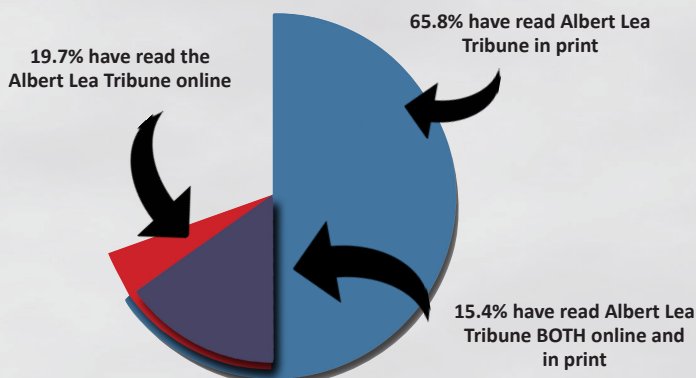


# Albert Lea Tribune media

ADVERTISING RATES  
EFFECTIVE APRIL 2021

808 West Front St. • Albert Lea, MN (507) 373-1411 • 1-800-657-4996 • Fax: (507) 373-0333 • [www.AlbertLeaTribune.com](http://www.AlbertLeaTribune.com)

## Multi Media Advertising Solutions



The Albert Lea Tribune reaches 70.1% of Freeborn County in either print or online.

### Reader Demographics

#### Gender

Male 43.6%  
Female 56.4%

#### Ages

18-34 18.3%  
35-54 35.9%  
55+ 45.7%

Average Age 52

#### Income

Less than \$30K 14.7%  
\$31K-\$49K 15.6%  
\$50K-\$99K 39.0%  
\$100K+ 7.7%  
Average Income \$62,131

Results from telephone survey conducted by Pulse Research in 2017

# Albert Lea Tribune media

## 2021 ADVERTISING RATES

Publish Dates: Wednesday a.m. and Saturday a.m. - Deadline: 3 business days prior to publication

### RETAIL AND NATIONAL PRINT ADVERTISING

#### OPEN RATE: \$19.43 PER COLUMN INCH

Internet charge: \$7 – applied to any advertisements published in the Albert Lea Tribune.

Ad will appear on Tribune website for one day.

Pick up same into the Austin Daily Herald for \$13.75 pci

#### FREQUENCY DISCOUNTS

Available for additional run dates within 7 days

**2nd run: \$15.54 per col inch - 20% OFF**

**3rd-6th run: \$9.72 per col. inch - 50% OFF**

**NON PROFIT RATE: \$13.75 PER COL INCH**

#### PRINT MECHANICAL SPECIFICATIONS

Retail and Classified 6 column format widths

1 column: 1.5625"; 2 column: 3.25"; 3 column: 4.937";

4 column: 6.625"; 5 column: 8.3125"; 6 column: 10"

#### COLOR RATES

Full Process Color.....\$135 Flat per ad

#### PREMIUM POSITIONS

Limited availability, include color when available

**Front page top (Ear) - 13 weeks**

\$65 each - 4.9375" x 1.5"

**Front page bottom (Foot) - 13 weeks**

Single \$54 each - 2.017" x 1.87"

Double \$80 each - 4.129" x 1.87"

**Obit strip top/Page 3 strip bottom - 13 weeks**

\$90 each - 10" x 1.5"

\$125 each for single week buy - 10" x 1.5"

### DIGITAL ADVERTISING

#### ALBERTLEATRIBUNE.COM

Leaderboard 970x90 pixels - \$15/thousand impressions

Masthead Rectangle 300x100 pixels - \$12/thousand impressions

Big Block 300x250 pixels - \$10/thousand impressions

Daily e-blast Banner 200x125 pixels - \$25/day

800,000 impressions monthly - 26,000 impressions daily

70,000 unique visitors monthly - 8,000 unique visitors daily

#### TARGETED DIGITAL AUDIENCE (INCLUDES OVER 1,000 WEBSITES)

Ads can be tailored to reach specific audiences through

Geo-Fencing, Site Retargeting, Keyword and Search Contextual,

Video (OTT/CTV) and Addressable Geo-Fencing.

\$15/thousand views on countless websites.

#### CUSTOM WEBSITE

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



# PREPRINT ADVERTISING

## INSERTING RATES

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

No zoning for preprints

## PRINT & DELIVER RATES

Pricing is for single sheet,  
full Tribune distribution,  
8.5" x 11", 60lb paper  
with black ink only

1 sided .....	\$95/M
2 sided .....	\$105/M

## INSERT DISTRIBUTION:

**SATURDAY: 3,202**

**DAILY: 3,174**

## DEADLINE:

14 Business days prior to publication.

Preprints need to be delivered

10 days in advance to:

