

# Blaine/Spring Lake Park Life

MEDIA GUIDE 2017

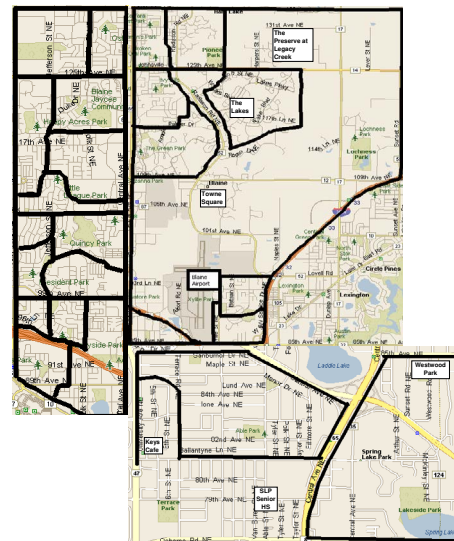
4101 Coon Rapids Blvd., Coon Rapids, MN 55433 | 763.421.4444 | www.abcnewspapers.com



The Blaine/Spring Lake Park Life 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.



BLAINE/SPRING LAKE PARK LIFE COVERAGE AREA

## LOGISTICS

### Total Audience

- > The Life is delivered to 15,197 homes.
- > Free distribution newspaper

### Deadlines & Publication Day

- > Publication Day: Friday
- > Deadline: Monday at 5:00pm
- > Proof Approval: Tuesday at 4:00pm

## 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"

## Covering

### Towns:

Blaine, Spring Lake Park and More

## 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	3/4 Page	2/3 Page	1/2 Page	3/8 Page	1/3 Page	1/4 Page	1/5 Page	1/8 Page	1/10 Page	1/15 Page	Business Card	Non-Modular*
<b>BLAINE/SPRING LAKE PARK LIFE</b>	\$1973	\$1508	\$1322	\$996.50	\$764	\$640	\$508.25	\$382	\$242.50	\$196	\$165	\$67	\$15.50

## 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.