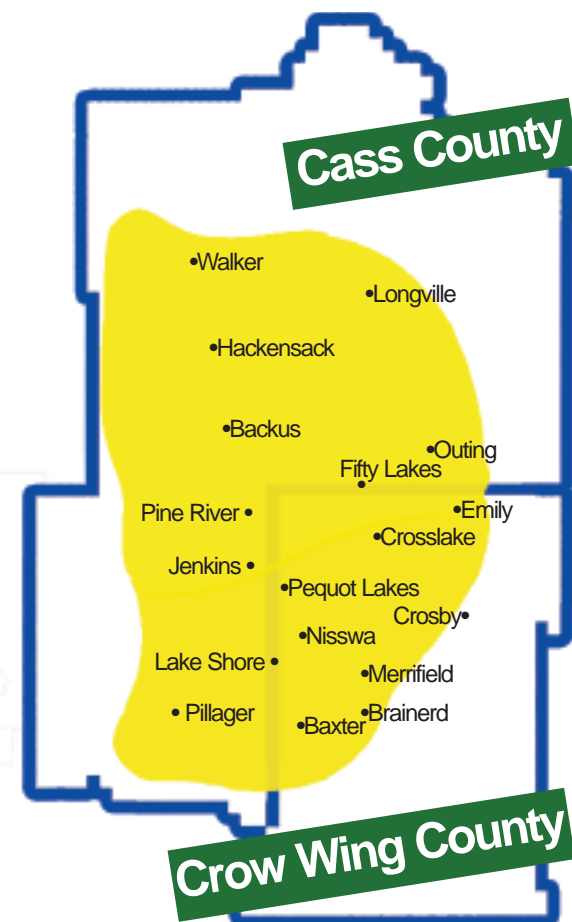


Lake Country Echo has a weekly circulation of 3,627 according to the C.V.C. audit dated September 30, 2009.

Pine River Journal circulation is 1,432 according to the C.V.C. audit dated September 30, 2009.



Echoland - Piper Shopper, a free circulation publication in a premier vacation area, has varying seasonal circulation. The Shopper averages 21,090 according to the C.V.C. audit dated December 31, 2010.

Advertising Policies

Credit Policy:
Statements are net, and due upon receipt. A service charge of 1.5% (18% per year) will be charged to accounts more than 30 days past due. Advertising for accounts that are over 60 days past due will be accepted only if accompanied by payment covering the price of the ad, plus an equal amount to be applied toward the past due balance.

Cancellations:
Finished ads cancelled before they run will be billed for production charges of \$30.00 per hour.

Commissions and Discounts:
The national open rate and local open rates are commissionable to recognized advertising agencies at 15%. Contract rates and monthly volume discounts are not commissionable.

Typographical Errors:
Echo Publishing and Printing assumes no financial responsibility for typographical errors or omissions with advertising, but, if at fault, will reprint that part of the advertisement in which such error has occurred without charge or allow a credit not to exceed the value of the space occupied by the error. Claims for errors must be submitted in time for correction by the second week following publication.

Submitting Ads Electronically

All publications are produced on digital files on a Macintosh platform. Following are the most acceptable formats:

- 1) PDF (with no changes);
- 2) Quark X-Press 4.1 (include graphics files);
- 3) Adobe Illustrator, Photoshop or Acrobat PDF.

Contract and Copy Regulations

- Advertising contracts are available for both display and classified ads.
- **If the number or dollars of signed-for contracted insertions is not fulfilled during the contract period, the lineage used during the contract period will be recalculated at the actual rate earned and a revised bill submitted.**
- The publisher reserves the right of final approval and may refuse or cancel any advertisement at any time.
- Rates charged for advertising in these publications are for the space used and do not include rights to the creative and mechanically composed contents of the advertising. Advertisements published by these papers may not be photographed or otherwise reproduced for publication in other printed media without the express written consent of the management of Echo Publishing and Printing.
- Proofs are available for display advertising and are limited to two proofs per ad. Additional proofs may incur extra charges.

Deadlines

Lake Country Echo and Pine River Journal

Display Advertising Noon Monday
Classified Line Ads Noon Thursday
Preprinted Inserts 10 a.m. Monday
Publication Day Thursday

Echoland/Piper Shopper

Display Advertising Noon Wednesday
Classified Line Ads Noon Thursday
Preprinted Inserts 4 p.m. previous Monday
Publication Day Monday

Echo Publishing & Printing 2012 ADVERTISING RATES

We offer a variety of print and online products to promote and grow your business!

Rates Effective January 1, 2012



Find these and many other great special sections available online, anytime.

