

# FAQ – Farmers Publishing Co.

## **What areas do the publications cover?**

The Farmers Independent covers the communities in Clearwater County. News from these areas should be sent to the editor, Darin Steindl. Darin can be reached by phone (see below) or email (see <https://farmersindependent.com/contact/>).

## **What is the Clearwater Shopper?**

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.

## **How do I subscribe to the Farmers Independent?**

You can subscribe by phone, mail, in person, or online. You can charge your subscription to your Visa or MasterCard, pay by check, or in person with cash. Delivery starts when payment is received. Subscription options are available at <https://farmersindependent.com>.

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

Back copies of the Farmers Independent are available for several previous years. Copies are \$1 each plus postage and handling. Reprints of our photographs are available by contacting the Farmers Independent. Prices vary according to quantity and size.

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

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 typed, 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 *Letters without a signature or those that are submitted anonymously will not be published.* Letters which contain undocumented charges will not be run, nor will letters that are considered libelous in nature.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.

## **How do I get an obituary published?**

Obituaries are published for \$25 (up to 499 words) or \$50 (500+ words). 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.

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

The charge for "social announcements" of the types noted above are \$2.50 per column inch. Fiftieth and 75th anniversaries are published one time free of charge. 100th birthdays are also published one time free of charge.

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

The Farmers Independent runs birth announcements free of charge.

**Deadline for the Farmers Independent & Clearwater Shopper is 4 pm on Monday**

**(218) 694-6265**

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

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 the editor if in doubt.

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

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 the editor if in doubt.

## **How do I get a team picture published?**

Those who would like to submit a team picture for publication should check in with the front office staff or contact us via email. 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.

## **How do I place a classified ad?**

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.

## **How do I place a display ad?**

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.

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

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.