Faribault County **Register**

125 N Main St • Blue Earth, MN 56013 • 507-526-7324
www.faribaultcountyregister.com • www.fcnews@bevcomm.net

RATE CARD 2026
PRINT & ONLINE EDITIONS

A SUCCESSFUL COMBINATION...YOU AND OUR READERS

All display advertising is published in both of our publications, reaching more than 9,100 households

REGULAR DISPLAY RATES

$13.35 PER COLUMN INCH

SPECIFICATIONS: WIDTH (6 COLUMNS)

1 COLUMN	1.583″
2 COLUMN	3.267″
3 COLUMN	4.950″
4 COLUMN	6.633″
5 COLUMN	8.317″
6 COLUMN	10″

CLASSIFIED DISPLAY RATES

$8.90 PER COLUMN INCH

SPECIFICATIONS: WIDTH (9 COLUMNS)

1 COLUMN	1.022″
2 COLUMN	2.144″
3 COLUMN	3.267″
4 COLUMN	4.389″
5 COLUMN	5.511″
6 COLUMN	6.633″
7 COLUMN	7.756″
8 COLUMN	8.878″
9 COLUMN	10″

COLOR RATE = $130

WEBSITE DISPLAY RATES

IT'S FAST, IT'S EASY AND YOU CAN REACH MORE THAN 30,000 PEOPLE PER MONTH ON
WWW.FARIBAULTCOUNTYREGISTER.COM

LEADERBOARDS = $30 / WEEK
(30,000 RUN OF SITE IMPRESSIONS PER MONTH)

PRINT TO WEB RATES
THE AD YOU RUN IN OUR PRINT ADDITION CAN BE ADDED TO OUR WEBSITE TO REACH EVEN MORE ADVERTISERS!

$13 / AD

$25 / AD FOR HALF PAGE AND OVER

GENERAL INFO

DEADLINE FOR MONDAYS EDITION IS NOON WEDNESDAY

DEADLINE: MONDAY EDITION - NOON WEDNESDAY
Proofs are for error corrections only. Layout revisions will result in additional charge. If copy is submitted after deadline, a proof will not be guaranteed.

AD POSITIONS - Advertising placement or arrangement of any and all ads in any issue or zone is at the publisher's discretion.

CANCELLATIONS - Noon Thursday. Labor charged against copy already set.

"GOING OUT OF BUSINESS ADS" - Require cash with copy without exception.

POLITICAL ADS - All political advertising requires cash with copy and must comply with all regulations pertaining to such advertising.

NON-PROFIT ORGANIZATIONS - Qualified non-profit organizations (ex. Churches, charities) are allowed to place advertising at the $12.35 per column inch rate.

BULK RATE DISPLAY - Consult your advertising representative.

PUBLISHERS LIABILITY FOR ERROR - The Publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The Publisher's liability for other errors or omissions in connection with an advertisement in any subsequent issue or the refund of monies paid for the advertisement.

INDEMNIFICATION - The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement or trademarks, copyrights, trade names, patents or proprietary rights or violations of rights of privacy resulting from the publication of the advertiser's advertisements.

The Faribault County Register/Town Crier Shopper does not accept brokered advertising. The Faribault County Register/Town Crier Shopper will not extend credit for advertising orders or space reservations that claim sequential liability.

INSERT INFORMATION -
DEADLINES
Materials must be in our warehouse two weeks prior to delivery
HOUSE OF PRINT
322 Benzel Ave. S. • PO Box 6 • Madelia MN 56062

MECHANICAL SPECIFICATIONS - Inserts must be quarter-folded, boxed, bundled or on skids. May not exceed 10 1/2" x 10 7/8"

DELIVERY - We deliver custom-size material, including catalogs, samples and odd-size pieces. Prices quoted on request. All materials must be delivered freight prepaid.

AD AGENCY - Insert and ROP rates are non-compassionable for agencies.

The Faribault County Register/Town Crier Shopper reserves the right to accept or reject any insert or ROP advertising at any time.

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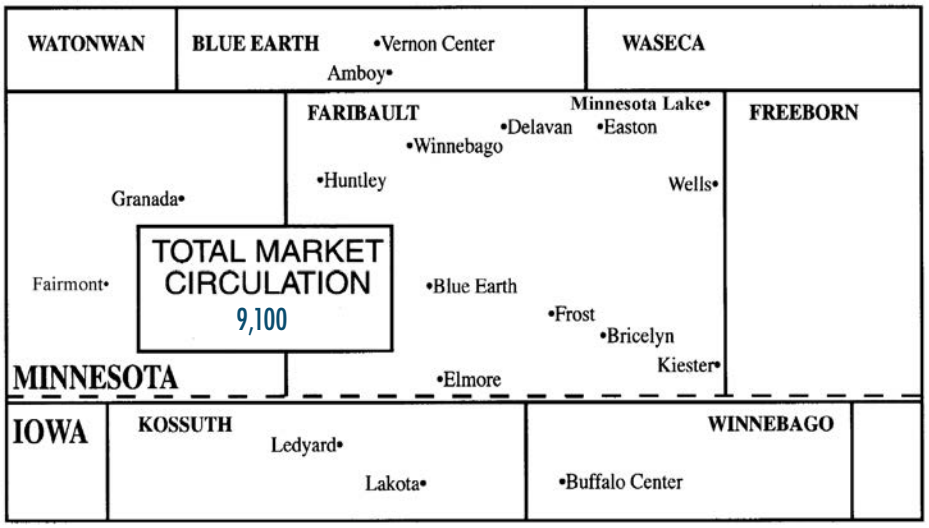
CIRCULATION

