

Local newspapers are so much more

By Brenda Erdahl

The Maple Lake Messenger and Annandale Advocate continue to be the area's most reliable source for local news, but they are so much more.

Both newspaper offices produce multiple special projects throughout the year for businesses to get the word out about their services and products, from the Messenger's award-winning spoof paper, The Maple Flake to the Advocate's summer and winter guides. They utilize print and social media to get your message out and they do it in an attractive manner that also delivers useful and entertaining content.

Both offices also provide basic printing services. They'll print your invitations, Christmas letters, newsletters and anything else you have a mind to print, plus they'll provide stamps, labels and cards. They also print forms, tickets and punch cards.

When it comes to signage and posters, they can custom design almost anything on almost any medium from posters and banners to yard signs and metal plaques.

Some of the newspapers' best work, both design and editorial, can be seen in their special projects.

Lake Country Lure and Business Buzz

This monthly insert appears in both the Maple Lake Messenger and the Annandale Advocate to reach 4,000 plus paid subscribers. Businesses have the chance to tell their story in a two-page business profile then choose another month for a half-page advertisement. Profiles are written and

- Continued on page 2



The Messenger and Advocate provide not just a newspaper, but many special projects that benefit the community and its local businesses.

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Sun: 11 am - 4 pm

▶ NEWSPAPERS

designed by our award-winning team and combined with a creative layout that makes use of photos and graphics. Build your reputation, enhance your community image, promote new services, celebrate an anniversary, advertise for career opportunities or tell us about an expansion – in other words, build a buzz about your business.

Fall-Winter Car Care

Every fall, the Advocate puts together special pages addressing the importance of keeping your car in shape for the upcoming winter and handy tips for maintenance. It's a great opportunity for businesses to advertise their special services and sales to help our readers make good consumer decisions.

Holiday Gift Guide

The Holiday Gift Guide is packed with local events and activities for families during the holidays and is distributed in both the Advocate and the Messenger. The Gift Guide is also an advertiser's ticket to get 50% off ads in the Annandale Advocate and the Maple Lake Messenger during the holiday season.

Maple Flake

This award-winning publication is a spoof on the Maple Lake Messenger and is always well received for its humorous and off-the wall articles. The Flake is the official publication of The Maple Lake Ice Fishing Derby, the largest event of its kind in Minnesota. To advertise in it, is to reach an estimated 20,000 people attending the derby on Maple Lake.

Football Frenzy

February is Football Frenzy time at the Annandale Advocate. In this special promotion Advocate staff hide mini footballs in the ads and throughout the pages of The Advocate and it's up to the reader to determine the total number of footballs on the pages. Anyone who guesses the correct amount will be eligible to win a \$50 gift certificate at the participating business of their choice. Break up the doldrums of winter by getting your business involved in this fun promotion.

Valentine's Day

Love is in the air and in the Advocate's special Valentine's Day Pages.

Winter Guide

The Annandale Advocate's annual Winter Guide reaches 3,500 people each year and includes feature stories, an events calendar, area map, information on state and local parks, fishing, local shops, restaurants and so much more.

Parade Program

The St. Patrick's Parade program is distributed in the Messenger and the Advocate the week before the big St. Patrick's Day Celebration in Maple Lake. It features the parade line-up, pictures and so much more. It's also handed out during the parade, which makes it a great way to get your business name out there.

Maple Lake Sports Programs

We keep our student athletes in the spotlight with these full color, fully on-line sports programs viewed through social media, email registration and your local news website. Programs include

player photos, game day images, schedules, results, news coverage, rosters and more. Irish Sports Fans love receiving game day sports programs on their electronic device and they provide a wonderful platform to advertise your local business.

Cardinal Football Program

The Cardinal Football Program is a premium keepsake for players and parents. Printed on nice, glossy paper and containing photos of the players, staff, cheerleaders, game recaps and team rosters, it's the perfect place for your business to advertise and be seen time and time again.

Cardinal Kickstart Sports

When you advertise in the Cardinal Kickstart Sports Programs, you are investing in the future of your business and supporting Annandale school activities. Ten percent of all proceeds from Cardinal Kickstart sales go to fund Annandale school athletics and activities.

