

VILLAGER

Newspaper Advertising Rate Card

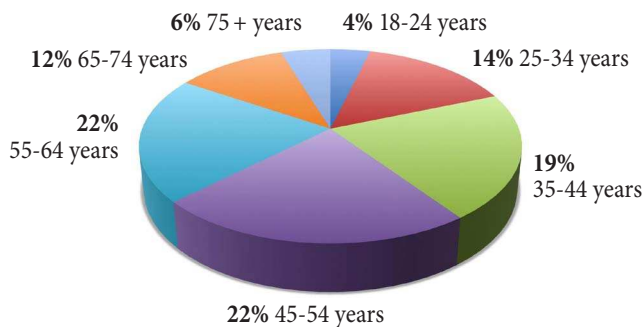
Effective January 1, 2016

Reader Demographics*

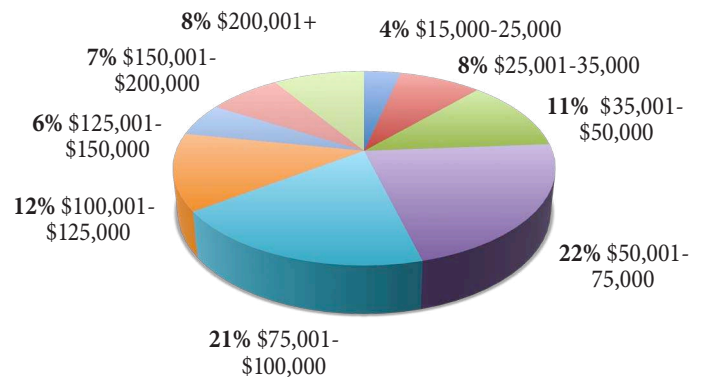
Readership: 104,000

Circulation: 60,000

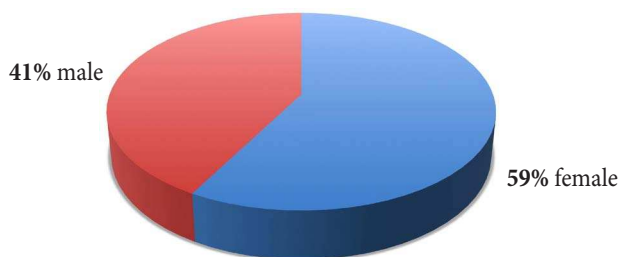
AGE



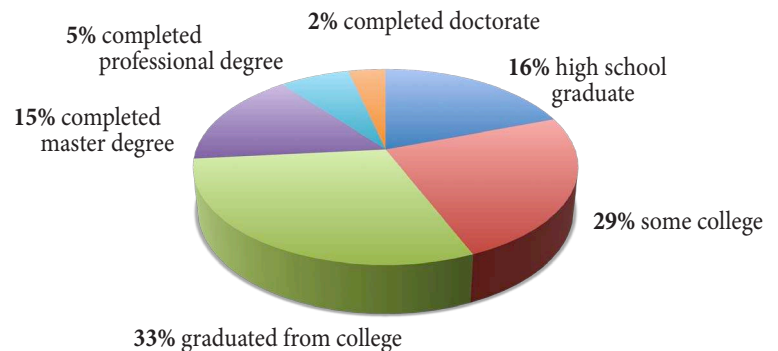
HOUSEHOLD INCOME



GENDER



EDUCATION



*2015 Survey by the Circulation Verification Council

Villager Communications Inc • 757 Snelling Ave S • Saint Paul MN 55116-2296

651-699-1462 • F: 651-699-6501 • displayads@myvillager.com [f](#) TheVillagerMN [in](#) Villager Newspaper

VILLAGER 2016 DATES AND DISPLAY AD SIZES

● Villager Publication Date ▲ News Deadline ○ Want Ad Deadline □ Display Ad Deadline

JANUARY

28 29 30 31 1 2
3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
24 25 26 27 28 29 30
31

Jan. 6: Education
Health and Fitness
Jan. 20: Education

MARCH

1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30 31

Mar. 2: St. Patrick's Day
Mar. 16: Home Improvement
Easter/St. Patrick's Day
Mar. 30: Home Improvement

