

Paw Publications provides more than local news

By Brenda Erdahl

The Maple Lake Messenger and Annandale Advocate have provided local news since the 1800's. These two weekly periodicals are created locally by Paw Publications and continue to be the most reliable source for local news and information. They create many special community projects throughout the year, from the award-winning spoof paper, The Maple Flake to the Summer and Winter guide. 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.

Paw Publications also provides printing copy and design services. They print forms, signs and posters for many area businesses. They can print and design almost anything else you have in mind including stamps, labels, cards and raffle tickets.

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 Paw Publications best work, both design and editorial, can be seen in their special projects.

Lake Country Lure – 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 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.

All Business Profiles like this one can also be found online. Use your phone camera on the QR code below to pull up all the area business profiles. If you are interested in creating a Business Profile for your business contact them a year in advance. These monthly profiles sell out every year!

Holiday Gift Guide

The Holiday Gift Guide is packed with local events and activities for families during the Christmas 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.

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.



The Maple Lake MESSENGER
Your Journalist's Choice! \$1

Fall Festival is fun for all

Maple Lake residents enjoy the annual Fall Festival, which is a fun-filled day of activities for the whole family. The festival features a variety of booths, games, and food. It's a great way to spend the afternoon with friends and family.

Ballplayer is among the elite

Local baseball player [Name] has been named to the elite team. He has been playing for several years and has been a key player on the team. He is proud to represent his community and hopes to continue to improve his skills.

Preliminary levy is set

The preliminary levy for the upcoming year has been set. The levy is a tax on property and is used to fund various services. The levy is set at a level that is expected to cover the costs of the services.



Lake Country Lure
The Costume Shoppe has a look for every occasion

The Costume Shoppe offers a wide variety of costumes for all occasions. Whether you need a costume for a school play, a party, or a Halloween costume, we have it. We have costumes for men, women, and children. We have costumes for all ages and all budgets. We have costumes for all occasions.

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Lake Country Lure-Business Buzz
Inserted monthly in the Annandale Advocate & Maple Lake Messenger.



Paw publications is proud to create and distribute many special projects that benefit the community and local business. Many of these projects are inserted to subscribers or distributed at local events and shared on social media.

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.

Sports Programs

Irish Sports Fans love receiving game day sports programs on their electronic device. These programs keep student athletes in the spotlight with these on-line sports programs are viewed and shared through social media, email registration and local news websites. Programs include player photos, game day images, schedules, results, news coverage, rosters and more.

Cardinal Sports Fans receive a premium keepsake program handed out at each home match that contains photos of the players, staff, cheerleaders, game recaps and team rosters. Area businesses love to advertise in both sports programs showing support for their community.

Sports programs provide a wonderful platform for advertisers to invest in the future of their business while supporting sports programs. Ten percent of all proceeds from Cardinal Sports Programs, fund Annandale school athletics and activities.

Grad Issue

Give the high school graduate in your life a pat on the back in the annual Grad Issue. These publications are distributed in every spring. 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 to the community. Many choose to do so with a childhood image combined with a graduation photo.

Lifestyle

The Lifestyle Issue is distributed in the Messenger just in time for Mothers' Day and Fishing Opener. The Lifestyle

For more information on how you can make use of the many services available call 320-963-3813 or 320-274-3052, or email ads@maplelakemessenger.com.



ANNANDALE Advocate
The Heart of the Lakes Winter and Summer Guides

The Advocate provides a variety of services for businesses. We can help you with your advertising, design, and printing needs. We can also help you with your community involvement. We can help you with your business development. We can help you with your business growth. We can help you with your business success.

Heart of the Lakes Winter and Summer Guides

The Heart of the Lakes Winter and Summer Guides are a great way to stay informed about local events and activities. They are also a great way to support local businesses. They are a great way to stay informed about local events and activities. They are also a great way to support local businesses.

issue is the spot to spring into action and make a big splash. Local advertisers fill the pages with spring sales and events and paw publications news staff fill the pages with all kinds of local information for the community. Lifestyle is the perfect place for families and businesses to kickoff summer on a busy weekend.

Spring Home Lawn and Garden

A 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.