Albert Lea Tribune

808 W. Front St., Albert Lea, MN 56007.

## CIRCULATION ZONING

Zip	City	Saturday	Wednesday
56007	Albert Lea	2204	2185
56009	Alden	81	81
56097	Wells	76	66
56036	Glenville	104	89
50459	Northwood	83	73
56042	Hartland	27	25
56032	Freeborn	31	31
56007	Manchester	28	25
56020	Conger	65	63
56089	Twin Lakes	39	35
56016	Clarks Grove	44	44
56035	Geneva	39	31
50450	Lake Mills	67	67
56029	Emmons	45	45
56043	Hayward	41	39
56045	Hollandale	28	22
55912	Austin	36	36
	Other	154	151
	Digital		
	Memberships	560	560
<b>TOTAL</b>		<b>3,762</b>	<b>3,734</b>

No zoning for preprints

Saturday preprint total = 3,202 • Wednesday preprint total = 3,174

Single copy=1,001 Same day delivery=2,047 Other=154

# CLASSIFIED PRINT ADVERTISING

## DISPLAY RATE

Open Rate is the net  
amount paid by  
advertisers without a  
previous commitment  
of advertising inches.

**\$19<sup>43</sup>**

## PICKUP RATE

When you purchase the  
Austin Daily Herald in  
addition to the Albert  
Lea Tribune or repeat  
an ad within six days of  
its first run

**\$10<sup>88</sup>**

## DEADLINES

### IN-COLUMN LINE ADS/DISPLAY

Publication.....Deadline

Wednesday .....Friday 4 p.m.

Saturday .....Wednesday 4 p.m.

## BUSINESS & SERVICE DIRECTORY

2.4"x5"  
\$63/month

2.4"x1"  
\$95/month

### BUSINESS

& Service Directory

### ADVERTISE HERE

Advertise your business here every day for the entire month for one low price:  
LINE AD: \$63 \* 1" AD: \$95 \* 1.5" AD: \$130 \* 2" AD: \$165

<b>BASEMENT WALLS</b> <small>DRIVEWAYS • DRAINAGE TILE • STEPS</small> <b>HAMBERG'S CONCRETE MASONRY</b> <small>373-4840</small>	<b>GT CONSTRUCTION</b> <small>Roofing • Siding • Windows • Doors • Much More</small> <small>Call Adam for all your spring needs 507-402-5541</small>	<b>LAWN CARE SPECIALIST</b> <h2 style="margin: 0;">LOOKING</h2> <p style="margin: 0;">for Spring?</p> <h2 style="margin: 0;">WE FOUND IT!</h2> <p style="margin: 0;">Denny Olson</p> <p style="margin: 0;">Lawn Mowing Service</p> <p style="margin: 0;">Denny &amp; Lorene Olson • Owners</p> <p style="margin: 0;">507.377.1268</p> <ul style="list-style-type: none"> <li>• MOWING</li> <li>• DETHATCHING</li> <li>• GARDEN &amp; LAWN TILLING</li> <li>• HEDGE &amp; BUSH TRIMMING</li> </ul> <p style="margin: 0;">Creating quality lawns since 1980</p>	<b>SECURITY SYSTEMS</b> <h2 style="margin: 0; color: red;">TOTAL SECURITY</h2> <p style="margin: 0; font-size: x-small;">• Monitored Alarm &amp; Camera Systems • 20+ Years Experience • Licensed Electrical Contractor</p> <p style="margin: 0;">Locally Owned • FREE QUOTES</p> <p style="margin: 0;">507-256-4443 • 507-383-1958</p> <p style="margin: 0; font-size: x-small;">The quotes are free, the peace of mind is priceless! LIC. # C004621</p>
<b>CONCRETE</b> <b>Landmark CONCRETE</b> <small>Dan Smith</small> <small>507-383-3010</small>	<b>DECKS, ROOFING, SIDING &amp; WINDOWS</b> <div style="text-align: center;">   <b>SUPERIOR</b>  <small>Siding &amp; Windows</small> </div> <p style="margin: 0; font-size: x-small;">Roofing, Doors, Decks, Trimwork, Soffit &amp; Fascia and more</p> <p style="margin: 0; font-size: x-small;">YOUR HOME IMPROVEMENT EXPERTS</p> <p style="margin: 0; font-size: x-small;">(507) 377-0488 (866) 377-0488</p> <p style="margin: 0; font-size: x-small;">www.augustamasonry.com</p> <p style="margin: 0; font-size: x-small;">OVER 25 YEARS EXPERIENCE</p>	<b>LAWN SERVICE</b> <b>ATTIG'S LAWN SERVICE</b> <small>Commercial or Residential</small> <small>NO JOB TOO BIG OR TOO SMALL</small> <small>Fields • Acreages • Hog Building Sites • Etc.</small>	<b>CONCRETE/MASONRY</b> <small>FOUNDATION • REPAIR • DRAINAGE</small> <small>373-9429 • LEAVE MESSAGE</small>
<b>CONCRETE WORK</b> <small>10 Years Experience</small> <small>Driveways • Basement Repair</small> <small>Decorative Concrete</small> <small>Call Lance:</small> <small>507-852-2496</small> <small>concrete@wccol.net</small>	<b>DRYWALL</b> <b>SKAAR DRYWALL</b> <small>RESIDENTIAL &amp; COMMERCIAL</small> <small>507-448-3593</small>	<div style="text-align: center;">   <b>"You Grow It... I'll Mow It"</b>  <small>20+ Years Experience</small> </div> <p style="margin: 0; font-size: x-small;">FULLY INSURED • FREE ESTIMATES</p> <ul style="list-style-type: none"> <li>• MOWING • DETHATCHING</li> <li>• LEAF CLEAN-UP • GUTTERS</li> <li>• TILLING • SHRUB/TREE REMOVAL</li> </ul>	

