

2007

echopress.com

online ADVERTISING RATES



leaderboard



large format

SECTION	Cost/1,000 Impressions	Impressions	Minimum cost	Leaderboard	Large Format
Home	\$10.00	25,000	\$250.00	X	
News	\$10.00	15,000	\$150.00	X	X
Obits	\$10.00	15,000	\$150.00	X	
Weather	\$5.00	20,000	\$100.00	X	
Sports	\$5.00	20,000	\$100.00	X	X
Life	\$5.00	20,000	\$100.00	X	X
Faith	\$5.00	20,000	\$100.00	X	X
Business	\$5.00	20,000	\$100.00	X	X
Country	\$5.00	20,000	\$100.00	X	X
Entertainment	\$5.00	20,000	\$100.00	X	X
Births	\$5.00	20,000	\$100.00	X	X
Weddings	\$5.00	20,000	\$100.00	X	
Opinion	\$5.00	20,000	\$100.00	X	
Classifieds	\$5.00	20,000	\$100.00	X	
Marketplace Listing	-	-	\$25/mo.		Text/link only
RUN OF SITE*	-	Variable	\$200.00	X	X
RUN OF NETWORK**	\$12.00	80,000	\$960.00		X

*Run of site = No guaranteed number of ads viewed. Appear in all sections as impressions are available.
 **Run of network = Appear in all sections of all Forum Communications property web sites.
 Minimum guarantee of 80,000 impressions and more as spaces are available.

FCC Properties include 34 newspapers across Minnesota, the Dakotas and Wisconsin. For details see the back of this sheet.
 For links to all FCC Properties web sites, please visit www.forumcomm.com/newspaper

ads

jobs & cars

Vertical Advertising on:	Cost/1,000 Impressions	Impressions	Minimum cost	Leaderboard
JobsHQ.com	\$20.00	15,000	\$300.00	X
Carshq.com	\$20.00	15,000	\$300.00	X

in-box

E-mail marketing direct to consumer	Cost	TARGET YOUR MARKET - UP TO 150,000 USERS.
All users registered to our site	\$1,100	Target demographics based on age, gender and location. A very effective way to reach a large audience in a short amount of time. Great for concerts, newsletters, expos or sales.
All users registered to all FCC sites	\$1,500	
Targeted demographic	\$25.00 per 1,000 consumers	

size

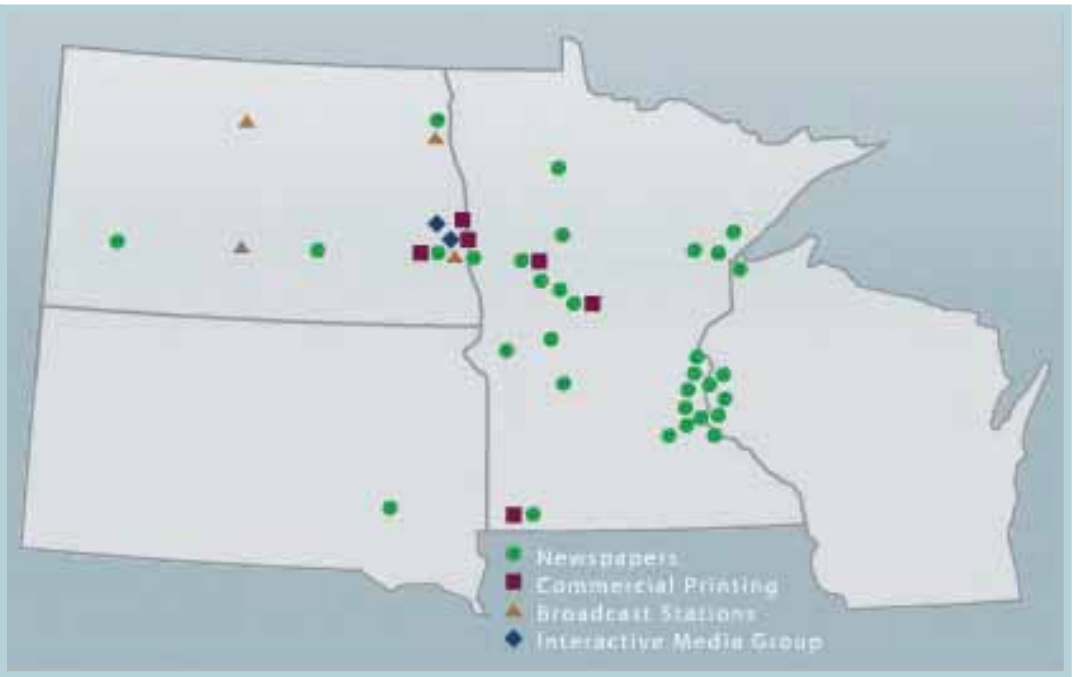
Ad Specifications	GIF/JPG file size	Flash file size	Size/Pixels
Leaderboard	20k	30k	728w x 90h
Large format	20k	30k	300w x 250h

ECHO PRESS

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contact

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Forum Communications Newspapers

Alexandria Echo Press; Alexandria, MN
www.echopress.com

The Pioneer; Bemidji, MN
www.bemidjipioneer.com

The Pine Journal; Cloquet, MN
www.cloquetmn.com

Duluth News Tribune; Duluth, MN
www.duluthnewstribune.com

Duluth Budgeteer News; Duluth, MN
www.duluth.com

Detroit Lakes Newspapers (DL Tribune, Becker Co. Record, Lake Area Press); Detroit Lakes, MN
www.dl-online.com

The Dickinson Press; Dickinson, ND
www.thedickinsonpress.com

The Farmington Independent; Farmington, MN
www.farmingtonindependent.com

Rosemount Town Pages; Farmington, MN
www.rosemounttownpages.com

The Forum; Fargo, ND
www.in-forum.com

Grand Forks Herald; Grand Forks, ND
www.grandforksherald.com

The Hastings Star-Gazette; Hastings, MN
www.hastingsstargazette.com

Hudson Star-Observer; Hudson, WI
www.hudsonstarobserver.com

The Jamestown Sun; Jamestown, ND
www.jamestownsun.com

The Lake Elmo Leader; Lake Elmo, MN
www.lakeelmoleader.com

The Daily Republic; Mitchell, SD
www.mitchellrepublic.com

The Morris Sun Tribune; Morris, MN
www.morrissuntribune.com

New Richmond News; New Richmond, WI
www.newrichmond-news.com

New York Mills Herald; New York Mills, MN
www.newyorkmills.com

The Park Rapids Enterprise; Park Rapids, MN
www.parkrapidsenterprise.com

The Republican Eagle; Red Wing, MN
www.republican-eagle.com

The Perham Enterprise Bulletin; Perham, MN
www.perhameb.com/

Pierce County Herald; Ellsworth, WI
www.piercecountyherald.com

River Falls Journal; River Falls, WI
www.riverfallsjournal.com

South Washington County Bulletin; Cottage Grove, MN
www.swcbulletin.com

Stillwater Courier; Stillwater, MN
www.stillwatercourier.com

The Daily Telegram; Superior, WI
www.superiorwi.com

Lake County News Chronicle; Two Harbors, MN
www.twoharborsmn.com

Wadena Pioneer Journal; Wadena, MN
www.wadenapj.com

The West Fargo Pioneer; West Fargo, ND
www.wfpioneer.com

West Central Tribune; Willmar, MN
www.wctrib.com

Woodbury Bulletin; Woodbury, MN
www.woodburybulletin.com

Worthington Daily Globe; Worthington, MN
www.dglobe.com

Web site links available at www.forumcomm.com/newspaper