

2016 Media Guide AmericanNews

Every morning 365 Days A Year... Your Local News Source

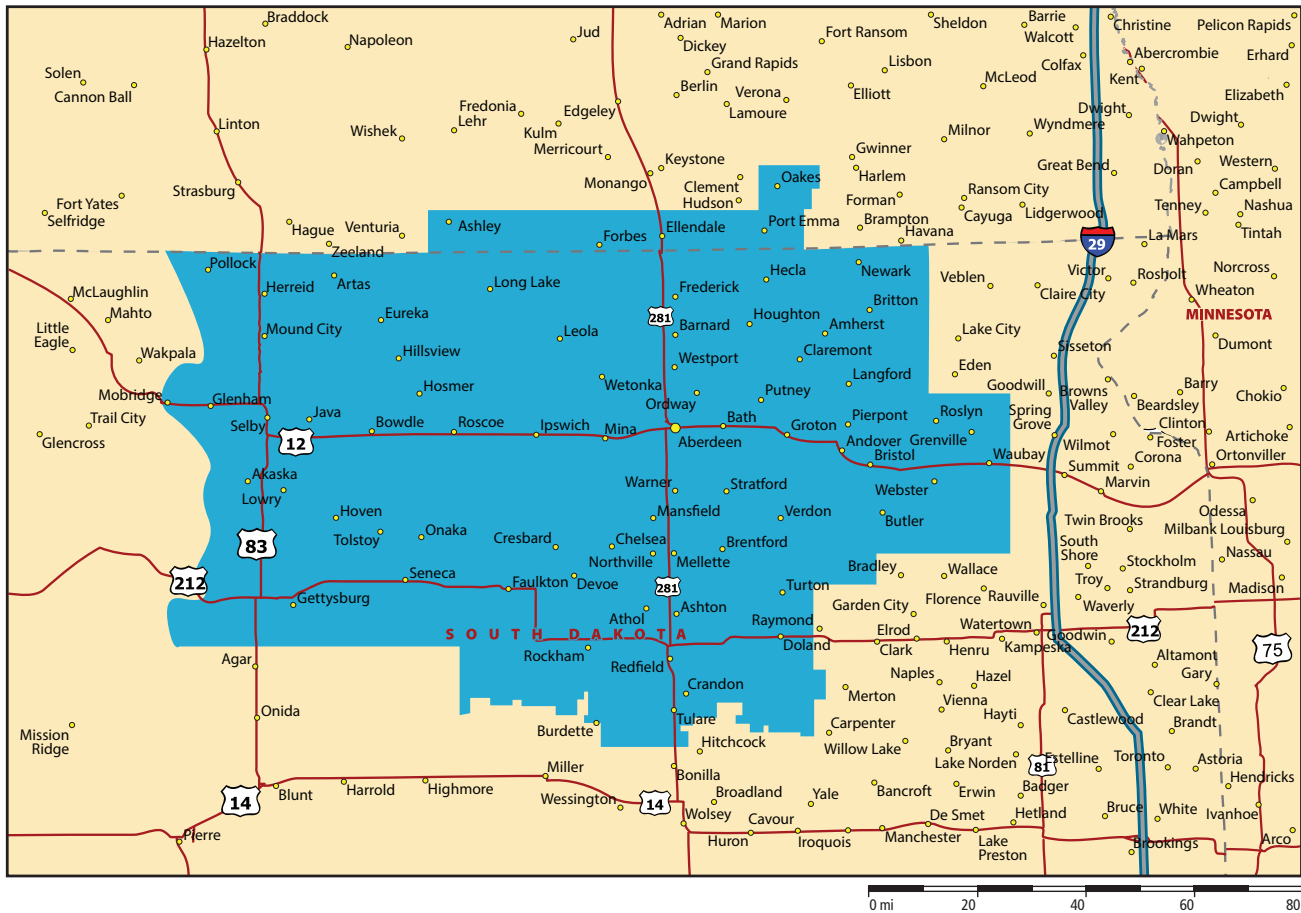


PUBLISHER Cory Bollinger **ADVERTISING DIRECTOR** Christy Orwig **RETAIL SALES MANAGER** Dee McKibben **FARM FORUM SALES MANAGER** Lynde Ross **CUSTOMER SERVICE MANAGER** Brenda VanMeter

cbollinger@abernnews.com corwig@abernnews.com dmckibben@abernnews.com lross@abernnews.com bvanmeter@abernnews.com

Reaches 30,000 Readers!

