

Zimmerman Today Advertising Rates

Where should I spend my advertising money?

Repeat and consistent newspaper advertising works best.

Zimmerman Today Newspaper covers the area with your message every month.

People count on and read the local newspaper like no other media.

Well Done Marketing
We'll help design a repeating ad that gets you noticed by customers!

Repeat Ads Get Noticed
Get your messages in front of your customers every month.

High-Quality Design
Design is included in your ad cost!
Grab attention and get people in your business door.

United States Postal Service Pinpoint Coverage

Zimmerman Today is mailed to 8,100 homes in Zimmerman, Orrock, Crown, and Princeton.

On the Internet
See us at
www.zimmermantoday.com

Next Issue, Your ad tool

Advertising rates for spaces in the next issue of Zimmerman Today

Cover page spaces per issue

One large ad\$119
Small ad\$99
- small ads require min. 4 issues

Inside page spaces per issue

4 consecutive issues\$99
8 consecutive issues\$89
12 consecutive issues*\$79

*includes FREE 1/2page business spotlight

FREE AD DESIGN

Design services and digital photography included in these prices.
All designed ads include two hours of design time.

Large Format Advertising Spaces!

Available for just **\$79**

Your ad will fit within this red box.

Ad spaces are 3.25 inches high by 3.75 inches wide.

Issue to Issue Ad Change Prices

Make simple message changes for

FREE

Placed art, graphic, or color changes

\$15

If you need a complete ad redesign

\$35

Publishing Dates and Coverage Area

Here are the publish dates for **Zimmerman Today**

This is a monthly newspaper that gets delivered by the postal service on the following dates.

Jan 1	May 1	Sept 1
Feb 1	June 2	Oct 1
Mar 1	July 1	Nov 1
Apr 1	Aug 1	Dec 1

Delivered to your future customers mail box at home!
Not the Free Junk Mail Box!

Important Facts About Zimmerman Today Publishing Information

Large circulation

8,100 Mail Boxes

By USPS carriers

Delivered for

Zimmerman Area Readers

So customers shop local

All submissions are due

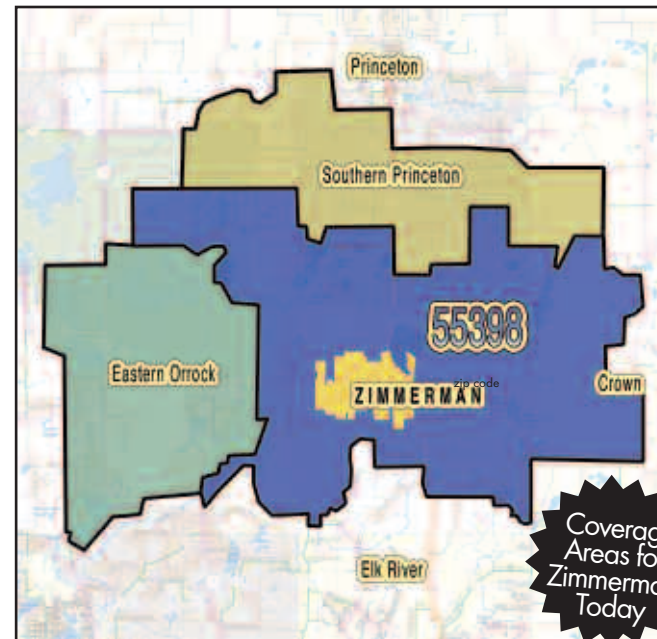
Friday 1:00pm

1 week before publish date

Coverage Areas

Zimmerman Today covers 8,100 US postal mail boxes in the following areas:

- Entire 55398 zip code
- Zimmerman city limits
- Zimmerman Postal Office business mail boxes
- All postal routes in Southern Princeton area
- All postal routes in Eastern Orrock area
- All postal routes in Crown area
- All postal routes in west central Isanti County



About Our Advertising Insert Rates

Insert advertising can be a valuable marketing tool for your business. **Zimmerman Today** can insert your current marketing materials into our monthly paper. We can also assist by designing, printing and inserting a custom flyer for your business.

Call 763-856-4336 to talk about your next insert options.



Advertising rates for inserts

Your pre-existing marketing insert - price per issue

- 8,100 of your marketing pieces \$315
- Specific Post Office routes are available. Please Call.
- \$150 minimum



Design, print, and insert - prices per issue

- 8,100 - black ink - white paper \$758
- 8,100 - black ink - pastel paper \$824
- 8,100 - black ink - astrobright paper \$906
- 8,100 - full color design - white paper \$1150

Please Note

- 8.5" x 11" maximum size.
Call for special requirements.
- Includes 1 hour of design time.
- Hourly design rate is \$75/hour.
- If your pre-existing insert increases the mailing cost of Zimmerman Today you will be notified prior.

Insert
your custom
message in
Zimmerman
Today

Take advantage
of your
Pre-existing
Marketing

Design,
Print,
Insert,
for You

Your
Marketing
Direct to
Customers

Contact us
with Questions

Visit us at
www.zimmermantoday.com
e-mail us at:
steve@zimmermantoday.com

Zimmerman Office
12767 Fremont Ave
Zimmerman, MN 55398

Phone
763-856-4336



A newspaper for families in the Zimmerman area

"How do I attract more customers to my business?" Are these your thoughts, too? The old adage, "It pays to advertise" is still true. Advertising does not "cost" - it "pays".

Your message in Zimmerman Today

The paper was launched to address such questions as these. Rich in Zimmerman area content, your message will be seen by residents in the rapidly growing areas around Zimmerman, Princeton, Orrock and Crown. This paper is "not" your ordinary newspaper. Zimmerman Today spotlights business prosperity to ensure high readership through the use of creative graphic design, and articles of local interest.

Your goals are our goals

As a designer I'll make each ad unique in appearance and appeal. **Why?** Because unique messages foster high readership and thus get the most return from each advertising dollar you spend. It would be a privilege to help you advertise your business.

The goal of this paper is to connect readers with local area businesses. Working together we can create a successful connection between the two.

Thank you for your interest.

Steve Conklin
Designer of Zimmerman Today