Grad Issue

Give the high school graduate in your life a pat on the back with an ad in our annual Grad Issue. This publication is distributed in the Messenger every spring and is filled with highlights of the school year focusing on momentous senior occasions like prom and homecoming. Seniors get their picture in the paper plus a little write up about their activities and future plans. It's a great way to highlight the momentous occasion of high school graduation.

Lifestyle

The Lifestyle Issue is distributed in the Messenger just in time for Mothers' Day and Fishing Opener. The Lifestyle issue is the spot to spring into action and make a big splash with a large color ad. Spring is the perfect time to get the word out about what your business can provide to local customers after the long Minnesota winter. Lifestyle is your company's chance to target local customers on a busy weekend for dads, moms and families.

Spring Home Lawn and Garden

This two-part special section in the Annandale Advocate and the Maple Lake Messenger will feature home, lawn and garden tips for consumers relevant to the upcoming summer season. The first part focuses on lawn and garden, and the second part focuses on home improvements. Ads run in both sections for one low price

Fourth-tastic

This special Fourth of July Holiday Section published in the Advocate is a great way to advertise your business during the month of June just before thousands of visitors come to town during the Fourth of July Holiday.

Summer Guide

Businesses are invited to tap into this huge market and draw in the crowds that summer brings to the Heart of the Lakes. The Guide reaches some 6,000 people and includes feature stories, an events calendar, area map, information on state and local parks, fishing, local shops, restaurants and more.

Community Guide



The Advocate's Winter Guide is a great example of reaching out to the community and providing information to locals in the area. Great for businesses and the community alike.

This booklet-size guide serves as the leading promotional piece for Maple Lake and the surrounding area while providing local residents with a handy reference resource to their community that is used year-round. The Messenger prints 8,000 copies in the summer of each year and mails them to all Maple Lake addresses and neighboring addresses in Buffalo and Annandale. That's more than most other area community publications and all of them go directly into the hands of local residents. Copies are also inserted into the Maple Lake Chamber of Commerce, Newcomer News packets and positioned for availability with local businesses and realtors.

Gear-Head Gazette

This is the official program of the Gear-Head Get Together, Maple Lake's largest event of the year. It features stories on local gear heads and is the perfect platform to give your business a little attention. The Gazette is inserted into the Messenger and the Advocate the week before the celebration in August, plus hundreds of extra copies are handed out

during the event itself.

School Calendar

The Messenger also produces and prints the Maple Lake school calendar. Every year Maple Lake public schools mail out nearly 3,000 of these calendars to every student address in Maple Lake. Additional copies are left with the school for new student and staff members to pick up. Calendars include all school closings, activities, sporting events, plays, choir, band, school board meetings and more. Exclusive monthly banner advertisements are available to local businesses to pay for the production of these calendars. There is one monthly banner ad per page and two banner ads per monthly spread. Directories banner ads and spots are available.

For more information on how you can make use of the many services available reach out to the Maple Lake Messenger by calling 320-963-3813, or by emailing ads@maplelakemessenger.com Reach out to the Annandale Advocate by calling 320-274-3052 or emailing ads@annandaleadvocate.com

What deer hunters can expect this season

Contributed report

More than 400,000 deer hunters are preparing for the firearms deer season, which opens Saturday, Nov. 8. The season offers opportunities to spend time outdoors with friends and family, find adventure and put venison in the freezer. Deer hunting is the primary tool Minnesota Department of Natural Resources uses to manage deer populations, and hunters help keep deer numbers in line with population goals across the state. Managing deer populations contributes to the overall health of Minnesota's landscapes, natural systems and economy. DNR wildlife staff report that there should be good opportunities to harvest deer in most areas.

Hunters should know the deer permit area number for where they plan to hunt prior to buying a license and ensure they understand chronic wasting disease regulations and sampling requirements and options for that area. Hunters can find these details using the DPA lookup tool. Hunters should also note that the shotgun zone remains in place for the 2025 deer season.

Deer hunters in all CWD management and surveillance zones are required to have deer one year or older sampled for chronic wasting disease during the opening weekend of the firearms A season Saturday, Nov. 8, through Sunday, Nov. 9, and during late CWD hunts Friday, Dec. 19, through Sunday, Dec. 21. In CWD management zones, carcass movement restrictions apply during the entire deer season. Additional information about CWD requirements and sampling can be found at the Minnesota DNR's CWD webpage.

