

The Austin Daily Herald publishes newspaper print editions each Wednesday and Saturday, maintains a 24/7 website and publishes a bi-monthly magazine.

**Newsprint Advertising Rates**

*Open Rate - \$19.43 pci. Second run is 20% off, third run is 50% off. 4x per month frequency is \$13.52 pci. No copy changes on discounted prices. Newspaper deadline is three business days prior to publication.*

Size (col. x in.)	Inches	Open	4x	13x	26x	52x
Full (6x21")	126	\$2,252.33	\$2,007.51	\$1,836.14	\$1,689.24	\$1,517.87
Dominant (5x18")	90	\$1,626.29	\$1,451.42	\$1,329.01	\$1,224.09	\$1,101.68
Half (6x10")	63	\$1,150.64	\$1,028.24	\$942.55	\$869.10	\$783.42
Quarter (3x10.5")	31.5	\$581.44	\$520.24	\$477.10	\$440.67	\$397.83
Eighth (3x5")	15	\$279.79	\$250.65	\$230.25	\$212.76	\$192.36
Twelfth (2x5")	10	\$188.47	\$169.04	\$155.44	\$143.78	\$130.18
Sixteenth (2x3")	6	\$114.25	\$102.59	\$94.43	\$87.44	\$79.27

**Albert Lea**

Pick Up Rate \$13.50 pci

**Column Sizes**

6 columns	10.000 inches
5 columns	8.312 inches
4 columns	6.625 inches
3 columns	4.937 inches
2 columns	3.250 inches
1 column	1.562 inches

Full Page: 6 columns wide x 21" tall

**Distribution**

ZIP	CITY	WEDNESDAY	SATURDAY
55912	Austin	2,155	2,197
55909	Adams	32	32
55917	Blooming Prairie	38	38
55918	Brownsdale	58	58
55926	Dexter	35	35
55933	Elkton	19	19
55936	Grand Meadow	44	44
55940	Hayfield	9	11
55950	Lansing	14	14
55951	LeRoy	78	78
56036	London	4	7
55953	Lyle	32	32
56007	Oakland	18	18
55970	Rose Creek	41	41
55973	Sargeant	2	2
55977	Taopi	24	24
55982	Waltham	12	12
	<b>E-Edition</b>	<b>354</b>	<b>354</b>
	<b>TOTAL</b>	<b>2,969</b>	<b>3,013</b>
	<b>Preprint only</b>	<b>2,615</b>	<b>2,659</b>

**Premium Locations**

Location	Open	13 Week
Front Page	\$70	\$55
Strip Ads	\$125	\$115

**Color Rates**

Full Color  
\$119/ad  
\$4.00  
per inch

**Preprints**

13x (and up)	\$65 / M
12x (during year)	\$68 / M
Open Rate	\$70 / M
Single Sheet	\$60 / M

*Additional price quotes for different quantities, paper sizes and ink colors available upon request. Preprint orders should be made 14 days in advance. Deadline for shipment is 10 days prior to publication.*

**Delivery Address for Preprints:**

Minnesota Publishers • c/o Austin Daily Herald  
808 West Front Street • Albert Lea, Minnesota 56007

**Digital Advertising**

**AustinDailyHerald.com**

Big Block	300 x 250 dpi	\$10/thousand
Banner	970 x 90 dpi	\$10/thousand

**Reach** 7,000 readers per day

**Daily Email News Blast**

Single	180 x 150 dpi	\$25 per day
Banner	600 x 150 dpi	\$75 per day

**Reach** 5,000 email inboxes every weekday

**Target Audience**

Ads can be tailored to reach specific audiences through Geo-Fencing, Site Retargeting, Keyword and Search Contextual and Video (OTT/CTV). \$15/thousand views on countless websites.

**Custom Website**

Get found online! Our mobile effective website designs start at \$675 for three themed pages.