FARIBAULT COUNTY REGISTER AND TOWN CRIER SHOPPER



BLUE EARTH (56013)	2,505
WINNEBAGO (56098)	1,085
DELAVAN (56023)	248
EASTON (56025)	274
HUNTLEY (56047)	0
GRANADA (56039)	90
AMBOY (56010)	461
VERNON CENTER (56090)	271
ELMORE (56027)	372
FROST (56033)	193
BRICELYN (56014)	380
WELLS (56097)	686
KIESTER (56051)	15
MINNESOTA LAKE (56068)	13
BUFFALO CENTER, IA (50414)	727
LAKOTA, IA (50451)	229
LEDYARD, IA (50556)	140
MISC. MAILINGS	327
NEWSSTANDS, ETC	1120
TOTAL	9,100

Effective January 1, 2026

LEGAL (PUBLIC NOTICE RATES) - Legal advertising.....$8.90 per column inch

OBITUARY RATES - Obituary Copy.....$8.90 per column inch Obituary Photo.....$25

SUBSCRIPTION RATES -
In-County.....$60 per Year In-County (6 mo).....$42
Out-of-County.....$70 per year Out-of-County (6 mo).....$48

INSERT RATES -

FULL ZONE	FULL ZONE
Single Sheet - $55/m	16 Tab Pages - $80/m
4 Tab Pages - $65/m	20 Tab Pages - $85/m
8 Tab Pages - $70/m	24 Tab Pages - $90/m
12 Tab Pages - $75/m	28 Tab Pages - $95/m

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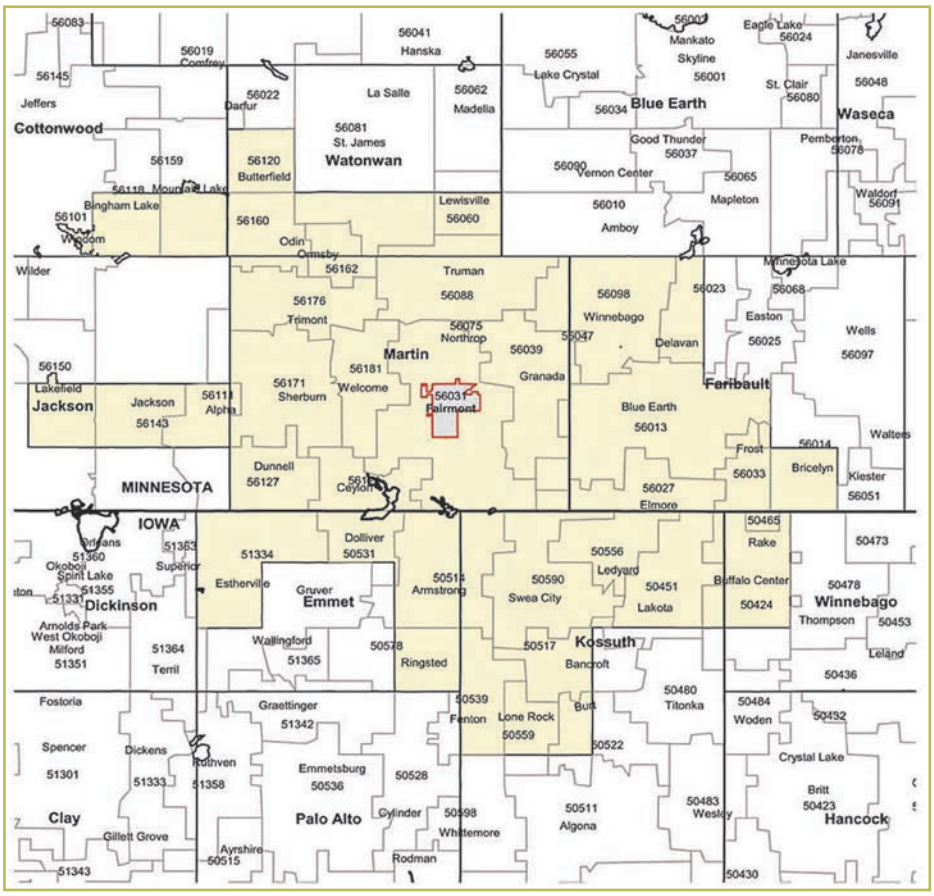
HOUSE OF PRINT: 322 Benzel Ave. S., PO Box 6, Madelia, MN 56062