MAY

1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31

May 11: Health & Fitness
Graduation
May 25: Grand Old Day

JULY

1 2
3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
24 25 26 27 28 29 30
31

July 6: Highland Fest
Rondo Days
July 20: Backstories

SEPTEMBER

1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30

Sept. 14: Home Improvement
Sept. 28: Home Improvement

NOVEMBER

1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30

Nov. 9: Holiday Gift Ideas
Nov. 23: Holiday Gift Ideas
Grand Meander

FEBRUARY

1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29

Feb. 3: Summer Camps
Valentine's Day
Mardi Gras
Feb. 17: Boomers & Beyond

APRIL

1 2
3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
24 25 26 27 28 29 30

April 13: Home Improvement Fair
April 27: Gardening/ Cinco De Mayo
Mother's Day

JUNE

1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30

June 8: Father's Day
June 22: Boomers & Beyond
Fourth of July

AUGUST

1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30 31

Aug. 3: Education
Primary Election
Aug. 17: Education
Aug. 31: Home Improvement
Selby JazzFest

OCTOBER

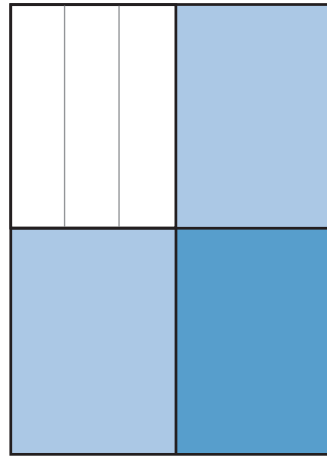
1
2 3 4 5 6 7 8
9 10 11 12 13 14 15
16 17 18 19 20 21 22
23 24 25 26 27 28 29
30 31

Oct. 12: Boomers & Beyond
Halloween
Oct. 26: General Election
Halloween

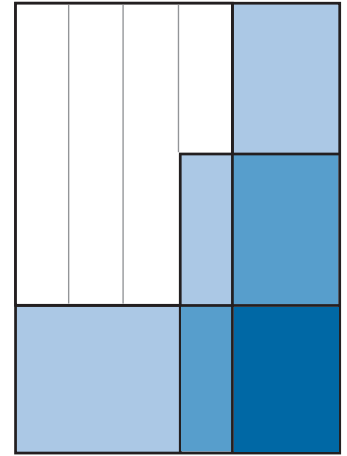
DECEMBER

1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30 31
1 2 3 4

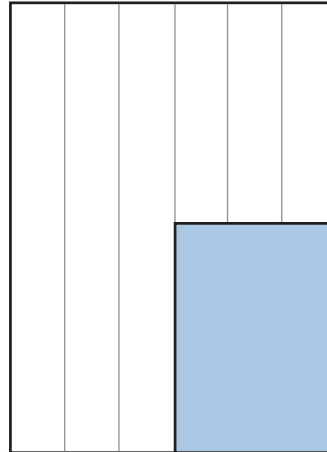
Dec. 7: Holiday Gift Ideas
Dec. 21: Last Minute Gift Guide
Backstories
Health & Fitness



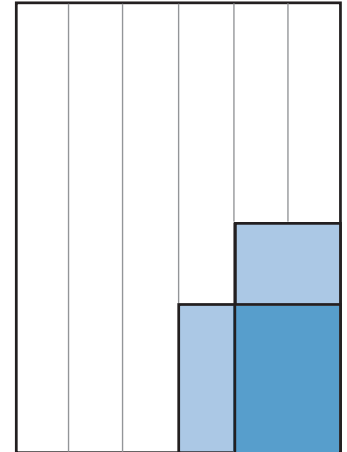
Half page
3 col (5.0835") x 15" deep or
6 col (10.3334") x 7.444" deep