Deer hunters, remember you can find all your hunting gear and everything you need for the hunting season at Lake Region here in Maple Lake.

Deer reports

Southern deer report

Deer populations continue to increase in southern Minnesota, and deer fared well

over last year's mild winter. Prolonged summer-long flooding during the fawning and fawn rearing season likely had a negligible effect on the population but has had significant habitat impacts in floodplain habitat and has pushed deer to more upland areas.

Prior to 2024 and 2025 flooding, there were several years without a major flood, and now vegetation in river floodplains offers excellent woody cover for deer, which bodes well for deer hunters. Blufflands that overlook floodplains offer oak and other sources of nuts and seeds that saw a moderate to excellent crop in 2025, especially bur oak. Large areas of grass with embedded wetlands are also prime deer habitat. If water levels continue to lower between now and the firearms season, hunters will have easier access to this type of habitat. Hunters interested in getting their deer tested for CWD can check the CWD testing options page, which includes ways to get deer tested, including using CWD mail-in kits.

Central deer report

Deer populations remain robust and highly productive in central Minnesota, and deer also fared well over the winter.

Hunters can harvest as many as three deer in many deer permit areas in central Minnesota, and as many as five deer in CWD management zones and the Twin Cities metro zone. To help manage deer populations, wildlife managers encourage hunters to take advantage of opportunities to harvest antlerless deer.

Hunters should also know that CWD sampling will be mandatory during the opening weekend of the regular firearms deer hunting season in 11 CWD management zones (601, 605, 642, 643, 644, 645, 646, 647, 648, 649 and 655) and three surveillance zones (229, 285 and 338). Hunters should be aware that DPA 701 was redesignated as DPA 601 after CWD was detected last year near Rockford. DPA 601 will now have CWD management zone regulations,

including carcass movement restrictions and the availability of disease management permits for antlerless deer harvest.

It is important to note that there is a three-buck limit (one permissible by each license type of archery, muzzleloader and firearm) in place for the southeast CWD management zone DPAs 643, 645, 646, 647, 648, 649 and 655. This three-buck limit does not apply to other CWD management DPAs in the state, including southeast DPAs 642 and 644, or to the metro CWD management zones (DPAs 601 and 605). Hunters can find these regulations on the DPA lookup tool.

Other changes that might impact central region deer hunters include the elimination of the B season license — there is now one statewide firearms deer license that may be used in both A and B seasons.

Northeast deer report

Deer populations in most of the northeast region of Minnesota remain low. The best deer harvest opportunities in the northeast part of the state will be in the southern portion of this region, where deer numbers are higher.

In addition, the highest deer numbers are expected in areas of mixed habitat of open fields and forest. Scouting for local pockets of deer will improve hunter success. Hunters in far northern areas will again have fewer opportunities to harvest antlerless deer, and in some areas, hunters will only be allowed to harvest bucks. This will give local deer populations in these northern areas a chance to grow where their numbers are below goals established through the public deer population goal setting process.

A new change in the northeast is to DPA 183, which has been split into DPA 153 on the west and DPA 154 on the east. This change was made to better accommodate differences in the deer population across the permit area.

Hunters should also know that CWD

sampling will be mandatory during the opening weekend of the regular firearms deer hunting season in two CWD management zones (DPAs 604 and 679). The city of Grand Rapids hunts also have mandatory sampling of all deer one year of age or older taken in any season.

Northwest deer report

Last winter was one of the mildest winters on record, following the moderate to severe winters of 2021-22 and 2022-23. As a result, the deer population is in good condition throughout the northwest part of the state.

Reports abound of does giving birth to twins and even triplets in many parts of the region this spring and early summer. This level of reproduction will help local herds recover from mortality events experienced during harsher winters. The acorn crop this year was good. When abundant, acorns are one of the most important and nutritious natural foods for deer and other wildlife. Additionally, with prolonged warm temperatures and relatively late frosts, grass and forbs, various food plot crops, and hay fields have remained green throughout much of fall, which helps deer enter winter in good shape. Many DPAs in northwest Minnesota have two- or three-deer harvest limits, whereas hunters in DPAs 111 and 203 are limited to bucks only. Some DPAs continue to have lower harvest limits, with the objective of returning local deer herds to established population goals following recent severe winters.

