

# Q & A'S About the Farmers Independent and Clearwater Shopper

## Q. What areas do the publications cover?

A. The Farmers Independent covers the communities in Clearwater County. News from these areas should be sent to the editor, Tom Burford. Tom can be reached by phone or email (see below).

## Q. What is the Clearwater Shopper?

A. The Clearwater Shopper is a weekly shopper mailed every Saturday. The Clearwater Shopper is delivered by U.S. Mail to more than 4,500 homes and businesses.

## Q. How do I subscribe to the Farmers Independent?

A. There are four ways to subscribe: by phone, by mail, in person, or online. You can charge your subscription to your Visa or MasterCard, pay by check, or in person with cash. Subscribe via email using your credit card at: [farmpub@gvtel.com](mailto:farmpub@gvtel.com). Delivery starts when payment is received. (See separate ad for subscription rates).

Those ordering multiple-year subscriptions will have them pro-rated in the event of a subscription price change.

## Q. Can I get copies of the paper or reprints of photos?

A. Back copies of the Farmers Independent are available for several previous years. Copies for the current month are \$1 each. If they are to be mailed, add \$2.50 postage and handling.

Reprints of our own photographs are available by contacting the Farmers Independent at 218-694-6265 or [farmpub@gvtel.com](mailto:farmpub@gvtel.com). Prices vary according to quantity and size. Photos should be ordered soon after being published, as it saves time on the search process.

## Q. How do I get a Letter to the Editor published?

A. The Farmers Independent encourages its readers to write letters to the editor on subjects of public interest. Letters that are brief and to the point are preferred. Letters should be kept to about 500 words in length, either double spaced, typewritten, in legible handwriting or via email. All letters will be subject to editing. For verification purposes, letters must include the writer's signature, name, residential address and phone number.

Letters without a signature or those that are submitted anonymously will not be published. Letters which contain undocumented charges will not be run, nor will letters that are considered libelous in nature. When questions arise about the liability of publishing a letter, then it will be reviewed by the Minnesota Newspaper Association's libel attorney and his advice will be followed.

## Q. How do I get an obituary published?

A. Obituaries are published free of charge up to 350 words; after which charges apply. The Cease Family Funeral Homes automatically send obituaries of the local community's residents. People may also submit obituaries for past or present county residents if other funeral homes are providing the arrangements.

## Q. How do I announce an engagement, wedding, anniversary, birthday or open house, etc.?

A. There is a charge for "social announcements" of the types noted above. Engagements, weddings, anniversaries and open houses are \$14 for one week with a photograph and \$24 for two weeks. Without a photograph the fees are \$11 for one week and \$19 for two weeks, payable in advance. Fiftieth and 75th anniversaries are published one time free of charge (our gift from the Farmers Independent). If published twice, the second time would be charged \$10 with a photo and \$8 without a photo.

Our standard size birthday ad is 1 col. x 2-1/2 inches and cost is \$14.75. A 2 col. x 2-1/2 inch ad costs \$27.

For social announcements with a border added, the cost is \$24.50 per week for a 1 col. x 5 inch announcement. If larger, then the cost is \$5.00 per additional inch of length.

Photos and text can be brought to the office, mailed or emailed to [farmpub@gvtel.com](mailto:farmpub@gvtel.com). Be sure to include contact information and payment information such as your Visa or Mastercard numbers and phone number.

## Q. How do I get a birth announcement in the paper?

A. The Farmers Independent runs birth announcements free of charge.

## Q. How do I get a community announcement in the paper?

A. As a public service to the community, the Farmers Independent runs brief announcements of upcoming events. All items must be submitted in writing or via email, including a contact name and phone number. Items are subject to editing and the newspaper cannot guarantee placement or publication date. There is no charge for this service. Fundraising events are considered advertising and must be paid. Contact editor Tom Burford if in doubt.

## Q. How do I get a news item in the paper?

A. The Farmers Independent runs news items telling about items of interest in the community. All items must be submitted in writing or via email, including a contact name and phone number. Items are subject to editing and the newspaper cannot guarantee placement or publication date. There is no charge for this service if it is considered by the editor to be news. If the aim of the information is to bring paying customers to an event or place, then the information is considered advertising and must be paid. Contact editor Tom Burford if in doubt.

## Q. How do I get a team picture published?

A. Those who would like to submit a team picture for publication should check in with the front office staff or contact us via email at [farmpub@gvtel.com](mailto:farmpub@gvtel.com). Photos must be of local teams or involve local persons. Names of those pictured should be listed from left to right, front row first. Include a contact name and phone number.

## Q. How do I place a classified ad?

A. Classified ads can be hand delivered to our office, mailed to us at PO Box 130, Bagley MN 56621, phoned in at 218-694-6265 or emailed. Payment in advance is required and can be done with cash, check, Visa or Mastercard. Classified ad rates are detailed in a separate advertisement on the classified page in most issues. All classified ads are placed in the Farmers Independent and the Clearwater Shopper.

## Q. How do I place a display ad?

A. To advertise your business or service as a display ad (minimum 2 column inches or more) in the Farmers Independent and (or) the Clearwater Shopper, please call 218-694-6265. We can explain the advertising rates to you. You may also submit information via email and we can assemble an ad for you, email a proof to you with costs and options.

## Deadlines for the Farmers Independent are as follows:

Classifieds: 4 p.m. Monday

Display ads: 5 p.m. Monday

News (mailed or emailed) Noon Monday

News (hand delivered) 4 p.m. Monday

Social announcements: 4 p.m. Monday

High school sports: 9 a.m. Tuesday

Obituaries or death notices: 10 a.m. Tuesday

## Deadlines for the Clearwater Shopper are as follows:

4 p.m. Monday one week prior to publication date. The Clearwater Shopper is printed the Tuesday prior to the Saturday delivery date. Please plan ahead.

## Q. How do I get business forms, etc. printed?

A. If you want forms, business cards, letterheads, envelopes, brochures, flyers or just about anything printed for your business or personal use, the Farmers Publishing Co. maintains a printing department. You can stop in our office, call us on the phone or inquire via email at [farmpub@gvtel.com](mailto:farmpub@gvtel.com). If you aren't sure what you want your printed product to look like, we will set it up with your information and provide you a proof for approval before printing it.

**Emailed items:** Please notify us with a phone call if you are not certain your email has been received. Sometimes filtering software blocks an email; sometimes the mailbox is filled by a large file. Be sure to provide contact information when submitting any items.

**Farmers Independent & Clearwater Shopper**  
218-694-6265      [farmpub@gvtel.com](mailto:farmpub@gvtel.com)