TWO PAPERS - ONE RATE

EXPAND YOUR COVERAGE AND HIT OVER 24,000 READERS



Reach Martin and Faribault County by advertising in both the Fairmont Sentinel and the Faribault County Register for an affordable investment

1/4 page = $661.50 • Color = $150

1/2 page = $1175.00 • Color = $150

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Sentinel

64 Downtown Plaza • PO BOX 681 • Fairmont, MN 56031
507-235-3303 • www.fairmontsentinel.com

PROMO SCHEDULE

DON'T MISS OUT ON BEING PART OF THESE SPECIAL PROJECTS IN 2026

JANUARY
- SENIOR SECTION
- BRIDAL SECTION
- AG SECTION
- NATIONAL MENTOR MONTH - SIGS
- HUMAN TRAFFICKING AWARENESS - SIG

FEBRUARY
- NATIONAL BOY SCOUT WEEK - SIG
- NATIONAL HEART MONTH - SIG
- VALENTINE SPECIAL
- FFA WEEK - SIGS
- MEDICAL GUIDE MAGAZINE
    - MED GUIDE MAG - SIGS
- AAA AWARDS - SIGS
- SPORTS STATE TOURNAMENTS

MARCH
- BPA/MATHLETES - SIG
- NATIONAL GIRL SCOUT WEEK - SIG
- ST PATRICK'S DAY PROMO
- AG SECTION SECTION
- AG WEEK - SIG
- HOME IMPROVEMENT SECTION
- SPORTS STATE TOURNAMENTS

APRIL
- SPRING SPORTS PREVIEW
- SEVERE WEATHER AWARENESS - SIG
- EASTER CHURCH SERVICES - SIG
- LAWN & GARDEN SECTION
- CHILD ABUSE AWARENESS - SIG
- SENIOR SECTION
- CAR CARE ISSUE

MAY
- STROKE AWARENESS - SIG
- NURSES WEEK - SIG
- WINE WALK PROMO
- MOTHER'S DAY PROMO
- MENTAL HEALTH AWARENESS - SIG
- BEA/USC GRADUATION MAGAZINE
- EMS WEEK - SIG
- GHEC GRADUATION - SIG
- MEMORIAL DAY - SIG

JUNE
- BEST OF SUMMER MAGAAZINE
- WELLS SUMMER IN THE CITY - SIG
- NATIONAL SAFETY MONTH - SIG
- SENIOR SECTION
- BAGO FUN FEST - SIG
- CANCER AWARENESS - SIG
- AG SECTION
- KIESTER DAYS - SIG
- BRICELYN DAYS - SIG
- JULY 4TH SAFETY - SIG

JULY
- MINNESOTA LAKE FEST AG - SIG
- GIANT DAYS PROMO
- TOWN & COUNTRY PLAYERS - SIG
- ELMORE HORSE & BUGGY DAYS - SIG
- FC FAIR BOOK
- FROST FEST - SIG

AUGUST
- RELAY FOR LIFE MAGAZINE
- WELLS KERNEL DAYS - SIG
- SENIOR SECTION
- BACK TO SCHOOL - SIGS
- WELCOME NEW TEACHERS - SIG
- FALL SPORTS PREVIEW

SEPTEMBER
- FARMING OF YESTERYEAR - SIG
- ASSISTED LIVING WEEK - SIG
- BEA HOMECOMING WEEK - SIG
- MEDICAL GUIDE MAGAZINE
- AG SECTION
- FARM SAFETY - SIG
- BRIDAL SECTION

OCTOBER
- FIRE PREVENTION WEEK - SIG
- NATIONAL PORK MONTH - SIG
- 4H WEEK - SIG
- HOME IMPROVEMENT SECTION
- BREAST CANCER AWARENESS - SIG
- DOMESTIC ABUSE AWARENESS - SIG
- COMMUNITY FOCUS MAGAZINE
- FALL CAR CARE SECTION
- HALLOWEEN SAFETY - SIG

NOVEMBER
- HOLIDAY GIFT GUIDE
- USC FALL PLAY
- HOLIDAY SAMPLER PROMO
- OUR HEROES MAGAZINE
- AMERICAN EDUCATION WEEK - SIG
- WELLS DOES IT BRIGHT - SIG
- BEA FALL PLAY - SIG
- CHRISTMAS CHURCH SERVICES - SIG
- THUNKSGIVING PROMO
- BLACK FRIDAY/SMALL SATURDAY

DECEMBER
- WINTER SPORTS PREVIEW
- SHOP LOCAL PROMO
- GOOD NEWS ISSUE
- HONOR ROLL OF BUSINESS - SIG
- DON'T DRINK & DRIVE - SIG

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