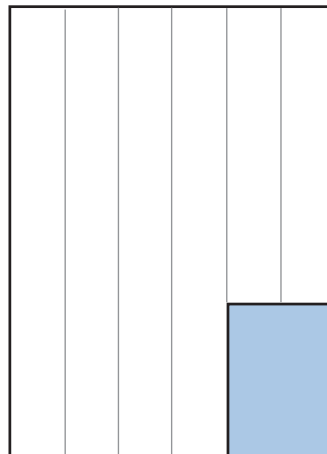
One-third page
3 col (5.0835") x 9.944" deep or
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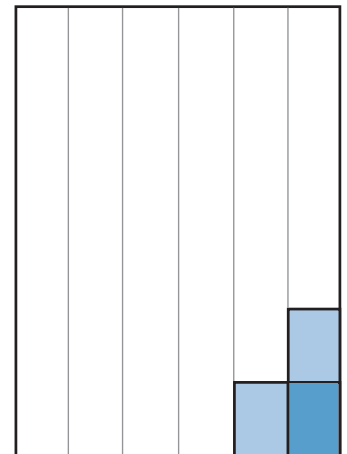
One-quarter page
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One-sixth page
2 col (3.3335") x 7.444" deep or
3 col (5.0835") x 4.944" deep



One-ninth page
2 col (3.3335") x 4.944" deep



One-eighteenth page
2 col (3.3335") x 2.444" deep or
1 col (1.5835") x 4.944" deep

Please subtract .056" (p4) from the desired ad depth to allow for gutter space.
The measurements provided have the .056" already subtracted.
Do not subtract .056" for ads that are the full 15-inch page depth.

Name Your Place Rate

Preferred placement in the *Villager* is available on any ad of at least 10 column inches for an additional 20% of the ad space cost.

Color Rates

Full color: \$200
 With signed frequency agreement: \$100

Production Rates

Ad for other publication \$50 each

There is no labor charge for ads composed by our Production Department for use in the *Villager*.

Want Ad Rates

\$1.20 per word — \$12.00 minimum (10 words).
 5% discount for prepayment of 7-12 issues.
 10% discount for prepayment of 13-26 issues.
 E-mail ads to wantads@myvillager.com.

Mail Subscription Rates

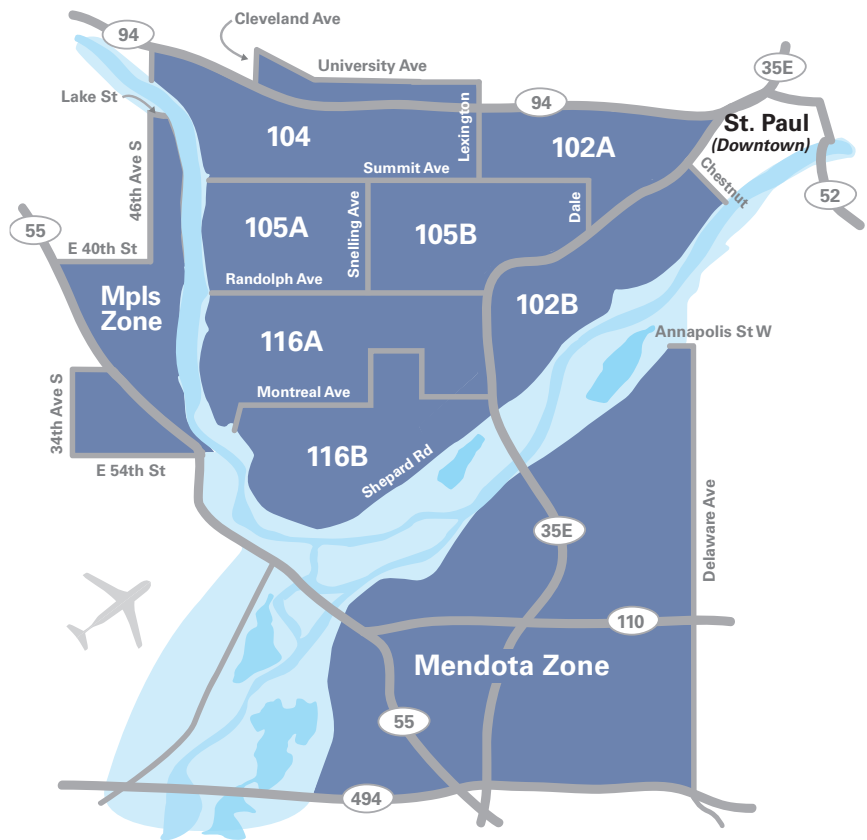
Villager mail subscriptions are available for \$38 per year. Send an e-mail to subscriptions@myvillager.com for more information.

