

HJ Classifieds Rate Card

All classifieds (except personals) run in the Herald Journal, Enterprise Dispatch, Delano Herald Journal, McLeod County Chronicle, Arlington Enterprise on each newspaper's website, and **HJclassifieds.com**.

Total circulation approx. 8,000 in print, plus 900+ weekly online views.

Classified Display

Boxed, larger type, logos, artwork, special type other than beginning key words, etc. 3-inch minimum (ex. 1x3, 2x1.5).

Classified Display \$24.75/inch

Repeat in consecutive weeks/no copy changes \$20/inch

Agency/Commissionable \$26.25/inch

Color Charge: \$297 per week (all 5 papers)

Services, Rentals, Real Estate, & Employment

Text-only line ad. 40 words allowed. Extra words 50¢ each, per week.

1 week	\$35	first week	\$35
2 weeks	\$45	second week – add	\$10
3 weeks	\$55	third week – add	\$10
4 weeks	\$65	fourth week – add	\$10

"Sure Sell" Items

(Line ad)

- Runs until item is sold, up to 5 weeks
- 1 item per ad, must include asking price
- Categories: auto., farm, household, misc., music, pets, rec.
- No refunds for cancelled "sure sell" ads
- 40 words allowed. Extra words 40¢ each.

Each ad \$40

"Sure Sell" Plus Items

(Line ad with a photo)

- NEW** • One photo with up to 25 words allowed. Extra words allowed with double spots.
- Landscape photos only, grayscale only
- All Sure Sell + ads are grouped together in classifieds
- Individual "blogpost" listing online at hjclassifieds.com

3 weeks	\$45	first week	\$45
4 weeks	\$60	fourth week – add	\$15
5 weeks	\$75	fifth week – add	\$15
6 weeks	\$90	sixth week – add	\$15

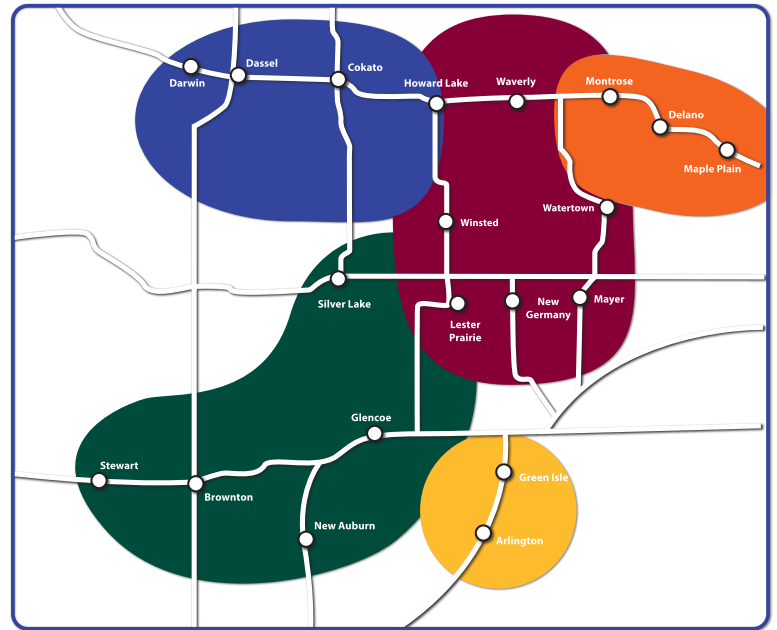
Special pricing available to newspaper subscribers.

- \$25 for the first 3 weeks
- \$10 per each week beyond the 3rd

Events, Notices, Lost, Wanted, and situations that do not fit any other category

1 or 2 weeks \$40

- FREE to subscribers if not of a business nature or for an organization
- 40 words allowed, additional words 40¢ each per week
- Paid in advance unless you have an established account.
- No charge for "found" and "giveaway" ads.
- Beginning key words are bold & caps. Any special treatment beyond that means ad is "classified display." See description below.



- Herald Journal**
- Delano Herald Journal**
- Enterprise Dispatch**
- McLeod County Chronicle**
- Arlington Enterprise**

Garage Sales

(Line ad in print and online)

- 100 words allowed. Additional words 40¢ each
- Free subscriber ads are for garage sales at a single residential address at which the subscriber is one of the sellers. This may include a multi-party sale at one location, but does not cover a multi-address, neighborhood sales, etc. Sales at a "public" location such as a church, club, etc. are excluded. Free ad is limited to one-week publication and repeat insertions must be paid at regular rate.

1 week \$40

Real Estate Display

- 1 col. x 3-inch boxed ad with photo, must follow standard format.
- One listing/property per ad, same listing must appear each week.

4-week ad, same copy, minor changes allowed \$99

Statewide Classifieds (MCAN Program)

Runs in 262 newspapers statewide, circulation 1,198,220. Ask about regional options also.

Statewide Classified Ad \$279
Extra words \$10 ea.

Are you a subscriber? If so, the following types of ads are free!

CLASSIFIED LINE ADS

- For personal use only, not on behalf of a business or organization. Ads that are excluded: employment, services offered, rentals, and real estate

GARAGE SALE ADS

- See description of Garage Sales

EVENT ADS

- Open houses, showers, graduation/retirement parties, social events, etc. Free ad is limited to one-week publication and repeat insertions must be paid at regular rate.

"WANTED" & "SURE SELL"

- "Wanted" ads for one-time items
- See description of "sure sell" ads.

FARM CATEGORY ADS

- Although any farm could be considered a business, farm category ads are free to subscribers except those related to employment, rentals, services offered, and real estate.

PERSONAL ADS

- Up to 100 words \$35 | Additional words 10¢ ea.
- Cards of thanks, memorials, open houses, etc.; runs in one newspaper of choice.
- Text only. Anything with photos, artwork, borders, etc. is a display "Happy Ad." Line breaks allowed for poetry.