AAN Distribution



Covering Over 50 Towns In 11 Counties

Market Characteristics

55,100 MARKET ADULTS: 54% ARE LOYAL, DAILY READERS

<u>Total market</u>	<u>Adults</u>
Men	49%
Women	51%
18-34 years old	22%
35-54	37%
55+	41%
Median age	48 yrs.

<u>TOTAL MARKET</u>	<u>ADULTS</u>
Less than 3 years in area	7%
20 years or longer	66%
White collar employee	29%
Blue collar/service/other	28%
Retired	28%
Multi-income households	38%
Married	68%
College graduate	32%
Children (<16 y.o.) at home	32%
Own home	85%
Family income < \$25,000	12%
25,000-49,999	35%
50,000-74,999	29%
75,000-99,999	12%
\$100,000+	11%
Median family income	\$52,000



Monday, January 4, 2010

www.aberdeennews.com 5A

Scrapbook

SEND YOUR PHOTOS

Community Table

American Profile

YES YOU CAN WINNING STRATEGIES TO KEEP YOU RESOLUTION!

ATHLON SPORTS

SHRUG LIFE

Tuesday, January 5, 2010

www.aberdeennews.com 5A

Education

CENTRAL HIGH SCHOOL STUDENTS OF THE MONTH - DECEMBER

CENTRAL HIGH SCHOOL ACADEMIC ACHIEVEMENT - DECEMBER

CENTRAL HIGH SCHOOL Financial aid night set for Monday

GROTON AREA SCHOOL STUDENTS OF THE MONTH - OCTOBER

NORTHERN PLAINS CHRISTIAN ACADEMY STUDENTS OF THE MONTH - NOVEMBER

Monday

Scrapbook (local photos) scrapbook@aberdeennews.com American Profile (every other Monday) Athlon (every third Monday)

Tuesday

Education Page education@aberdeennews.com

Wednesday, January 6, 2010

www.aberdeennews.com

Taste

3 professional bakers share tips for home cooks

Espresso shortbread offers sweet pick-me-up

Thursday, January 7, 2010

www.aberdeennews.com

Out & About

Junior Snow Queen to be chosen Saturday

SNOW QUEEN 2010

Find Freely

Friday, January 8, 2010

www.aberdeennews.com

Outdoors

Tensions building in water dispute

Community Business

The year in local business comings, goings

ALMANAC

Wednesday

Taste Page

Thursday

Out & About Entertainment outandabout@aberdeennews.com

Friday

Community Business business@aberdeennews.com Outdoors outdoorforum@aberdeennews.com



American News

Media Guide

Special Features

Saturday, January 2, 2015

Faith

Artist uses hip-hop to facilitate God's message

Rap, blues featured at Make A Difference Day concert Tuesday

BY KELIA H. PHAROS

...I think the thing about hip-hop when it's in the hands of someone who is... it's about storytelling and we have that in our DNA. It's about sharing your story... it's about sharing your story... it's about sharing your story...



...I think the thing about hip-hop when it's in the hands of someone who is... it's about storytelling and we have that in our DNA. It's about sharing your story... it's about sharing your story... it's about sharing your story...

...I think the thing about hip-hop when it's in the hands of someone who is... it's about storytelling and we have that in our DNA. It's about sharing your story... it's about sharing your story... it's about sharing your story...