Inserts

Preprinted inserts in the *Villager* are a great way to reach selected neighborhoods and therefore make the most of your direct mail budget.

For more information, call 651-699-1462 or e-mail us at displayads@myvillager.com.

Copies Distributed		
Zone	ZIP	Copies
102A	55102	6251
102B		4638
104	55104	7228
105A	55105	4727
105B		6362
116A	55116	6540
116B		4463
Mendota	55118/55120	4908
Minneapolis	55406/55417	4791
TOTAL		49,908



Preprinted inserts under 1 oz. are \$60 per 1,000.
 Call for a quote on inserts over 1 oz.

8 OF 10 AREA RESIDENTS READ THE VILLAGER IN 2015!

The *Villager* is a well read and respected biweekly neighborhood newspaper published since 1953.

In 2015, an independent survey conducted by the Circulation Verification Council reported the following *Villager* data:



80%

104,000 readers regularly read the *Villager*.

80,000 frequently purchase products or services from ads seen in the *Villager*.



77%

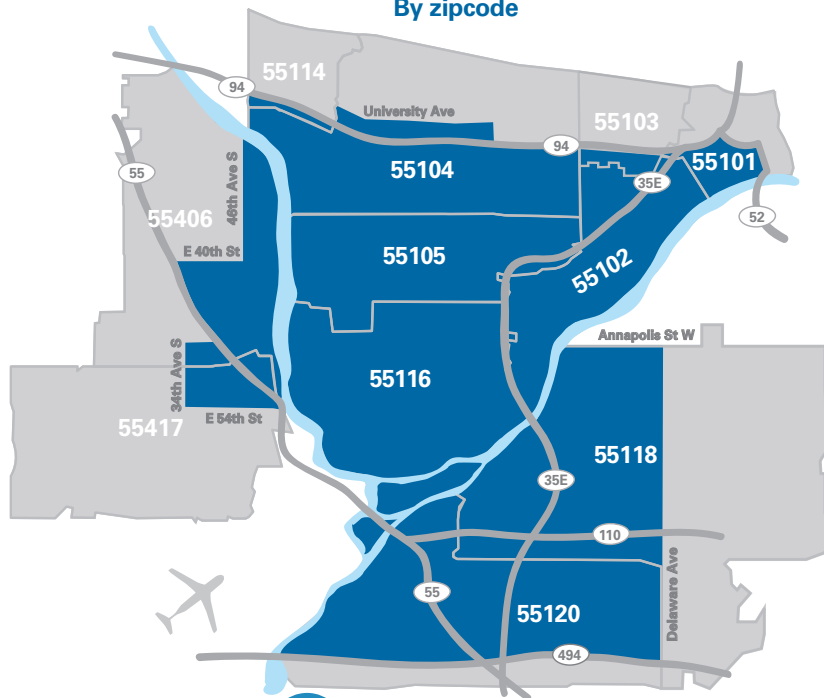


5 Days

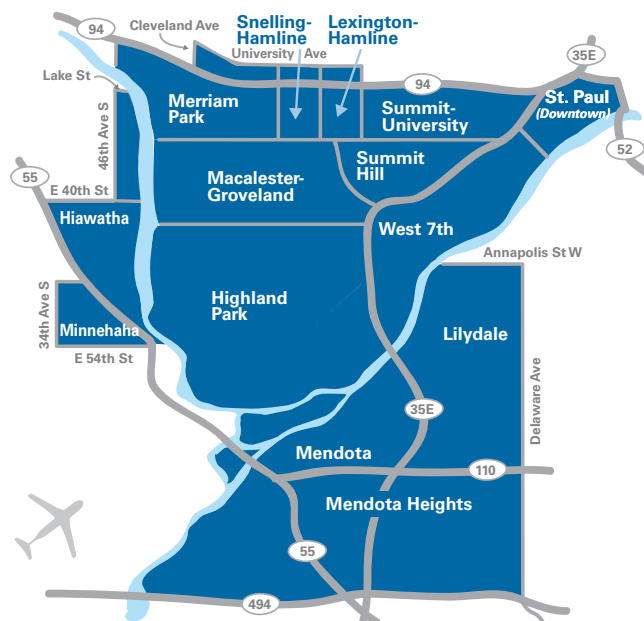
5 days average shelf life (the *Villager* is read and reread)!