Summer Guide

Summer draws large crowds into the Heart of the Lakes area and the Summer-Guide can be found in nearly every home and cabin in the area throughout the summer! The Summer Guide includes a local events calendar, area map, information on state and local parks, fishing, local shops, restaurants and more. Businesses are invited to tap into this huge market.

Community Guide

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 Newcomer packets from the school 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, and handed out during the event.

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.

Printing

The Messenger also produces and prints the Maple Lake Property Owners Association booklets and many other community projects. If you would like to keep your print jobs local and support your community on your next print job contact paw publications and they will match or beat your current print job quote and best of all they are local so no shipping charges!

Inserts, Printing Projects and online Media projects

Maple Flake - Gearhead Gazette

Online Sports Programs

Lifestyle & Grad Issues

Holiday Gift Guide

School Calendars

Heart of the Lakes Winter and Summer Guides

Maple Lake Community Guide

Maple Lake Lake Property OwnersDirectory

© Business Buzz – Paw Publications

2026 Rate Card

Subscription Rates

The Maple Lake MESSENGER	2 Year	
Out-of-Country	\$38	
Out-of-State	\$52	
Snow Bird (Multiple Addresses)	\$42	
E-Edition Only	\$30	

Copy & Design Rates

COPIES PRINTED	PAPER PRICE	BLACK INK	CMYK INK	PER PIECE BLACK	PER PIECE COLOR
+100	.10	.15	.25	.25	.50
+100	.08	.10	.20	.18	.38
+250	.06	.09	.14	.15	.29
+500	.05	.07	.12	.12	.24
+1000	.04	.05	.09	.09	.18
+5000	.03	.03	.07	.06	.13

SPECIALTY PAPER ADD .10 PER COPY	FULL COLOR PRICE ADD TWO COLUMNS	CARD STOCK ADD .20 PER COPY
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250 Quantity = 500 Impressions	250 COPIES	SIDE 1 .15	SIDE 2 .09	\$60.00 TOTAL
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11x17 Printing Above Chart	250 COPIES	.30 BLACK	.75 TOTAL	.58 COLOR	\$145 TOTAL
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\$8 Shipping Charge applied where applicable

Print & Insert in Messenger \$300
8.5x11 COLOR COPY

Print & Insert in Annandale \$600
8.5x11 COLOR COPY

Artwork and Files

Graphic Design	CHARGED PER HOUR OF TIME AT	\$80
Minimum	APPLIED TO ANY FILE CHANGE	\$15
External Disc Handeling	MINIMUM CHARGE APPLIED	\$15
AD Design	WITH AD RUN IN ONE OF OUR PUBLICATIONS	FREE

Special Announcements

Obituaries INCLUDES 1 PHOTO	\$50	Announcements 4-INCH SPOT INCLUDES PHOTO	\$25	ADD A PUB. \$15	Card of Thanks SAY THANK YOU 4-INCH SPOT	\$25	ADD A PUB. \$15	Letters FREE TO SUBSCRIBERS LETTERS MAY BE EDITED	\$15 PER PUB.	Insert Rate .12 ZONED	\$10
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The Maple Lake MESSENGER

MaplelakeMessenger.com
320-963-3813

P.O. Box 817 • 218 Division St. W. • Maple Lake, MN 55358

Office Hours: M-Thur 8:30-4:30 • Current Circulation: approximately 1,100
If physical Office door locked-drop box & voice mail available

Publisher	Michele Pawlenty	publisher@maplelakemessenger.com
Office Manager	Amanda Menden	office@maplelakemessenger.com
Ad Sales & Layout	Nick Pawlenty	ads@maplelakemessenger.com
Print Sales & Design	Don Dittbener	nicks@maplelakemessenger.com
Sports Editor & Staff Writer	Brenda Erdahl	news@maplelakemessenger.com

ANNANDALE Advocate

AnnandaleAdvocate.com
320-274-3052

PO Box D, 73 Oak Ave. S, Annandale, MN 55302

Office Hours: M-Fri 8:30-4:30 • Current Circulation: approximately 2,500
Physical Office Closed on Tuesdays-drop box & voice mail available

Publisher	Paw Publications	gm@annandaleadvocate.com
Office Manager	Amanda Menden	office@annandaleadvocate.com
Ad & Print Sales	Ed Pawlenty	sales@annandaleadvocate.com
Design & Layout	Andrew Enninga	design@annandaleadvocate.com
Layout & Staff Writer	Ryan Bergeron	news@annandaleadvocate.com

Keep Business Local | Your Community depends on it!
Your Full Service Print Shop | Email your sample & we'll quote it or price match!