DIRECTORY

...of weekly around the Aberdeen Area. Call or visit our website for more information. Visit our website for more information. Visit our website for more information.

...of weekly around the Aberdeen Area. Call or visit our website for more information. Visit our website for more information. Visit our website for more information.

Sunday, January 10, 2015

comics

BY DEAN YOUNG & JOHN MARSHALL

605 Life

Local authors come in variety of genres

MOBILEWALLA Fitness apps 2016

APPLE APPS

Parade

THE TEMPTATION BLUES



Saturday

Faith Page
faith@aberdeennews.com

Sunday

Comics • 605 Life • Parade

CLASSIFIED

Sports

USA TODAY 01.06.16

MONEY

USA TODAY LIFE

...leads Roncalli girls to 1...
...GUN LICENSE APPLICANTS GET PR...
...THE 5 COOLEST THINGS WE'VE SEEN SO FAR...
...Republican hopefuls attack Obama's gun plan...
...Many firearms licensees go uninspected...

Every Day

USA Today • Money • National & World News • Life
Sports – sports@aberdeennews.com • Obits – obits@aberdeennews.com
Classifieds – classifieds@aberdeennews.com

American News Co. Products





Grand Slam

Publication: Your Choice

- Your choice of 4 ads in the American News (including Sunday), or 2 ads in the American News & 1 ad in the Farm Forum, or 2 ads in the Farm Forum
- Your choice of days **within 7 days** (Sun.-Sat.) (2 consecutive Farm Forums if this option chosen)
- 10,000 online impressions on aberdeennews.com for 7 days
- Minimum ad size 8 inches
- Same ad for all issues
- **\$37 per column inch**
- Add full color to first ad for \$200 and get **FREE** color on the remaining ads

Slam

Publication: Your Choice

- Your choice of 4 ads in the American News (including Sunday), or 2 ads in the American News & 1 ad in the Farm Forum, or 2 ads in the Farm Forum
- Your choice of days **within 14 days** (Sun.-Sat.) (2 consecutive Farm Forums if this option chosen)
- 10,000 online impressions on aberdeennews.com for 7 days
- Minimum ad size 8 inches
- Same ad for all issues
- **\$48 per column inch**
- Add full color to first ad for \$200 and get **FREE** color on the remaining ads

FRONT STRIP

Publication: Everyday!
Be on the front page!

- First come, first serve basis
- 6x2 ad (10.333" x 2")
- Full color
- Includes 10,000 online impressions
- \$359 Sunday - \$299 Daily

USA Today

Publication: Every Day!
Front & back page advertising
First come, first serve basis

- 6x3.5 front strip ad (10.333 x 3.5")
- 6x21.25 back page ad (10.333 x 21.25")
- Full color
- \$215 strip ad - \$799 back page ad

Tuesday Business Builder & Repeats

Publication: Every Tuesday

- Any size ad
- 50% off
- Repeat during same week-30% off second time, 50% off remaining times

TOMA

Publication: Every day
Top Of Mind Awareness
Effective billboards in the newspaper & online to create name awareness.

- Direct correlation between who people think of first & who they buy from.
- Size 4 inches to 8 inches
- 1 to 7 times per week
- Farm Forum pickups available

JANUARY

Jan. 1 Primetime Monthly (Friday)
 Jan. 2 Redfield Page
 Jan. 3 Childcare Directory
 Jan. 14 Mall Crazy Days
 Jan. 15 Snow Queen Festival
 Jan. 15 Monthly Downtown Page
 Jan. 17 HomeTown Welcome
 Jan. 24 Bridal Showcase
 Jan. 24 Homebuilders Monthly
 Jan. 27 AHBA Membership Directory
 Jan. 29 Wings Monthly
 Jan. 29 ODF Winter Sports & Rec
 Preview