- | | |
|-------------------------|----------------------------|
| Home Improvement Guides | Holiday Gift Guide |
| Golf Guide | High School Sports |
| Recreation Guide | Love of the Lakes Magazine |
| Kid's Ad Design | Dining Guide |
| Salute to Graduates | Paul Bunyan Trail Map |
| Hunting Guide | In Our Prime |

Echo Publishing & Printing

PEQUOT LAKES OFFICE: PO Box 240, 4285 West Lake St., Pequot Lakes, MN 56472
218.568.8521 800-450-8521 • FAX 218.568.5407

PINE RIVER OFFICE: PO Box 370, 215 Norway Ave., Pine River, MN 56474
218.587.2360 • FAX 218.587.2331



www.cvcaudit.com



2011 First Place for General Reporting
2011 2nd Place for General Excellence

Echoland/Piper Shopper - est. 1975 • Lake Country Echo - est. 1972 • Pine River Journal - est. 1935 • Commercial Printing - est. 1972
Members of: Minnesota Free Paper Association • Minnesota Newspaper Association • National Newspaper Association

2012 PRINT CONTRACT RATES

Signed Annual Rate	Echoland/Piper Shopper	Lake Country Echo	Pine River Journal	Classified Section (both newspapers)
OPEN RATE	9.20	7.00	6.30	7.50
6 Ad Commitment	9.10	6.85	6.10	7.25
13 Ad Commitment	8.55	6.45	5.90	6.80
26 Ad Commitment	7.95	6.05	5.55	6.45
39 Ad Commitment	7.65	6.00	5.45	6.30
52 Ad Commitment	7.35	5.85	5.15	6.15
\$1,000	8.50	6.45	5.90	6.75
\$2,000	8.35	6.25	5.75	6.60
\$4,000	8.15	6.05	5.60	6.45
\$6,000	8.00	5.90	5.45	6.25
\$8,000	7.85	5.75	5.30	6.10
\$10,000	7.70	5.60	5.15	5.95
\$15,000	7.55	5.45	5.00	5.80
\$20,000	7.40	5.30	4.85	5.65
\$30,000	7.15	5.15	4.70	5.50
National Rate	9.70	7.30	6.60	7.65
Public Service	7.35	5.80	5.15	6.20

Combination rate is \$5 per column inch for the Echo and Classified and \$5 per column inch for the Journal. Combination rate is not applicable to the Shopper rates.

Rates per Thousand	Open	13 Times	26 Times	52 Times/Non-Profit
4 pages	\$60	\$58	\$56	\$55
8 pages	68	66	64	63
12 pages	80	78	76	75
16 pages	90	88	86	85
20 pages	100	98	96	94
24 pages	110	108	106	104
28 pages	118	116	114	112

\$10 per thousand discount for inserts printed by the Echo.

Pre-Printed Insert Rates*

Minimum Quantity: 1,000 inserts.

Size: We can insert anything from an 8-1/2 x 11-inch flyer to larger inserts (but must be folded).

Distribution Areas: You can choose how many you would like to insert and which areas you would like to cover. You can select any or all of the cities or --- routes in our distribution area. Breakdown charges can apply. Charges start at \$25 per route.

Cost: You pay by the piece with prices varying according to number of pages.

Printing: We can also help you design and print an insert in our printing department. Ask for details.

Full Color - Any Page

4 to 12.5"	\$40	13 to 22.5"	\$80
23 to 45.5"	\$100	46 to 90"	\$140

*Color rates shown are in addition to the normal price of the advertisement. Specific positions may be requested but are not guaranteed and your ad may be grouped with other color ads.



Connie Iverson
218.587.3540
connie.iverson@pequotlakesecho.com
Pine River & Walker



Kathy Bittner Lee
218.568.7323
kathy.bittnerlee@pequotlakesecho.com
Nisswa/Pequot/Brainerd



Missie Haag
218.568.7319
missie.haag@pequotlakesecho.com
Crosslake & Brainerd



Becca Clemens
218.568.6233
becca.clemens@pequotlakesecho.com
Online

ONLINE ADVERTISING

- A. 728x90 pixels \$55 per week or \$40 w/ print ad. 12,000 impressions.
- B. 336x280 pixels \$40 per week or \$30 w/ print ad. 6,000 impressions.
- C. 250x250 pixels \$22.50 per week or \$20 w/ print ad. 3,750 impressions.

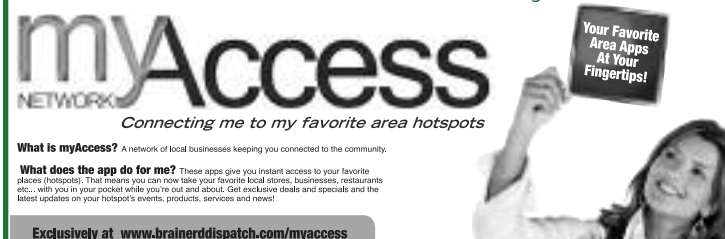
PineAndLakes received 1.3 million page views in 2011!

Expand your market. Advertise on the award winning PineAndLakes.com



Ask how we can build a mobile app for your business!

Now offering MyAccess to suit your customer's mobile lifestyle!



Instant Access NOW! Scan the QR Codes on the listings below to get their app instantly!

Liz Timothy, REALTOR
RE/MAX REALTY
218-824-0669
THE recognized Short Sale Expert!

