

# ADVERTISING RATES AND CIRCULATION



208 N. Rum River Drive, Princeton, MN 55371

**(763) 389-1222**

Fax: 763-389-1728

E-mail: [pueproduction@ecm-inc.com](mailto:pueproduction@ecm-inc.com)

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

## Advertising Rates & Deadlines

### Display Advertising

	Rate	Deadline
Town & Country Shopper	\$7.45 per column inch	3 p.m. Thursday
Princeton Union-Eagle	\$7.80 per column inch	Noon Monday

### Classified Display Advertising

Town & Country Shopper	\$17.00 per column inch	3 p.m. Thursday
Princeton Union-Eagle	\$13.00 per column inch	Noon Monday

### Classified Line Advertising\*

Town & Country Shopper	\$8.75 minimum, \$2.25 per line over 3 lines	Noon Friday
Princeton Union-Eagle	\$7.50 minimum, \$2.25 per line over 3 lines	Noon Monday

\*Includes posting classified line ads online at [www.unioneagle.com](http://www.unioneagle.com).



## Additional Charges to Advertising

There is a charge for scanning photos, graphics and manipulation of electronic files supplied by the customer. Spot and process colors are available in both the Princeton Union-Eagle and Town & Country Shopper. Rates are available on request.

## Pre-Printed Insert Rates

Weight	Town & Country Shopper	Princeton Union-Eagle
Up to 1/2 oz.	\$50.00 per 1,000	\$70.00 per 1,000
1/2 to 1 oz.	\$60.00 per 1,000	\$80.00 per 1,000
1 to 2 oz.	\$70.00 per 1,000	\$90.00 per 1,000

Minimum 3,500 inserts. Pre-printed inserts can be zoned to zip code, area or route in the Town & Country Shopper. Zoning is not available in the Princeton Union-Eagle. Rates for heavier pieces are available on request. Deadline is 5-days prior to publication.

Pre-printed inserts can be drop shipped to our mailing division:

**ECM Publishers, Inc., 1201 14th Ave. S., Princeton, MN 55371**

Dock Hours are 7:00 a.m. to 5:00 p.m., Weekdays.

## Volume & Frequency Discounts on Advertising

Contact a sales representative at 763-389-1222 for details.

## Please Note

The Princeton Union-Eagle and Town & Country Shopper reserve the right to reject any advertisement at any time. Unless an account with ECM Publishers, Inc. has been established, payment for advertising must be made in advance.

# GENERAL INFO

The **Princeton Union-Eagle** is a weekly newspaper published at Princeton, Minnesota, Mille Lacs County with a 3,500 paid circulation. The newspaper is printed on Wednesday for publication on Thursday. It is printed off-set on a six-column (1.6389"), 21-inch broadsheet format. Classified pages are an seven-column (1.3889"), 21-inch broadsheet format.

The **Town & Country Shopper** is a weekly advertising publication with a free circulation to over 16,800 homes in the Princeton, Zimmerman, Milaca, Foley, Pease, Foreston, Dalbo, Onamia and Hillman areas. It is printed Friday and distributed on the weekend by private carrier and U.S. mail systems. The shopper is printed off-set on a six-column (1.6389"), 15-inch tabloid format. Classified pages are a seven-column (1.3889"), 15-inch tabloid format.

## Creative Services

We offer complete creative services including design, illustration and typesetting. We can assist you with all your promotional needs, from concept to finished product.

## Electronic File Guidelines

Our preferred format for submitted files is pdf. If color is used, it must be submitted in CMYK. Pictures and artwork must be submitted in .jpg or .eps format. Questions regarding these files should be directed to the production department. We can open files created in the following programs:

**InDesign CS**  
**QuarkXpress 4.11 or lower**  
**Adobe Illustrator CS or lower**  
**Photoshop CS or lower.**

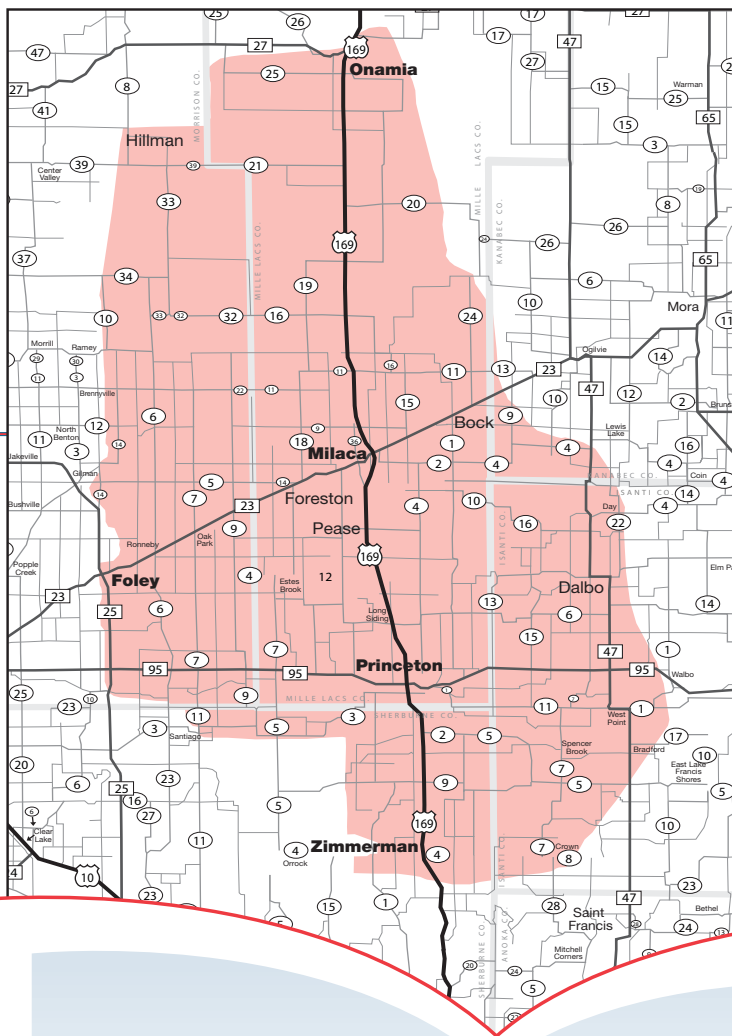
Files should be e-mailed to:  
pueproduction@ecm-inc.com.

## ECM Affiliated Publications

Our sales representatives can assist in placing ads in these publications:

**Star News, Star News Weekender**  
(ELK RIVER)  
**Mille Lacs County Times**  
(MILACA)  
**Isanti County News, The Scotsman**  
(CAMBRIDGE)  
**Anoka County Shopper**  
(ANOKA)  
**St. Croix Valley Peach, The Times**  
(FOREST LAKE)  
**ECM Post Review**  
(NORTH BRANCH)  
**Dairyland Peach**  
(SAUK CENTRE)  
**Thisweek News**  
(BURNSVILLE)  
**Morrison County Record**  
(LITTLE FALLS)

**ECM**  
Publishers, Inc.



The following zipcodes are included in the  
Town & Country Shopper Circulation:

**55371 • 55398 • 55017 • 56353**  
**56329 • 55008 • 56330 • 56359 • 56338**