

Anoka County UnionHerald

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

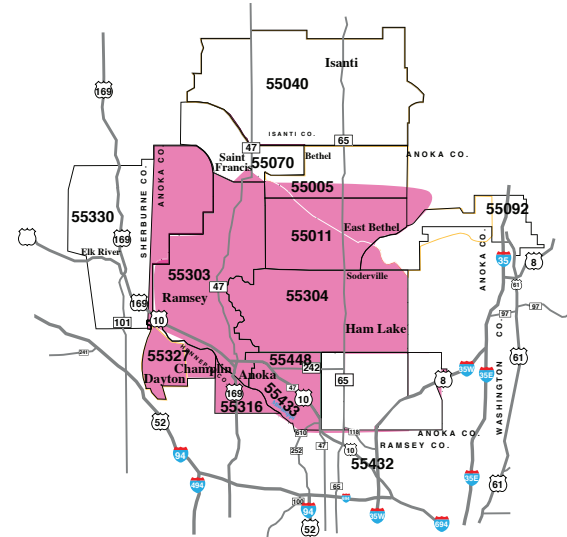
MEDIA GUIDE 2017



The Anoka County UnionHerald 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.



UNIONHERALD COVERAGE AREA

Covering Towns:

Anoka, Andover, Bethel, Coon Rapids, Oak Grove, East Bethel, Ramsey, St. Francis, Ham Lake and More

LOGISTICS

Total Audience

- > The UnionHerald is delivered to 4,011 homes.
- > Subscription 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"

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*
UNIONHERALD	\$1532	\$1172	\$1028	\$776	\$596	\$500	\$398	\$298	\$190	\$154	\$130	\$53	\$12

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.