Mid State Credit
605 Via St. Brainerd, MN 56401
218-824-0669
A local solution to your collection needs.
No collection - No Fee!
www.midstatecredit.com

Club
-Jury Planning
-Gift Cert. & Travel
-Real Estate
-Wed. Services
-Natural & Organic
-Phone Free for Home Use
Baxter/Brainerd 218-828-4601

Check Out Our Race Schedule
(April-September)
Ticket Prices & Advanced Sales
www.raceschedule.com
218-828-1545
1/3 Mile Track • 5 mi. S. of Brainerd on Hwy 57

Team Solutions
-Business Coaching
-Insurance
-Investment
-Retirement
-Estate Planning
-Financial Planning
-Business Valuation
-Business Succession
-Business Buyout
-Business Exit Strategy
Rebecca (218) 537-0293
Sarah (218) 537-0294

Building the Brainerd Area
SOLUTIONS
218-821-0165

Traveling & Training
-Insurance
-Investment
-Retirement
-Estate Planning
-Financial Planning
-Business Valuation
-Business Succession
-Business Buyout
-Business Exit Strategy
218-568-5559
Working For You NOT the IRS

DAN KAVANAUGH
REALTOR/CO-OWNER
(218) 831-5550
dan@DanKavanaugh.com

Full Service Bar/Restaurant
and Marina
Dinner and Drink specials daily!
218-829-3918
1021 Spaw Pt Rd • Starbuck Lake

DAVID GRELL
REALTOR
218-831-9374
SCAN THE CODE FOR INSTANT ACCESS

Can't find the app you want?
Check back often for newly participating businesses.

Clearwater
1, 2 and 3 Bedroom Apartments
218-828-9300 • 7025 Clearwater Rd, Baxter

The Best People
Download for everyday people
218.822.3026
7837 Excelsior Rd., Baxter

Arlan's Drapery & Window Treatments
Let us bring the showrooms to you!
4835 COUNTY RD 16
PEQUOT LAKES
218-568-8280 • 218-819-2149

A PINE RIVER PIZZA
May 17 & CR 16
Restaurant 218-568-8333
Express/Deli 218-568-8323
www.pinepizza.com

Daily Specials • Party Room Rental
30986 Ranchette Dr.
Pequot Lakes
218-562-4667
Next to the Ice Arena

Want an app of your own? Brainerd Dispatch • 218-829-4705 | Lake Country Echo • 218-568-8521 | Pine River Journal • 218-587-3540
Look for the myAccess directory listings daily in the Brainerd Dispatch, or in the Lake Country Echo and Pine River Journal.

Deadlines

Lake Country Echo and Pine River Journal
Display Advertising Noon Monday
Classified Line Ads Noon Thursday
Preprinted Inserts 10 a.m. Monday
Publication Day Thursday

Echoland/Piper Shopper
Display Advertising Noon Wednesday
Classified Line Ads Noon Thursday
Preprinted Inserts 4 p.m. previous Monday
Publication Day Monday

Mechanical Requirements

All publications are printed in tabloid size. Total page size: 10.25" by 14.75". Double trucks measure 21.375" by 14.75". Advertisements over 13 inches in depth will be billed at the full 14.75 inch depth. The height of each advertisement will be billed to the next quarter inch increment in the event it exceeds a one inch increment. Ads not received at the column width shown may be adjusted to fit the nearest column width at 100% thus eliminating distortion. In this event, the ad will be billed at the actual height published.

Columns =	Width (In Inches)
1	1.50"
2	3.33"
3	5.00"
4	6.75"
5	8.50"
6	10.25"

Political Advertising

To be accepted, every political advertisement must contain a disclaimer and be prepaid unless submitted through a recognized advertising agency or newspaper representative organization.

Church Page Advertising

Advertisers can promote their businesses on weekly church page for \$7.75 per inch in Pine River Journal and \$8.00 in Lake Country Echo.

Premium Position

Shopper A Front Page - 1/4 page (process) \$360
Shopper A Section Page 2 & 3- 1/4 page (process) \$285
Shopper B Front Page (Second Section) - 1/4 page (process) \$300

Ads placed on a "must" position basis will be accepted on a 20% premium rate, including display ads placed in a specific classified category.

Front Page Banners

Cost of the 5-column wide by 1-inch front page banner on the Lake Country Echo is \$100 per week. The Pine River Journal banner is \$75 per week. Price includes process color.

Classified Line Ads

Classified ads run automatically in Echo Publishing and Printing's three publications: **Echoland/Piper Shopper, Lake Country Echo, Pine River Journal, and PineAndLakes.com** for a combined total weekly circulation high of more than 25,000.

Line ads: There is a twelve-word minimum.
One week 88 cents per word
Two weeks (no changes) 70 cents per word
Three weeks (no changes) 65 cents per word
Four weeks (no changes) 58 cents per word
13 weeks (no changes) 45 cents per word
26 weeks (no changes) 36 cents per word

Service Directory:

13 week commitment required

	2" Ad Per Issue	4" Ad (Business Card Size)
Shopper	\$13.25	\$25.90
Newspapers	\$10.90	\$21.30

Echo Publishing & Printing
PO Box 240 • 4285 West Lake Street • Pequot Lakes,
MN 56472 • 218-568-8521