

■ Circulation:
2,815 Total Argus circulation
3,744 Argus Shopper circulation

■ Contact Information:

507-724-3475 • Fax: 507-725-8610
 314 West Lincoln Street, P.O. Box 227, Caledonia, MN 55921

Charlie Warner, News Editor: charlie.warner@ecm-inc.com
 Jill Hahn, Office Manager: jill.hahn@ecm-inc.com
 Chelsey Lager, Sales: sales.argus@ecm-inc.com
 Production: stephanie.schuldt@ecm-inc.com
 or diana.hammell@ecm-inc.com
 To submit news items: argusnews@ecm-inc.com

■ General Information:

Creative Services: The Argus offers creative services including design, typesetting and idea generation. Our experienced and talented staff can assist you with your advertising goals from concept to finished product. We also are available to assist in designing printed products. The charge is \$25 per hour with a minimum \$25 charge.

Terms of Payment: Advertising must be prepaid by check or Visa, MasterCard or Discover card. ECM credit accounts can be arranged.

Ad Changes/Errors: Major typesetting and design changes on an original ad will be billed at \$25 per hour. The Argus shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. Liability for other errors or omissions is subject to a "make-good" equal in value to the ad in which the error or omission thereof occurred. We reserve the right to cancel or reject any advertisement deemed unsuitable.

Placement: Advertisers may request placement of their ad in The Argus and Argus Shopper. While every effort will be made to honor placement requests, no guarantees are made. Advertising in editorial news columns or on the front page of The Argus is not accepted. Display advertising placed on the classified pages will be charged at the Classified Display Rate, which also includes placement online.

News Items: The Argus will accept submitted news copy on a space available basis. News items received by 4:30 p.m. Friday will be given priority. Letters to the Editor must be 500 words or fewer; and must be signed; priority will be given to letters pertaining to local issues. We reserve the right to reject items deemed unsuitable.



■ Display Advertising:

\$6.98/column inch

Minimum display ad: 1 column x 2". Camera-ready ads, photos, logos and ad elements may be e-mailed to our production department at stephanie.schuldt@ecm-inc.com

Standard Ad Sizes:

Full Page (6 columns x 21.5") - \$900.42
 Half Page (6 columns x 10.5") - \$439.74
 Quarter Page (3 columns x 10.5") - \$219.87

DEADLINES:
Display Advertising: 4:30 p.m. Friday
Classified Line & Classified Display Ads: 10 a.m. Monday

■ Classified Line Advertising

\$6.50 for 15 words; Additional 25¢/word over 15.

Other charges: \$1.00 will be added to blind ads. Extra charges may apply for specified setup. Found & Give Away ads are free for one week, up to 15 words, 25¢ each additional word.

■ Classified Display Advertising

\$7.98 per column inch

Minimum ad size: 1 column x 1.5"

Only established accounts may charge classified line or display ads; all others may be charged to credit card. Ads must reach The Argus office by 10 a.m. Monday WITH PAYMENT. If ad reaches us too late for the next issue, we will run it in the following issue. All classified ads are carried in The Argus Shopper and online at no extra charge.

■ Legals

\$8.89/column inch

Certificate of Assumed Name-\$50 per week

Color Rates:

Paper only:
\$50/Spot color
\$100/Full color
Paper and Shopper
\$75/Spot color
\$150/Full color

Dimensions

(broadsheet)

	Picas	Inches
1 column	11p9	1.99
2 column	24p6	4.09
3 column	37p3	6.21
4 column	50p	8.34
5 column	62p9	10.46
6 column	75p6	12.59

-Published every Wednesday-

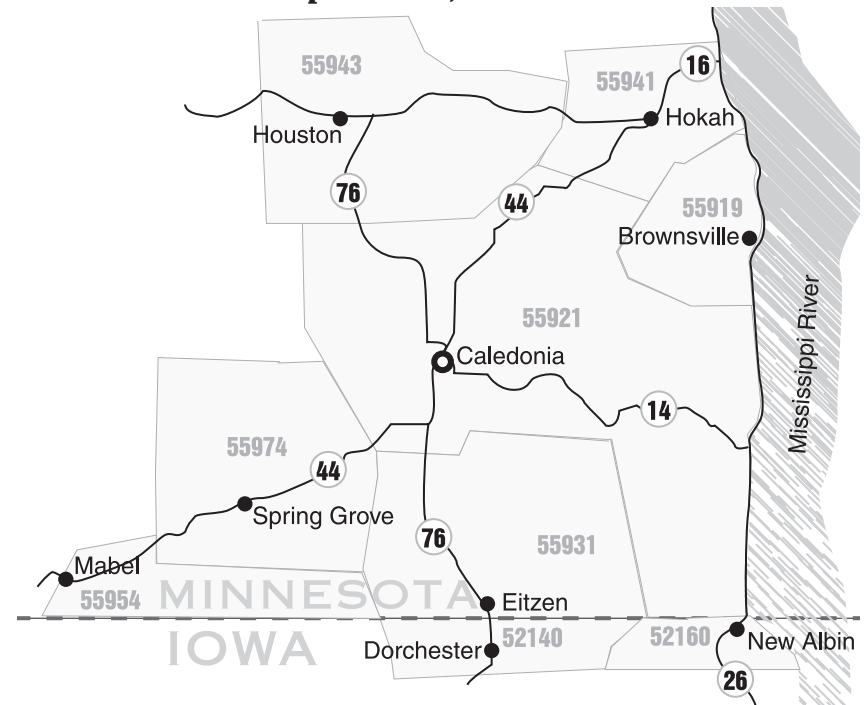
The Caledonia Argus

The Caledonia
Argus Shopper

Rates & Circulation

Effective September 1, 2009

314 W. Lincoln,
P.O. Box 227
Caledonia, MN 55921
Phone 507-724-3475
Fax 507-725-8610



■ Insert Rates:

2000 & Over (1oz. or less) \$65.00 per 1000; .0650 each

Under 2000 (1oz. or less) \$75.00 per 1000; .0750 each

Folding: 1¢ each. Call for quotes on inserts more than 1 ounce or for size restrictions. Deadline for inserts is one week prior to insertion.

Options: 1,825 Caledonia & Eitzen Argus Subscribers & Counter Sales
5,569 Total (Caledonia & Eitzen subscribers, counter sales & shopper)

■ Shopper Distribution:

Spring Grove	1024	Hokah	516	Houston	1352
City	269	City	327	City	311
Route 1	339	Route 1	116	Route 1	386
Route 2	416	Route 2	73	Route 2	409
				Route 3	102
Brownsville	432	New Albin	420	Route 4	144
City	212	City	270		
Route	220	Route	150	Counter	40

(Total Shoppers: 3,744)

■ Online Advertising Rates:

Call us for information on online advertising opportunities.

www.hometownargus.com receives 5,909 unique visitors and

50,861 page views per month!*

*based on summer '09 traffic

■ Subscription Rates

\$39.00 Annual Rate

Local area: Houston County, MN and adjoining counties of La Crosse County, WI; Winona County, MN; Fillmore County, MN; and Allamakee County, IA.

\$41.00 Annual Rate

Outside Local area; Includes snow-birds.

Subscriptions payable in advance. Subscriptions and renewals may be charged to credit card by phone or online at www.hometownargus.com