

# ON THE FARM

Your Advertising Link to the Agricultural Community of Pipestone, Murray, Rock, & Nobles Counties!

## Advertising Deadline

- ◆ All advertising copy must be in the On The Farm office by the Friday noon preceeding the date of publication.  
Email [onthefarm@iw.net](mailto:onthefarm@iw.net).

## Error Policy

- ◆ In the event of an error, the publisher will print a correction if the advertiser requests it, but we cannot assume any obligation for errors or omissions.

## Advertising Placement Service

- ◆ For your convenience, we will be happy to give advice on placement of your ad in other papers, and place them for you. You will only receive one billing for all ads placed through us.

## 2018 Advertising Rates

### Local Display Advertising

\$9.75 per column inch

### Volume Discounts

for advertisers using 40 column inches per month or more

### Preprinted Insert Charges

- Single sheet ..... \$74 per thousand
- 4 tab pages ..... \$80 per thousand
- 8 tab pages ..... \$90 per thousand
- 12 tab pages .... \$100 per thousand
- 16 tab pages ... \$105 per thousand

## Mechanical Data

1. Page size - 5 columns, width of column is 11.5 picas, or 1-7/8 inches.
2. Page depth - 15 inches.
3. Ad material - Glossy proofs (slicks) or electronic files (pdf format) preferred. Printing by offset web press.

## Specialty Advertising Products

- ◆ We also handle promotional products for your business. Items ranging from calendars, pens, coffee and travel mugs, and an unlimited number of items are available through us.  
*Ask for details or samples!*

## Specialty Concepts

Phone/Fax: (507) 442-3999  
e-mail: [specialtyconcepts@iw.net](mailto:specialtyconcepts@iw.net)  
Shela Gunnink (507) 626-5155

## Main Street Printers

- ◆ Envelopes
- ◆ Invoices
- ◆ Business Cards
- ◆ Letterheads
- ◆ All your printing needs!

Phone (507) 442-3951  
e-mail: [mainstp@iw.net](mailto:mainstp@iw.net)  
Ron Brands, Manager