) Resolution of gray/color images should be no less than 200 dpi at actual image size.

Note: If your company requires a certain font, the document must be sent as a pdf or Illustrator file with all fonts embedded or converted to outlines. Requested fonts not in our system will be replaced with a similar font. If a pdf or Illustrator file can't be sent and certain fonts must be used, those fonts must be approved by our General Manager before we can use them.

Files can be sent to us via email at

publisher@nujournal.com

or we will accept the following types of removable media:

- CD/DVD ROM (mac and pc)
- Compact and SmartMedia Flash Drives

Packaging Your Preprints

We offer these important guidelines:

- All inserts must be clearly labeled for New Ulm Journal.
- Stack inserts on non-returnable 4-way wooden pallets designed for use with forklift trucks.
- Standard pallet should be 40 x 48 inches with two runners 4 inches off the floor.
- Add a protective cover to the bottom of pallet to protect inserts from green lumber and another on top to protect from the weather
- Do not double stack pallets
- Skids must be tagged with insert name, date of insertion, and quantity.
- Small quantities can be delivered in boxes identified on the outside with insert name and quantity in each box.

preprint information



Delivery Address

House of Print
Attn: New Ulm Journal
322 Benzel Ave. SW
Madelia, MN 56062

Delivery Hours

Monday - Friday:
8 a.m.-4 p.m.

**Please Note: All inserts must be clearly
labeled for New Ulm Journal**

BRAND BUILDERS

YOUR BRAND BUILDER AD MAY INCLUDE:

- A Benefit Headline
- Company Name/Logo
- Slogan
- One Graphic Element
- Contact Information

Example:

The Forecast Calls for

SAFE TIRES



New Ulm Tire

109 North Broadway
New Ulm • 354-2436

Effective branding ensures that everything you do remains consistent and coordinated, not only in terms of graphics but also content.

YOUR BRAND

Why should you care about your brand? Because there's inherent value, "brand equity"—whether an asset or liability—in your business. Your brand is the image that exists in consumers' minds about your company and its products' quality, reliability, results, service and status. A well-established brand makes your product or service worth more, and this image is developed over a long period of time.

THE BRAND BUILDER PROGRAM PROVIDES:

- Valuable advertising that gives you the power to truly dominate your market.
- Frequency and Reach •Visibility using the most recognized publication in the market

Every week your advertisement will appear in the Journal on the days of your choice. You can also add your advertisement to our website, The Shopper's Review and our TV View.

1 Year 2025 Brand Builder Rates

2 col. x 2" or 1 col. x 4"	Per Month	Annual Investment	Annual Savings*
3 per week	\$319	\$3,828	\$9,276
5 per week	\$493	\$5,916	\$15,924
6 per week	\$509	\$6,108	\$20,100
2 col. x 3" or 1 col. x 6"	Per Month	Annual Investment	Annual Savings*
3 per week	\$465	\$5,580	\$14,076
5 per week	\$729	\$8,748	\$24,012
6 per week	\$745	\$8,940	\$30,372

*Savings based on open rate *6 month rate packages also available

*Add a web button for only \$100 per month

Newspaper advertising, an effective method to establish and development, is viewed as a trusted source of information that reaches large audiences consistently and quickly.

HELPFUL HINT

The Journal

SALES CONTRACT

Start Date

ID

SLS

Exp. Date

CL RATE

ACCOUNT

Business

Address

City/State/Zip

Phone

Fax

E-mail

Website

DISPLAY/ CLASSIFIED • The undersigned advertiser agrees with The Journal to use a minimum of ____ inches of display/classified advertising during the next ____ months and to pay the rate of ____ per column inch as used.

INTERNET • The undersigned agrees to advertise on The Journal Online for a period of ____ months.

() Rectangle () Leaderboard to be located on ____ page at the rate of ____ CPM.

() Skyscraper () Banner () Additional pages/sections _____ will be billed at the rate of ____ CPM.

BRAND BUILDERS • The undersigned agrees to the selected BRAND BUILDER package:

6 COLUMN INCHES: () 5 per week - \$729 monthly () 3 per week - \$465 monthly

4 COLUMN INCHES: () 5 per week - \$493 monthly () 3 per week:... \$319 monthly

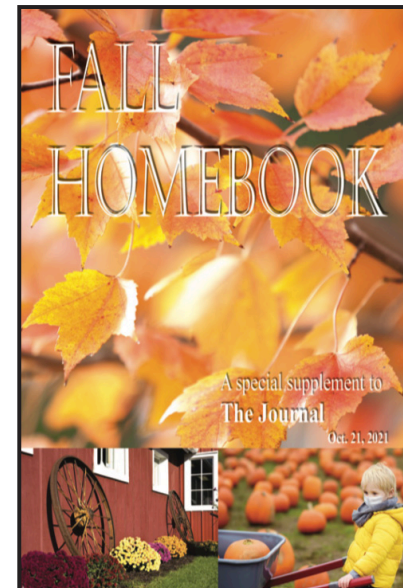
All Brand Builder contracts are for a one year period of time. Rates will remain unchanged during the the contract period and are exempt from rate increases. () 200x200 Web add \$15 per month.

The undersigned has also reviewed the terms, conditions and policy on the back page.

ADVERTISER

ACCOUNT EXECUTIVE

PUBLISHER



promotion calendar 2025

January

- BIG SPACE SALE • YOUR MONEY
- COMMUNITY GUIDE

February

- PROGRESS: 2 EDITIONS
 - BIG SPACE SALE
 - TODAY'S WOMAN

March

- HUB CLUB TAB
- HOME SHOW TAB
- ALLINA HEALTH
- READER'S CHOICE PAGES

April

- SPRING HOME BOOK
 - GARDEN PAGE
 - SPRING SPORTS TAB
- READER'S CHOICE TAB

May

- GRADUATION PAGES
- MEMORIAL DAY PAGE
- MOTHER'S DAY GIFT PAGE
- READER'S CHOICE WINNERS

June

- MEET YOUR BUSINESS TAB
 - ALLINA HEALTH
 - NU GOLF INVITATIONAL

July

- RELAY FOR LIFE • SENIOR LIVING
- BAVARIAN BLAST

August

- AGRIBUSINESS SECTION
- BROWN COUNN FAIR TAB
- HOMETOWN MAGAZINE

September

- HOMETOWN MAGAZINE
- HERMANNEST • FALL SPORTS TAB

October

- FALL HOME BOOK • CENTURY FARMS
• BRIDAL TAB • OCTOBEREEST

November

- HEROES • CHRISTMAS KICKOFF ISSUE
- SHOPPING OPENER PAGE
- SMALL BUSINESS SATURDAY

December

- CHRISTMAS GREETING SECTION
 - WINTER SPORTS TAB
 - ALLINA HEALTH