

2010-11 Rates

# West Fargo Pioneer



Effective November 1, 2010

### Open Retail Rate

\$12.00 per column inch.

### Retail Annual Agreements

Annual agreements are available at a discounted rate with a signed contract. Advertisers may use the contracted amount of ads within a period of one year.

**Circulation: 6,700**

**Number of ads:**

**Rate**

1-11 times.....	\$12.00
12-23 times.....	\$10.00
24-35 times.....	\$9.00
36-45 times.....	\$8.50
46 or more times.....	\$7.50

### Color Rates

Add some color to your advertising! We offer affordable rates for any size business.

1" - 9.75".....	\$6.00
10" - 19.75".....	\$5.00
20" - 29.75".....	\$4.50
30" - 58".....	\$4.00

### Online

Increase the reach and frequency of your ad campaign by adding online to your media mix.

[www.westfargopioneer.com](http://www.westfargopioneer.com)

Large Format Ads ..... \$100 per month  
 Contact your Account Executive for other online advertising opportunities.

### Classified Liners

15 words.....\$5.00  
 25¢ per words over 15 words

### Deadlines

Publication day .....Wednesday  
 Retail advertising deadline...Thursday, 4:30pm  
 Classified advertising deadline ...Monday, noon  
 Legal advertising deadline .....Friday, noon  
 Deadlines may be adjusted for holidays. Call with questions.

701-451-5714 phone  
 701-282-9248 fax  
 P.O. Box 457  
 West Fargo, ND 58078

Terms: Upon credit approval, retail advertising is payable the 15th of the following month. A finance charge of 1.5% per month, which is an annual percentage rate of 18%, is charged on all past due accounts after 30 days.

The West Fargo Pioneer and the West Fargo News have a combined circulation of 6,700 households in the West Fargo area and a strong tradition of news excellence, receiving First Place in news reporting and overall design as well as several other awards.

The West Fargo Pioneer was recently recognized again by both the City of West Fargo and the West Fargo School District as the official city newspaper, a service also provided for the communities of Harwood, Horace, and Reile's Acres. Total readership is 15,360 and market penetration is 75%.

## Nothing works like newspaper advertising.

Powerful

**88.8%**

of North Dakota adults read a local newspaper.

Survey information compiled by Newton Marketing and Research, 2007 (As published by the North Dakota Newspaper Association)