The *Villager* Distribution Area

By zipcode



By neighborhood



59%

61,360 *Villager* readers are women.

51,160 *Villager* readers have annual household incomes over \$75,000.



54%

Our Policies

Advertising and insert rates are non-commissionable.

The publisher reserves the right to reject or revise any ad or insert that he deems to be objectionable. Advertisements that demean any individual, race, religion, sex, institution, firm, business, profession, organization or affectional preference will not be accepted.

Any advertisement having the appearance of editorial material will have "Advertisement" printed above it. (In case it somehow doesn't, we'll insert it for you.)

The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability resulting from the publication of the advertisement.

The publisher will not be liable for slight changes or typographical errors that do not lessen the value of an advertisement, or for any other errors appearing in the advertisement unless the publisher received corrected copy before the copy deadline with corrections plainly noted thereon. However, if the mistake was ours, we'll make all reasonable amends.

If, for whatever reason your ad or preprinted insert does not make it into the paper, we'll make sure it's in the next issue—free.

Any display ad cancelled after the space reservation deadline is subject to a cancellation fee of \$3.00 per column inch (\$30 minimum—see deadlines on calendar page). Any display ad cancelled after 12:00 p.m. on the day following the space reservation deadline will be charged at the full rate. (In other words, you can pull it, but you still pay for it.)

Artwork and all other items created by the newspaper are understood to be the newspaper's property. Such items will be stored for a period of time at the newspaper's discretion.

Political Advertising

In true democratic fashion, we offer our political advertisers the same advertising rates and discounts as everyone else. However, political ads are accepted with payment in advance only.

While we may agree that too many laws exist governing political advertising, we'll do our best to help you comply so that neither of us gets sued.

Religious Advertising

A discount of 20% is available to churches and synagogues on advertising that refers to services with no admission charge.

Terms of Payment

Payment may be made by cash, check or credit card (Visa, MasterCard or Discover).

Credit account applicants must complete and remit a signed credit application. Ask your account executive for details. Until we get the results, you'll need to pre-pay.

All pre-payments must be received by the display ad deadline (see deadlines on calendar page). If not, we must regretfully cancel your ad and charge a cancellation fee of \$3.00 per column inch (\$30 minimum).

A service charge of \$30.00 will be added to any check returned to Villager Communications unpaid by the advertiser's bank.

Production Specs

When setting ads, subtract .056" (p4) from the ad's depth to allow for gutter space between ads. Do not subtract .056" from ads that are the full-page 15 inch depth. Ads over 13 inches will be set and billed at the full-page 15 inch depth.

- 6-column tabloid format.
- Printed area: 10-⁵/₁₆ inches wide by 15 inches deep (10.3334" x 15" or 62 x 90 picas).

Columns	Computer inches	Inches	Picas
1 column	1.5835"	1- ⁹ / ₁₆ "	9p6
2 column	3.3335"	3- ⁵ / ₁₆ "	20p
3 column	5.0835"	5- ¹ / ₁₆ "	30p6
4 column	6.8334"	6- ¹³ / ₁₆ "	41p
5 column	8.5834"	8- ⁹ / ₁₆ "	51p6
6 column	10.3334"	10- ⁵ / ₁₆ "	62p
12 column	21.5"	21- ¹ / ₂ "	129p

How To Provide Us With An Electronic File

The *Villager* is published electronically on Macintosh computers. Our production artists import your electronic file directly into the newspaper. We prefer the following formats:

Adobe Acrobat, InDesign, Illustrator, or Photoshop INDD, PDF, or TIFF

Files from other software applications or computer platforms that create a high resolution PSD, TIFF or PDF file with embedded fonts and graphics also work. We cannot open MS Publisher files.

Points To Remember

Image resolution should be near 300 dots per inch (dpi). Many programs export 72 dpi files, which is not enough for print media.

