

Anoka County Shopper

4101 Coon Rapids Blvd., Coon Rapids, MN 55433 | 763.421.4444 | www.abcnewspapers.com

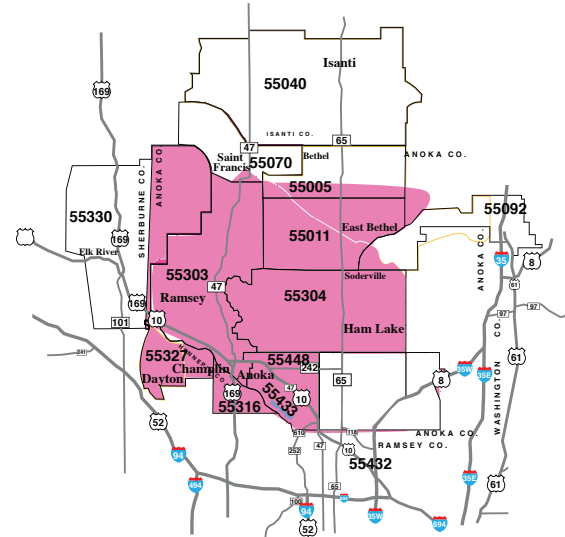
MEDIA GUIDE 2017



The Anoka County Shopper is proud to be your local news leader. Each week we bring you unparalleled coverage of the news and events that matter to you and your neighbors.

Our award winning journalists cover your city council and other local government, school board and school news, high school sports, community calendar listings, community festivals and events, community interest stories and so much more.

Thank you for supporting your community and your hometown newspaper.



ANOKA COUNTY SHOPPER COVERAGE AREA

Covering Towns:

Anoka, Ramsey, Andover, Champlin, Dayton, Coon Rapids, Nowthen, Ham Lake, Oak Grove, and More

LOGISTICS

- Total Audience**
 - > The Anoka County Shopper is delivered to 44,561 homes.
 - > Free distribution newspaper/shopper
- Deadlines & Publication Day**
 - > Publication Day: Wednesday
 - > Deadline: Friday at 4:00pm
 - > Proof Approval: Tuesday at 9:30am

COLUMN SIZES

1 COL: 1.55" | 2 COL: 3.22" | 3 COL: 4.88" | 4 COL: 6.50" | 5 COL: 8.17" | 6 COL: 9.88"

COLOR RATES

- 1/4 - Page or Less.....\$75
- 1/4 - Page + to 1/2 Page\$150
- 1/2 - Page + to Full Page\$300

PUBLICATION RATES

For Reach, Volume and Digital

	DOMINANCE			IDENTITY			IMPRESSION			BRANDING		BUS CARD	NON-MODULAR
	Full Page 126"	3/4 Page 96"	2/3 Page 84"	1/2 Page 63"	3/8 Page 48"	1/3 Page 40"	1/4 Page 31.5"	1/5 Page 24"	1/8 Page 15"	1/10 Page 12"	1/15 Page 10"	Business Card 4"	Non-Modular*
ANOKA COUNTY SHOPPER	\$2036	\$1556	\$1364	\$1028	\$788	\$660	\$524	\$394	\$250	\$202	\$170	\$69	\$16

Free Standing Inserts Available!

Please ask your representative for a detailed map and pricing information.

*Non-modular advertisements can be placed using the open inch rate. A flat fee must be added to the total non-modular price for inclusion online. For advertisements 2"-9" add \$5, 10"-30" add \$10, and 31" or larger add \$20.