2.4"x1.5"  
\$130/month

2.4"x2"  
\$165/month

(8 or 9 insertions monthly)

# 2021

## Special Promotions

### JANUARY

Dream Homes  
Albert Lea Bride  
Motoring • Senior Living  
Super Sunday Packages

### FEBRUARY

Prom Preview  
Motoring • Picture of Health  
PROGRESS

### MARCH

Spring Home Improvement  
Spring Car Care  
Senior Living

### APRIL

Spring Sports Yearbook  
Motoring • Picture of Health  
Home, Lawn & Garden  
AgriCulture • How-To Guide

### MAY

Graduation  
Motoring • Senior Living  
Nurses/Nursing Home Week  
Discover Summer - Austin

### JUNE

Summer Times  
Motoring  
Picture of Health

### JULY

4th Event Guide  
Fair Preview • Reader's Choice  
Motoring • Senior Living  
People Who Make a Difference  
Adopt a Pet

### AUGUST

Ag Seed Guide  
Open Doors  
Best of Fair  
Motoring  
Picture of Health

### SEPTEMBER

IMPACT - Albert Lea  
SOUTHERN EXPOSURE - Austin  
Motoring • Senior Living  
Fall Sports Yearbook

### OCTOBER

Women in Business  
Fall Car Care • Picture of Health  
Fall Home Improvement

### NOVEMBER

Farmer's Yield Report  
Hospice  
Thanksgiving Extra  
Motoring • Senior Living  
Holiday Stroll - Downtown  
Veteran's Day

### DECEMBER

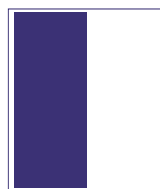
Winter Sports Yearbook  
Christmas A to Z  
Holiday Songbook  
Holiday Greetings  
Year in Review  
Motoring • Picture of Health

# ALBERT LEA magazine

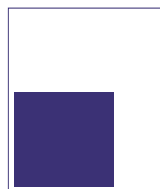
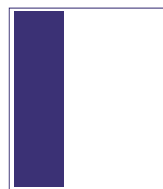
# AUSTIN *Living*



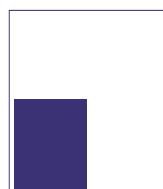
**FULL PAGE**  
w/bleed 8.625" x 11.125"  
w/no bleed 7.875" x 10.75"



**HALF PAGE**  
Half Horizontal  
7.875" x 5"  
Half Vertical  
3.85" x 10.1624"



**THIRD PAGE**  
Third Vertical  
2.51" x 10.1624"  
Third Square  
5.189" x 5"



**QUARTER PAGE**  
3.85" x 5"

INVESTMENT	12X	1X
Full Page	\$437 <sup>50</sup>	\$625
Back Cover (Full Page)	\$647 <sup>50</sup>	\$925
Inside Front Cover (Full Page)	\$577 <sup>50</sup>	\$825
Inside Back Cover (Full Page)	\$577 <sup>50</sup>	\$825
Half Page (Horizontal or Vertical)	\$262 <sup>50</sup>	\$375
Table of Contents (Third Page)	\$227 <sup>50</sup>	\$325
Third Page (Horizontal or Vertical)	\$192 <sup>50</sup>	\$275
Quarter Page	\$157 <sup>50</sup>	\$225

## MULTIPLE ISSUE DISCOUNTS

5-11 Issues: Save 20%  
3-4 Issues: Save 10%  
2 Issues: Save 5%

30%  
DISCOUNT  
for full run on  
both Albert Lea  
Magazine and  
Austin Living!  
(Total of  
12 issues)



## SALES DEADLINE

## DISTRIBUTED

Mar/Apr 2021

Jan. 25, 2021

Feb. 25, 2021

May/June 2021

March 25, 2021

April 27, 2021

July/Aug 2021

May 24, 2021

June 25, 2021

Sept/Oct 2021

July 26, 2021

Aug. 26, 2021

Nov/Dec 2021

Sept. 24, 2021

Oct. 28, 2021

Jan/Feb 2022

Nov. 23, 2021

Dec. 28, 2021

3,000 copies of Albert Lea Magazine and  
3,000 copies of Austin Living are available by subscription or free at rack locations.

Albert Lea  
**Tribune**  
media