

# Classifieds

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. 8,700 in print, plus 900+ weekly online views.**

## Services, Rentals, Real Estate, & Employment

40 words allowed. Extra words 40¢ each, per week.

1 week	\$25	first week	\$25
2 weeks	\$35	second week – add	\$10
3 weeks	\$45	third week – add	\$10
4 weeks	\$55	fourth week – add	\$10
Long-term contract	\$13.50/week		

## Classified Display

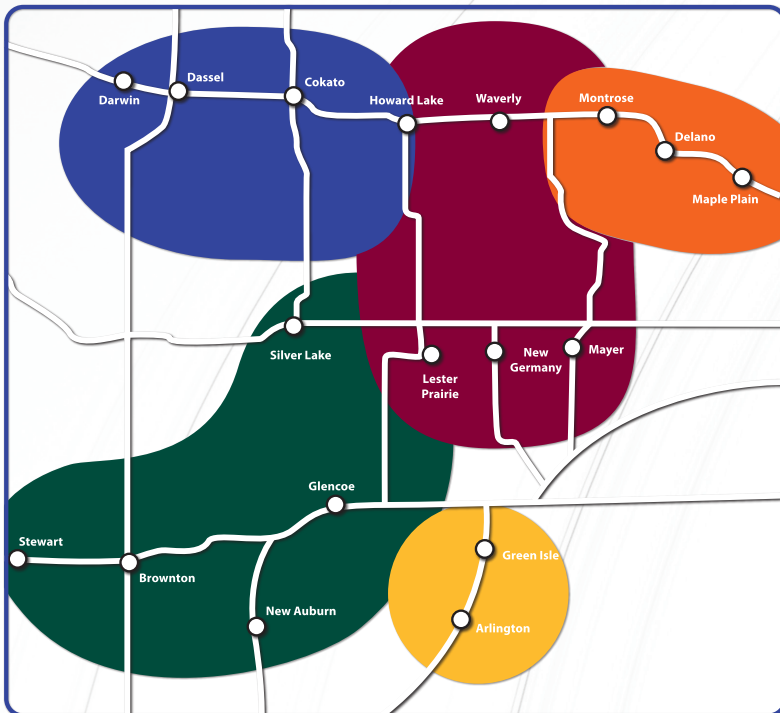
Boxed, larger type, logos, artwork, special type other than beginning key words, etc. 3-inch minimum (ex. 1x3, 2x1.5).






Classified Display	\$20.65/inch
Repeat in consecutive weeks/no copy changes	\$16.65/inch
Agency/Commissionable	\$21.86/inch

**Color Charge: \$495 per week (all 5 papers)**

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

1 or 2 weeks	\$35
<ul style="list-style-type: none"> <li>• FREE to subscribers if not of a business nature or for an organization</li> <li>• 40 words allowed, additional words 40¢ each per week</li> </ul>	



 <b>Herald Journal</b>	 <b>Delano Herald Journal</b>	 <b>Enterprise Dispatch</b>
 <b>The McLeod County Chronicle</b>	 <b>Arlington Enterprise</b>	

- 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.

## Garage Sales

- 100 words allowed. Additional words 40¢ each

1 week	\$35
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## "Sure Sell" Items

- Runs until item is sold, up to 5 weeks
- 1 item per ad, must include asking price
- No refunds for cancelled "sure sell" ads
- 40 words allowed. Extra words 40¢ each.

Each ad	\$35
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## 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.

<b>4-week ad, same copy, minor changes allowed</b>	<b>\$79</b>
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## 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

- 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 \$25 | 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.