

Your business, on the kitchen table all month.

A free monthly paper and a website for lakes country, from Duluth to Grand Forks, Fargo, Brainerd and St. Cloud. People pick it up at the grocery store, the café and the bait shop, and keep it around for weeks.

FIRST ISSUE
Sun., Jan. 3, 2027

COMES OUT
First Sunday, monthly

EVERY ISSUE
20 pages, 23 counties

TO READERS
Free

PRINT ADS

Five sizes, every price per issue

No contract. Run one issue or all twelve.

Full

10.625 × 15

Half

10.625 × 7.5

Quarter

6 × 7.5

Eighth

4.5 × 4

Card 3 × 2.25

Drawn to scale, about one-tenth size. Inches, width × height. Page is 10.625 × 15.

SIZE	INCHES	B&W	1 COLOR	2 COLOR	3 COLOR	FULL COLOR
Full page	10.625 × 15	\$845	\$870	\$880	\$890	\$920
Half page	10.625 × 7.5	\$425	\$450	\$460	\$470	\$500
Quarter page	6 × 7.5	\$245	\$270	\$280	\$290	\$320
Eighth page	4.5 × 4	\$101	\$126	\$136	\$146	\$176
Business card	3 × 2.25	\$51	\$76	\$86	\$96	\$126

Placement and extras

Page 3, center spread or back page

+\$150

Front page, any size but a full page

2× the rate

Custom size

\$8 per column inch

Ad design, one time

\$75

Coupons

Any size can run as a clip-out coupon with a dashed border.

Online too

Every print ad also runs in the online edition of the paper at no extra charge.

More ways to be seen

Website display ads

Per month on MinnesotaNiceNews.com. Home page ads are double.

Between sections	1,200 × 600 px	\$920
Center column	625 × 625 px	\$750
Tall side column	300 × 600 px	\$320
Square side column	300 × 300 px	\$176
Small side column	300 × 100 px	\$126

Sponsorships, per month

Top Bar Alert: your alert above the masthead on every page, your own front-page article and the top front-page ad in the paper	\$3,100
Business Spotlight: a paid article in the paper and online, labeled Paid Content	\$1,000
Live cam sponsor: your name under the Cass Lake live cam	\$750
Section or category sponsor: "Sponsored by" on one section, such as Fishing or Sports	\$450

CLASSIFIEDS

Thirty words, \$7.50

50 cents a word after that. A photo is \$7.50. In the paper or online for a month; each is billed on its own.
A 40-word ad: \$7.50 + 10 words × 50¢ = \$12.50.

FOUNDING SUPPORTERS

Get on the train first

- \$2,000 once. Only the first 50.
- One full-color eighth-page ad a year, 2027 through 2029, design free
 - Half off all other advertising those three years
 - Member access for three years
 - Your name and logo on our Founding Supporters page
 - The first issue mailed to you

Non-refundable.
publisher@minnesotanicenews.com

Deadlines

Display ads due 5 p.m. Monday. Classifieds due 5 p.m. Thursday.

2027 issue	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
On racks	Jan. 3	Feb. 7	March 7	April 4	May 2	June 6	July 4	Aug. 1	Sept. 5	Oct. 3	Nov. 7	Dec. 5
Ads due	Dec. 28	Feb. 1	March 1	March 29	April 26	May 31	June 28	July 26	Aug. 30	Sept. 27	Nov. 1	Nov. 29
Classifieds	Dec. 31	Feb. 4	March 4	April 1	April 29	June 3	July 1	July 29	Sept. 2	Sept. 30	Nov. 4	Dec. 2

Artwork. CMYK PDF, 300 dpi, exact size, fonts embedded. Or send your logo and a sentence, and we build it for \$75.

Proof. We send one within two business days. Nothing runs until you approve it. Pay by card, or by invoice with your proof.

Not accepted. Political, payday or title lending, adult, tobacco or vaping, firearms or cannabis ads. Rates current October 2026.