FEBRUARY

Feb. 1 Primetime Monthly (Monday)
 Feb. 5 FF New Equipment Feature
 Feb. 6 Redfield Page
 Feb. 7 Tax Tips
 Feb. 12 FF Tax Tips
 Feb. 14 Tax Tips
 Feb. 14 Dream Homes
 Feb. 17 HomeTown Welcome
 Feb. 19 Monthly Downtown Page
 Feb. 21 Spring Coupon Mania
 Feb. 21 Tax Tips
 Feb. 25 Wings Monthly
 Feb. 26 FF Tax Tips
 Feb. 28 Homebuilders Monthly
 Feb. 28 Tax Tips

MARCH

March 1 Primetime Monthly (Tuesday)
 March 6 Tax Tips
 March 7 Redfield Page
 March 7 Customer Appreciation
 March 13 Tax Tips
 March 13 Silver Pages FOCUS &
 Directory
 March 14 March Madness
 March 15 FF Spring Extra Edition
 March 17 HomeTown Welcome

March 17 State B Boys Basketball
 March 18 Monthly Downtown Page
 March 20 Tax Tips
 March 20 Bid4It
 March 21 March Madness
 March 22 Easter Church Services
 March 24 Wings Monthly
 March 27 S/S Car Care
 March 27 Tax Tips
 March 27 Homebuilders Monthly
 March 28 March Madness

APRIL

April 1 Primetime Monthly (Friday)
 April 1 FF S/S Car Care
 April 2 Redfield Page
 April 7 Spring Hub City Happenings
 April 8 ODF Fishing Season Super
 Issue
 April 9 Spring Sports Guide
 April 10 Volunteer Page
 April 15 Monthly Downtown Page
 April 17 Childcare Directory
 April 17 HomeTown Welcome
 April 17 All Family Health Fair
 April 22 FF Hay Feature
 April 24 Mother's Day 1 of 2
 April 24 Spring Home & Garden
 April 24 Homebuilders Monthly
 April 27 Design An Ad #1
 April 30 Design An Ad #2

MAY

May 1 Primetime Monthly (Sunday)
 May 1 Mother's Day 2 of 2
 May 6 FF Life On The Farm
 May 7 Redfield Page
 May 8 Nursing Home Week
 May 8 Graduation
 May 13 Friday the 13th
 May 17 HomeTown Welcome
 May 20 Monthly Downtown Page
 May 20 FF Life On The Farm

May 22 Homebuilders Monthly
 May 26 Road Trip

JUNE

June 1 Primetime Monthly
 (Wednesday)
 June 3 FF Life On The Farm
 June 4 Redfield Page
 June 6 Customer Appreciation
 June 10 ODF Summer Fish, Camp, Golf
 June 12 Tying the Knot
 June 17 HomeTown Welcome
 June 17 FF Life On The Farm
 June 17 Monthly Downtown Page
 June 19 Summer Coupon Mania
 June 26 Homebuilders Monthly
 June 29 Access Aberdeen

JULY

July 1 Primetime Monthly (Friday)
 July 2 Redfield Page
 July 8 FF Harvest Time on the Farm
 July 14 Crazy Days
 July 15 Monthly Downtown Page
 July 15 FF Harvest Time on the Farm
 July 16 Crazy Days
 July 17 HomeTown Welcome
 July 22 FF Harvest Time on the Farm
 July 24 It's Your Health
 July 24 Homebuilders Monthly
 July 27 ODF Pheasant Fever E-edition
 July 29 FF Harvest Time on the Farm
 July 29 FF Health Feature
 July 31 Childcare Directory

AUGUST

Aug. 1 Primetime Monthly (Monday)
 Aug. 2 FF Pre-Harvest Edition
 Aug. 5 FF Harvest Time on the Farm
 Aug. 6 Redfield Page
 Aug. 12 FF Fair Feature -
 DakotaFest/BCF
 Aug. 14 Fair Days with 4-H Page