PDF files. Please embed complete fonts (not subsets) and graphics. Please do not enable any password protection or security block when creating a pdf.

Illustrator files must include fonts unless font outlines have been created.

Convert all RGB color to CMYK. Grayscale should be black (K) only.

The *Villager* does not print spot colors. When a customer requests a specific Pantone color number, the printer simulates the color with CMYK while matching to the appropriate Pantone swatch.

Then Hit Send

If sending your ad via email, please use the email address of your display ad account executive:

Tim Carroll: tcarroll@myvillager.com
Bob Stjern: bob@myvillager.com

Our fax number: 651-699-6501

VILLAGER 2016 DATES, RATES, AND SIZES

JANUARY 28 29 30 31 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	FEBRUARY 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	MARCH 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
APRIL 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	MAY 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	JUNE 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
JULY 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	AUGUST 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	SEPTEMBER 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
OCTOBER 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	NOVEMBER 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	DECEMBER 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

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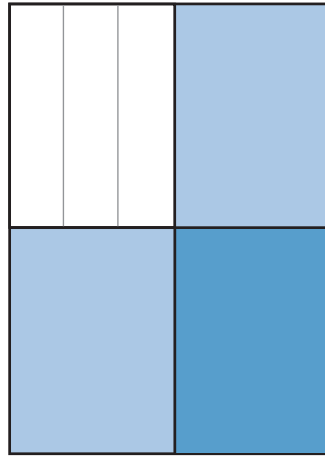
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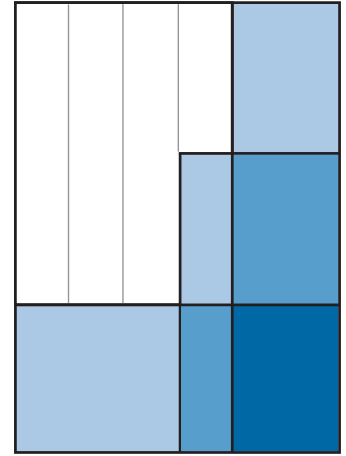
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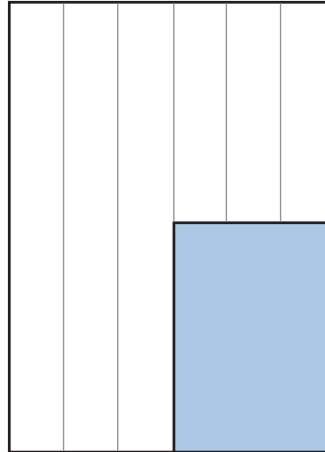
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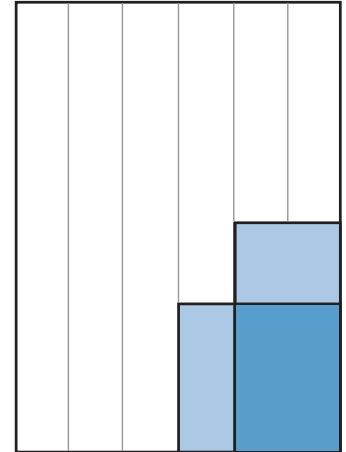
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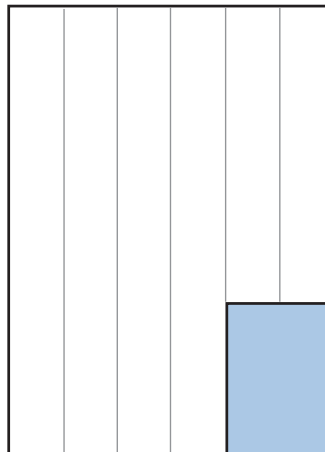
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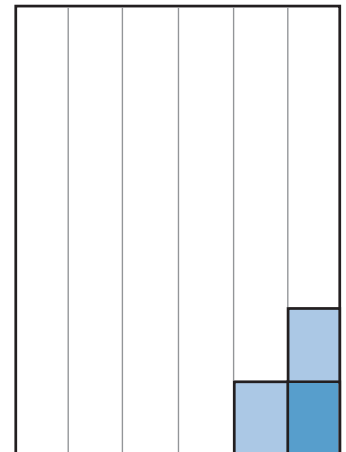
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