

# The Courier

A division of ISD 15 Community Education & Services  
4115 AMBASSADOR BOULEVARD • ST. FRANCIS, MN 55070  
763-753-7031

ISSUE	DEADLINE	DELIVERY
<b>2010</b>		
May	4/16/10	5/5/10
June	5/14/10	6/2/10
July	6/18/10	7/7/10
August	7/16/10	8/4/10
September	8/13/10	9/1/10
October	9/17/10	10/6/10
November	10/15/10	11/3/10
December	11/12/10	12/1/10
<b>2011</b>		
January	12/17/10	1/12/11
February	1/14/11	2/2/11
March	2/11/11	3/2/11
April	3/18/11	4/6/11
May	4/15/11	5/4/11

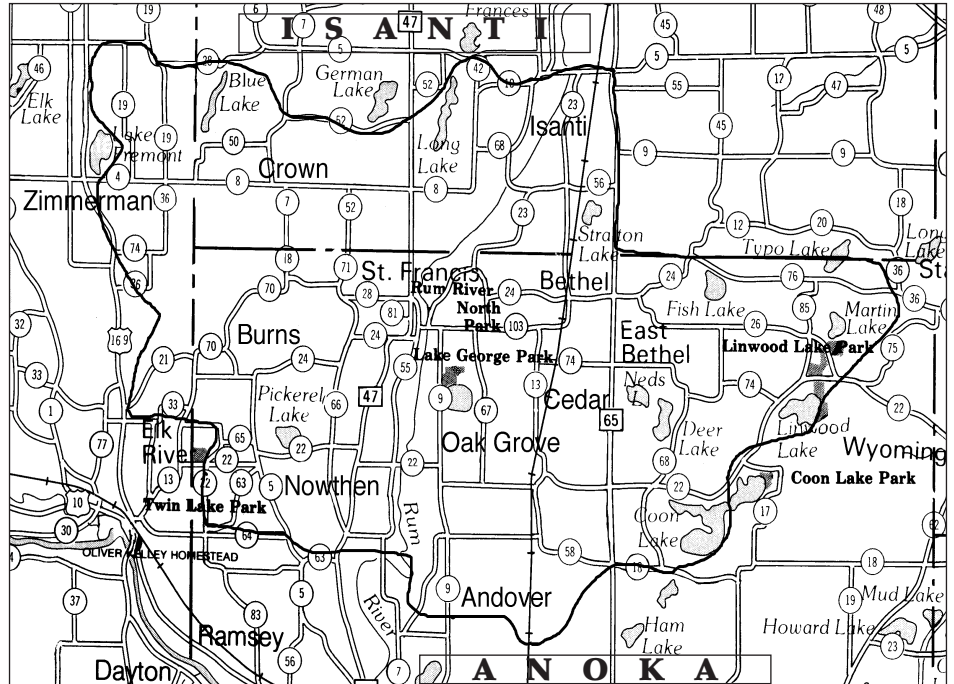
Placing your ad in the right section for your business is very important to us. You can request to have your ad placed in any of the following sections:

- Community/Business
- Schools in Action
- Sports & Outdoors
- Community Ed
- Life (includes Arts, Health, Faith)
- Classified

Email your artwork to:  
patjoh@stfrancis.k12.mn.us

If you need further assistance,  
please contact our office at 763-753-7031.

## The Courier *DISTRIBUTION AREA*



### DISTRIBUTION INFORMATION

Zip Code	City	Homes
55005	Bethel	1,246
55011	Cedar/Oak Grove/East Bethel	2,598
55040	Isanti	1,180
55070	St. Francis	1,998
55092	Wyoming	429
55303	Ramsey/Anoka	1,619
55304	Andover/Ham Lake	1,775
55330	Elk River	545
55398	Zimmerman	560
<b>Total newspapers printed = 14,500</b>		<b>Total homes = 11,950</b>

Contact Janice Audette to place your ad today.

763-753-7032 • Cell 763-238-5072

Fax 763-753-4693 • janaud@stfrancis.k12.mn.us

Visit our web site: [www.the-courier.org](http://www.the-courier.org)

### MONTHLY THEMES

**Advertise January-March and win free advertising**

- January** Super Bowl™, Below Zero, Tax Season Begins
- February** Valentine's Day, Wedding Planning, Tax Page
- March** Spring Car Care, St. Patrick's Day, Tax Page, Easter, Home Improvement
- April** Easter, Home & Garden, Tax Page, Spring Begins
- May** Mother's Day, Gardening, Memorial Day, Fishing Opener, Graduation Planning

**Advertise June-August and win free advertising**

- June** Graduation, Pioneer Days, Father's Day
- July** Celebration of Summer, Graduation Salute Page
- August** Back to School, Summer Celebrations, Summer Sales
- September** Fall Sales, Home Improvement, Homecoming
- October** Fall Car Care, Home Improvement, Halloween
- November** Thanksgiving, Christmas Planning, Fall Events/Holiday Open Houses
- December** Christmas, New Year's

# The Courier **ADVERTISING INFORMATION**

WWW.THE-COURIER.ORG

Published by Independent School District 15, *The Courier* is a free monthly publication in a newspaper format. Residents of the school district receive school, community, and local business information delivered right to their homes. Additional copies of the newspaper can be found at area businesses and other locations.