Aug. 17 HomeTown Welcome
 Aug. 19 Monthly Downtown Page
 Aug. 19 FF Harvest Time on the Farm
 Aug. 21 Bid4It
 Aug. 26 ODF Archery & Waterfowl
 Aug. 27 Fall Sports Guide
 Aug. 28 Homebuilders Monthly

SEPTEMBER

TBD Schmeckfest
 Sept. 1 Primetime Monthly (Thursday)
 Sept. 1 F/W Hub City Happenings
 Sept. 3 Redfield Page
 Sept. 4 Fall Home Improvement
 Sept. 4 Applefest
 Sept. 11 Fall Coupon Mania
 Sept. 11 Customer Appreciation
 Sept. 17 HomeTown Welcome
 Sept. 16 Monthly Downtown Page
 Sept. 23 Ag Directory
 Sept. 25 Homebuilders Monthly
 TBD Wings: Welcome Back

OCTOBER

TBD Restaurant Week/Dash
 Oct. 1 Primetime Monthly (Saturday)
 Oct. 1 Clergy
 Oct. 1 Redfield Page
 Oct. 2 Cosmetology
 Oct. 7 FF Livestock Equipment
 Feature
 Oct. 7 Make Your House A Home
 Oct. 7 ODF Pheasant Super Issue
 Oct. 8 Think Pink
 Oct. 9 F/W Car Care
 Oct. 14 Make Your House A Home
 Oct. 14 FF F/W Car Care
 Oct. 16 Silver Pages FOCUS Directory
 Oct. 17 HomeTown Welcome
 Oct. 21 Make Your House A Home
 Oct. 21 Monthly Downtown Page
 Oct. 21 FF Seed & Planting Feature

Oct. 23 Homebuilders Monthly
 Oct. 28 FF Seed & Planting Feature
 Oct. 28 Make Your House A Home

NOVEMBER

TBD Six Weeks of Christmas
 Nov. 1 Primetime Monthly (Tuesday)
 Nov. 4 Make Your House A Home
 Nov. 4 FF Seed & Planting Feature
 Nov. 4 Shop Local TBD
 Nov. 5 Redfield Page
 Nov. 11 FF Seed & Planting Feature
 Nov. 11 ODF Deer Hunting issue
 Nov. 11 Veterans
 Nov. 11 FF 55th - Innovations
 Nov. 11 Shop Local TBD
 Nov. 17 HomeTown Welcome
 Nov. 18 Shop Local TBD
 Nov. 18 Monthly Downtown Page
 Nov. 20 Winter Coupon Mania
 Nov. 20 Thanksgiving Wrap (AN Plus)
 Nov. 24 Holiday Gift Guide 1

Nov. 24 Thanksgiving Wrap (AN)
 Nov. 25 Shop Local TBD
 Nov. 27 Homebuilders Monthly
 Nov. 27 Christmas Church Service

DECEMBER

Dec. 1 Primetime Monthly (Thursday)
 Dec. 2 Shop Local TBD
 Dec. 3 Redfield Page
 Dec. 4 Holiday Gift Guide 2
 Dec. 5 Customer Appreciation
 Dec. 9 Shop Local TBD
 Dec. 9 FF Cattlemen's Roundup
 Dec. 10 Winter Sports Guide
 Dec. 15 Holiday Greetings
 Dec. 16 Shop Local TBD
 Dec. 16 Monthly Downtown Page
 Dec. 17 HomeTown Welcome
 Dec. 18 Letters to Santa
 Dec. 25 Homebuilders Monthly

***All dates subject to change.*



The *Area's Best* Online Auction

March & August 2016

Your business gives us merchandise or services to put up for auction

We give you full retail value of your items in ad space once your item/items sell for the reserve bid of 50% (75% for real estate or vehicles.)

No cash outlay, a trade for your merchandise or services for advertising space (\$1300 minimum required to participate in packages not less than \$50 each)

Credit may be used in the American News, Farm Forum, Outdoor Forum, print or digital.



AmericanNews
Media Guide