Advocate & Messenger \$72 - 1 YEAR - 104 ISSUES

Add \$5 to any Subscription for E-Edition

Advocate \$39 | 2 Year \$76

Out-of-State	\$52
Snow Bird (Multiple Addresses)	\$49
E-Edition Only	\$35

Advertising Rates

Color Display Ad* PER COLUMN INCH.....\$975

Black Display Ad* PER COLUMN INCH.....\$745

Display Ad Starting Points

2x2 Advocate or Messenger	Column Width Sizes
B/W \$29.80	1 column 1.694
COLOR \$39.00	2 column 3.556
2x2 Advocate & Messenger	3 column 5.417
B/W \$53.64	4 column 7.278
COLOR \$70.20	5 column 9.139
BEST AD RATE	6 column 11.0
3x5 Advocate & Messenger	
B/W (REG \$670.50) \$402.30	
COLOR (REG \$877.50) \$526.50	

*Same ad must run during all six ad runs

10% OFF	Ad placement in Advocate and Messenger	15% OFF	Messenger/Advocate ad 15+* Any 3 week consecutive ad run Any Non-Profit organization DISCOUNTS MAY BE COMBINED
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*Receive up to 50% off ad rate w/ 1 YEAR AD CONTRACT - Minimum of 12 ads required

Classified Ads ONE RUN IN ADVOCATE & MESSENGER - BLACK INK

\$10 FIRST TWO LINES	Line Ad 4-5 WORDS A LINE	3 LINES \$14	5 LINES \$22
\$14 SECOND RUN \$13.30 PC**	Display	4 LINES \$18	6 LINES \$26

1x2 \$28	2x2 \$56	3x5 \$210
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Public Notices.....\$1.40 per line

We accept Visa or Mastercard
A \$1 Credit Card charge applied to all payments

Publication Information

Publication Dates

The Maple Lake Messenger - Weekly on Wednesday's
The Annandale Advocate - Weekly on Wednesday's

Advertising Deadlines

Messenger & Advocate
Display Ads - Monday at 4:00 p.m.
Classified Ads - Tuesday at Noon

Lake Country Lure
Display/Classified Ads - 4:00 p.m. Monday of Press Week

Publication Size

11" column width x 21.5" column height - SAU

Area Coverage

Central Wright County- Maple Lake, Annandale, Albion, Buffalo, Chanhann, Fairhaven, Marysville, Monticello, Clearwater, Corinna, South Haven, French Lake, Kingston, Southside, Kimball, St. Augusta & Silver Creek Townships

Commissions & Terms: Local retail is non-commissionable. National rates only are commissionable. Terms: 15% 10.

National Advertising Rate (Commissionable) \$9.75 per column inch. National rate commissionable for payment by 30th of the month following publication. 15% allowed to recognized advertising agencies. No commission allowed on payment after 30th of month following publication. Digital art must be provided (minimum pub set) with written insertion order. Past due accounts charged 1.5% per month, 18% per year.

Publisher's 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 is strictly limited to publication of the advertisement in any subsequent issue or the refund of any 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 violation of rights of privacy resulting from the publication of the advertiser's advertisement.

*ALL copyrights to display ads, INCLUDING logos, artwork, images and designs that are created in-house are property of Paw Publications. Any reproduction of an image and art created without written permission is unlawful, fees may be applied. A \$50 minimum charge may be applied for a one time use if the artwork is asked to be sent to any outside source. **Printing requires press ready material, property of the client. Design fees are applied when creating, fixing, or updating a client's print files and remain the clients property when clients account is paid in full. ** P.C. Per Column Inch