Use the chart below to find your cost.  
The larger your ad, the less expensive your per column inch rate.

		<b>Columns</b>				
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Inches</b>	<b>2</b>		32.00 @ 8.00	48.00 @ 8.00	64.00 @ 8.00	77.50 @ 7.75
	<b>3</b>	24.00 @ 8.00	48.00 @ 8.00	72.00 @ 8.00	93.00 @ 7.75	116.25 @ 7.75
	<b>4</b>	32.00 @ 8.00	64.00 @ 8.00	93.00 @ 7.75	124.00 @ 7.75	150.00 @ 7.50
	<b>5</b>	40.00 @ 8.00	77.50 @ 7.75	116.25 @ 7.75	150.00 @ 7.50	187.50 @ 7.50
	<b>6</b>	48.00 @ 8.00	93.00 @ 7.75	139.50 @ 7.75	180.00 @ 7.50	225.00 @ 7.50
	<b>7</b>	56.00 @ 8.00	108.50 @ 7.75	157.50 @ 7.50	210.00 @ 7.50	262.50 @ 7.50
	<b>8</b>	64.00 @ 8.00	124.00 @ 7.75	180.00 @ 7.50	240.00 @ 7.50	290.00 @ 7.25
	<b>9</b>	72.00 @ 8.00	139.50 @ 7.75	202.50 @ 7.50	270.00 @ 7.50	326.25 @ 7.25
	<b>10</b>	77.50 @ 7.75	150.00 @ 7.50	225.00 @ 7.50	290.00 @ 7.25	362.50 @ 7.25
	<b>11</b>	85.25 @ 7.75	165.00 @ 7.50	247.50 @ 7.50	319.00 @ 7.25	398.75 @ 7.25
	<b>12</b>	93.00 @ 7.75	180.00 @ 7.50	270.00 @ 7.50	348.00 @ 7.25	420.00 @ 7.00
	<b>13</b>	100.75 @ 7.75	195.00 @ 7.50	292.50 @ 7.50	377.00 @ 7.25	455.00 @ 7.00
	<b>14</b>	108.50 @ 7.75	210.00 @ 7.50	304.50 @ 7.25	406.00 @ 7.25	490.00 @ 7.00
	<b>15</b>	116.25 @ 7.75	225.00 @ 7.50	326.25 @ 7.25	420.00 @ 7.00	525.00 @ 7.00
	<b>16</b>	124.00 @ 7.75	240.00 @ 7.50	348.00 @ 7.25	448.00 @ 7.00	540.00 @ 6.75

The chart above shows how much you will be paying for your ad. To calculate total column inches, use the following formula:

$$\# \text{ of columns wide} \times \text{inches tall} = \text{total column inches}$$

To help your understand the size of your ad, the following information outlines the width of our columns:

- 1 column = 1-13/16" wide
- 2 columns = 3-7/8" wide
- 3 columns = 5-15/16" wide
- 4 columns = 7-15/16" wide
- 5 columns = 10" wide (full page)

**Contact Janice Audette  
to place your ad today.**

**763-753-7032 • Cell 763-238-5072**

**Fax 763-753-4693**

**Email: janaud@stfrancis.k12.mn.us**

Included in your price is layout and design of your ad.  
You will receive a proof of your ad prior to publication.  
Once we receive your final approval, your ad will appear in the newspaper.

New and seasonal advertisers are required to pay prior to publication each month for the first three months.  
Political advertisers are required to pay for each ad prior to publication.

### **ADDITIONAL CHARGES TO DISPLAY ADS**

#### **Small-Sized Ads**

**One Color** .....\$25  
**Full Color** .....\$50

*Flat rate charge for small size ads at the 4-9 total column inches (\$8 column inch rate).*

#### **Medium-Sized Ads**

**One Color** .....\$45  
**Full Color** .....\$85

*Flat rate charge for ads smaller than half page; 10-39 total column inches.*

#### **Large-Sized Ads**

**One Color** .....\$80  
**Full Color** .....\$150

*Flat rate charge for half page ads or larger; 40-80 total column inches.*

**Premium Charge** .....50¢ per column inch

*This charge will be applied to guarantee placement on a particular page (pages 2, 3, and the back page are considered premium).*

### **NOW AVAILABLE**

#### **Front Page Ad**

*We now offer a 5-column by 2-inch space on the front page.* ..... **\$300**

### **OTHER CHARGES**

**Classified Ads** ..... visit our web site for special offers [the-courier.org]

#### **Meetings & Events**

First 5 lines .....\$5.00  
Each additional line .....\$1.50

**Faith Listing** ..... **\$24 per year**

*This listing will be billed one year at a time (12 issues)*