

# HELPING BUSINESSES REACH MORE CUSTOMERS

## PRINT PRODUCTS

- Free Star Shopper
- Pipestone County Star
- Southwestern Peach
- Farm Market News & Auctions
- Entertainment Guides
- Senior Focus
- Visitor's Guide
- And 8 Other Special Editions

## DIGITAL PRODUCTS

- [www.pipestonestar.com](http://www.pipestonestar.com)
- Farm Market News & Auctions: [farmmarketnews.com](http://farmmarketnews.com)
- Free Star Digital Edition
- [farmmarketauctions.com](http://farmmarketauctions.com)
- Area Auctions APP
- Pipestone Sports APP

## DIRECT TO CONSUMER MARKETING

- Direct Mail
- Post Cards
- Inserts
- Flyers
- Brochures
- Commercial Printing ...& More



**Pipestone Publishing  
Company, Inc.**

Create | Connect | Inform

115 2nd St. NE, P.O. Box 277 | Pipestone, MN 56164  
PH (507) 825-3333 or (800) 325-6440 | FX (507) 825-2168

**\$11.65** Per  
Column  
inch

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Column  
inch

**\$11.90** Per  
Column  
inch

**\$17.65** Per  
Column  
inch

**LOCAL \$11.65**  
**CLASSIFIED \$12.05**  
**FRONT PAGE \$12.50**  
**OPEN \$14.35**  
**ENTERTAINMENT \$12.50**

Publication date  
**Monday**  
Advertising deadline  
**Friday noon**

**Free shopper delivered to  
over 10,500 households in  
eastern South Dakota and  
Southwestern Minnesota**

**LOCAL \$11.95**  
**CLASSIFIED \$12.45**  
**OPEN \$14.50**  
**ENTERTAINMENT \$12.50**

Publication date:  
**Thursday**  
Advertising deadline:  
**Tuesday noon**

**Pipestone's subscription  
newspaper delivered to  
2,000 subscribers. Complete  
coverage of the news, sports,  
events and sales going on in  
the Pipestone area.**

**LOCAL \$11.90**  
**OPEN \$14.85**

Publication Date:  
**Thursday**  
Advertising Deadline:  
**Monday noon**

**Delivered to 20,000  
subscribers in  
Southwestern Minnesota.**

**LOCAL \$17.65**  
**OPEN \$23.00**

Publication date:  
**1st & 3rd Mondays  
of each month**  
Advertising deadline:  
**Wednesday 5pm prior**

**Direct mailed to over 18,500  
rural households in  
southeastern South Dakota  
and Southwestern Minnesota.**

*Also available for pick-up in  
regional coffee shops!*

**WE OFFER COMBINATION RATES WHEN YOU  
ADVERTISE IN MORE THAN ONE OF THE ABOVE  
PUBLICATIONS WITHIN 7 DAYS.**

## COLOR RATES

SPOT COLOR  
**\$80.00**

FULL COLOR  
**\$99.00**

*Rates Effective:  
**January 1, 2023***

## FREE STAR COLUMN SIZES

1 col = 2.0625 in  
2 col = 4.25 in  
3 col = 6.375 in  
4 col = 8.5 in  
5 col = 10.8125 in  
6 col = 13 in  
7 col = 15.125 in

## COUNTY STAR COLUMN SIZES

1 col = 1.8125 in  
2 col = 3.75 in  
3 col = 5.6875 in  
4 col = 7.625 in  
5 col = 9.5625 in  
6 col = 11.5 in

# INSERTS

*Rates for circulars inserted in the Free Star,  
Pipestone County Star and Farm Market News  
& Auctions is as follows:*

**LESS THAN 4 PAGE TAB: \$86 per thousand**  
**4 PAGE TAB: \$96 per thousand**  
**8 PAGE TAB: \$104 per thousand**  
**12 PAGE TAB: \$112 per thousand**  
**16 PAGE TAB: \$121 per thousand**  
**20 PAGE TAB: \$130 per thousand**  
**24 PAGE TAB: \$139 per thousand**

*Circulars should be folded to 8 1/2" x 11" size or smaller. There will be a  
\$25 per thousand folding charge for all circulars which we must fold before  
distribution. Non-machinable and difficult to handle circulars may be subject to an  
additional charge. Insert rates are subject to change when postal rates change.*

## OTHER PRODUCTS & SERVICES WE PROVIDE

- Website design & service
- Over 18 special editions to help you reach a targeted audience
- Special AUCTIONEER packages
- Commercial Printing Services
- Advertising Specialties
- Marketing Services (Email, Direct Mail, Social Media, Graphic Design)
- Advertising Placement Service - ask us how this service saves you time with less hassle, professional ad design, simplified billing and our experience in recommending effective publications.

## ONLINE & DIGITAL PRODUCTS

- [www.pipestonestar.com](http://www.pipestonestar.com)
- [www.farmmarketauctions.com](http://www.farmmarketauctions.com)
- [www.farmmarketnews.com](http://www.farmmarketnews.com)
- [www.pipestonepublishing.com](http://www.pipestonepublishing.com)
- Area Auctions APP
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## POLICY AND COPY REGULATIONS

- a. Advertising proofs will be furnished when requested for the purpose of correcting errors in setting original copy. Any changes from the original copy or additions to the copy on proof may be charged for on the basis of production costs.
- b. The publisher does not assume liability for errors when an advertising proof is furnished and corrections are not requested.
- c. Pipestone Publishing Company's total liability for error in any advertisement published shall not exceed the cost of the proportionate space in which the error occurred.
- d. In the event of a typographical error (goods advertised at less than proper price), the management will furnish letters for the store stating the correct price. Goods MAY NOT be sold at the wrong price printed in the advertisement and the difference charged to Pipestone Publishing Company.
- e. Notice of typographical errors must be given in time for correction before the second insertion or no claim can be allowed.
- f. Advertising simulating news must carry the word "advertisement" clearly spelled out.
- g. The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss, or expense arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents, or proprietary rights or violation of rights of privacy, resulting from the publication of the advertiser's advertisement.
- h. The publisher reserves the right to cancel or reject any advertisement at any time.
- i. Every effort will be made to meet reasonable ad position requests. Failure to meet these requests will not constitute cause for adjustment, refund or rerun.
- j. All accounts are billed at the end of the month and are due upon receipt of invoice. Discounts earned may be disallowed on all accounts not paid within 30 days. All past due accounts are charged interest at a rate of 1.5% per month on the unpaid balance.