Hunters should also know that CWD sampling will be mandatory during the opening weekend of the regular firearms deer hunting season in four CWD management zones (DPAs 661, 666, 671 and 684) and four CWD surveillance zones (DPAs 239, 262, 269 and 270).

Deer hunting information is available on the Minnesota DNR's deer hunting webpage.



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Community Calendar | 2025

November



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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
						- All Saints Day - Snowmobile After Hybrid Class, Moon Motorsports, Monticello, 9 a.m.
2	3	4	5	6	7	8
- MN Vikings @ Detroit Lions, 12 p.m. - Sunrise- 6:57 a.m. - Sunset- 5:02 p.m. - Daylight Savings Ends	Staff Development Day, Annandale, NO School	- Election Day - Annandale Conservation Club- 7:30 p.m. - South Haven City Council Meeting, 6:30 p.m. - Silver Creek Township Meeting, 7 p.m. - Corinna Township Meeting, 7 p.m. - Potluck Dinner Pioneer Park, 6:00 p.m	Full Moon Maple Lake Chamber Meeting, 12 p.m.	- Legion Riders Club at The Legion Club, 7 p.m. - APEX Fun Run	Maple Lake Teacher Workshop- NO School	- Maple Lake Fall Craft Fair, Maple Lake Elementary School 10 a.m. to 2 p.m. - Deer Firearm Season Opens - St. Timothy's School Shopping Extravaganza - Does & Deals, Downtown Annandale Shops
9	10	11	12	13	14	15
- MN Vikings vs. Baltimore Ravens, 12 p.m. - Sunrise- 7:07 a.m. - Sunset- 4:53 p.m.	- Annandale City Council Meeting, City Hall, 7 p.m. - Maple Lake School Board Meeting 7 p.m	- Veteran's Day - Chatham Township Meeting, 7 p.m. - American Legion Meeting, 7:30 p.m. at the Legion Club	- Hasty-Silver Creek Sportsmen's Club Meeting, 7 p.m - Annandale Chamber Meeting, TBD, 11:30 a.m.	- Sons of the American Legion, 8 p.m. at the Legion Club - Maple Lake Lions, 7 p.m. at The V by HH		
16	17	18	19	20	21	22
- MN Vikings vs. Chicago Bears,12 p.m. - Sunrise- 7:16 a.m. - Sunset- 4:45 p.m.	- National Education week (Nov. 17-21) - Annandale School Board Meeting, AES Media Center, 7 p.m.	- Maple Lake City Council Meeting, 7 p.m - Corinna Township Meeting, 7 p.m. - Maple Lake Township Meeting, 7 p.m. - Albion Township Meeting, 7 p.m. - Silver Creek Township Meeting, 7 p.m.		- Wright Saddle Club Meeting, 7:30 p.m. - Maple Lake Legion Auxiliary Meeting, 7 p.m.		
23	24	25	26	27	28	29
- MN Vikings @ Green Bay Packers, 12 p.m. - Sunrise- 7:25 a.m. - Sunset- 4:39 p.m.		Wright County Snowmobile Association Meeting - American Legion, 7:30 p.m	December 2025 Business Buzz and Holiday Gift Guide Insert	- Thanksgiving - Thanksgiving Break- No School Maple Lake & Annandale - Turkey Trot 5k-Annandale High School	Thanksgiving Break- No School Maple Lake & Annandale	- Annandale Holiday Tree Lighting, Downtown Annandale, 5:30 p.m. - Small Business Saturday, Downtown Buffalo, Annandale & Maple Lake, Participating Chamber Businesses

★ **Calendar Sponsors** – Submit next months events before the deadline noted above - Email to ads@maplelakemessenger.com



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The image shows the Vonco logo, which consists of a stylized 'V' with wings, above the word 'VONCO' in a bold, sans-serif font. To the right of the logo is a large, tall stack of clean, dry, white cardboard boxes, illustrating the company's product.



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