Personals, Happy Ads, and Obituaries

PERSONALS

Up to 100 words \$35 | Additional words 10¢ ea.

- Cards of thanks, memorials, open houses, etc.; runs in one newspaper of choice.
- Text only. Anything with photos, artwork, borders, etc. is a display "Happy Ad." Line breaks allowed for poetry.

HAPPY ADS

1 column x 3 inches \$35 per newspaper
Larger size \$10 for each additional inch

- Non-commercial birthday greetings, anniversaries, etc.

May include photo, display elements, etc.

OBITUARIES

Any two papers \$60 Additional papers \$30 each.

No length restrictions, one photo can be submitted and will run in grayscale.



Happenings & Upcoming

Happenings is an event-based grouping of news items, typically starting on the front page, and limited to local events only.

For fundraising events to appear in Happenings, at least a minimum-size ad in HJ publications must be purchased. See our complete publicity policy for further details.

Herald Journal

Dassel • Kokato

Enterprise Dispatch

Delano Herald Journal

McLeod County
Chronicle



Arlington

ENTERPRISE

Serving the Communities of Arlington and Green Isle, Minnesota

Are you a subscriber?

If so, the following types of ads are free!

CLASSIFIED LINE ADS

- For personal use only, not on behalf of a business or organization. Ads that are excluded: employment, services offered, rentals, and real estate.

GARAGE SALE ADS

- Free ads are for garage sales at a single residential address at which the subscriber is one of the sellers. This may include a multi-party sale at one location, but does not cover a multi-address, neighborhood sales, etc. Sales at a "public" location such as a church, club, etc. are excluded. Free ad is limited to one-week publication and repeat insertions must be paid at regular rate.

EVENT ADS

- Open houses, showers, graduation/retirement parties, social events, etc. Free ad is limited to one-week publication and repeat insertions must be paid at regular rate.

FARM CATEGORY ADS

- Although any farm could be considered a business, farm category ads are free to subscribers except those related to employment, rentals, services offered, and real estate.

"WANTED" ADS

- "Wanted" ads for those "wanting" specific, one-time items are free to subscribers. Ads "wanting" something of an ongoing nature (land to rent, apartment, roommate, long-term babysitter, etc.) are to be paid at regular rate.

"SURE SELL" ADS

- See description of "sure sell" ads.

PERSONAL ADS

Up to 100 words \$35 | Additional words 10¢ ea.

- Cards of thanks, memorials, open houses, etc.; runs in one newspaper of choice.
- Text only. Anything with photos, artwork, borders, etc. is a display "Happy Ad." Line breaks allowed for poetry.

GoingOutHJ.com Dining & Entertainment

A comprehensive online guide to dining, entertainment, and events in our area. Printed in all five Herald Journal Publishing newspapers weekly on Friday.

Ad deadline is Tuesdays at noon.

Dining and Entertainment Section Display Ads

Runs in all 5 newspapers and online, 3" minimum.

First week \$24/inch

Repeat with no copy change \$18/inch

Events, fundraisers, sales, and more! Line Ads

1 or 2 weeks \$40

- FREE to subscribers if not of a business nature or for an organization
- 40 words allowed, additional words 40¢ each per week
- Paid in advance unless you have an established account.
- Beginning key words are bold & caps. Any special treatment beyond that means ad is "classified display." See description below.

Dining & Entertainment Special Ad Package

Only \$119 per month!

- Four weeks of advertising in premium ad space
- Deal only valid for standard D&E sized ads: 2-column by 2-inch (3.58" x 2")
- Grayscale ads only, color charged at an additional \$297 per week.
- Billed at flat-rate for \$119 for all four weeks

2 x 2 Actual Size

(ad dimensions 3.58" x 2")



Happenings & Upcoming

Happenings is an event-based grouping of news items, typically starting on the front page, and limited to local events only.

For fundraising events to appear in Happenings, at least a minimum-size ad in HJ publications must be purchased. See our complete publicity policy for further details.

By purchasing an event ad or D&E display ad your event can be listed in the Happening section of your respective region's newspaper.

Herald Journal

Delano Herald Journal

McLeod County Chronicle



Dassel • Kokato
Enterprise Dispatch
Arlington
ENTERPRISE

Serving the Communities of Arlington and Green Isle, Minnesota

2025.5.1-HWS

Local Services Directories

Target local every week and reach regionally once a month. Every week in print and 24/7 online, our local directories keep your name in front of thousands of potential customers.

Local Service Directory Packages

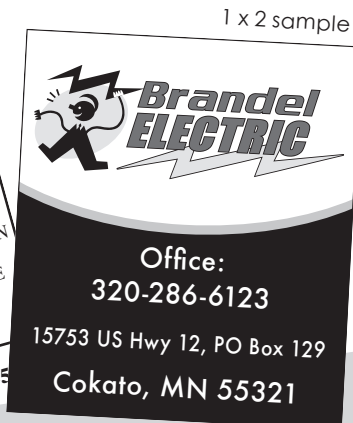
Units start at 2 column inches of space, and are billed in monthly package rates.

Directory Package:

- weekly ad in one local paper and online version
- once per month HJ Classifieds ad rotation in appropriate category

(HJ Classifieds is inserted into all five HJP newspapers.)

1 col. x 2" ad (1.7"x2")	\$119/month
1 col. x 3" ad (1.7"x3")	\$149/month
2 col. x 2" ad (3.58"x2")	\$189/month
2 col. x 3" ad (3.58"x3")	\$269/month



Herald Journal

Delano Herald Journal

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Enterprise Dispatch
Arlington
ENTERPRISE
Serving the Communities of Arlington and Green Isle, Minnesota