



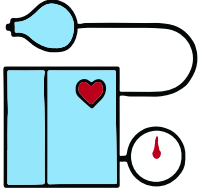
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PROMOS

Sartell-St. Stephen • St. Joseph

Reach us at : 320-363-7741
www.TheNewsleaders.com/promotions

Reaching Everybody! Newsleaders

Senior Living Package



Run a Banner Ad

(Dimensions: 10" wide by 5" tall) **\$499**/ad for running 4 times

\$549 for single ads

or a 1/3 page ad

(Dimensions: 3.25" wide by 5" tall) **\$299**/ad for running 4 times

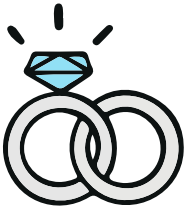
\$349 for single ads

Contact Us by March 16 to receive \$50 OFF discount per ad

A total of \$200 if you commit to all 4!

Promotion runs once a quarter

Wedding Feature Promo



Run a Banner Ad

(Dimensions: 10" wide by 5" tall) **\$499**/ad for running 4 times

\$549 for single ads

or a 1/3 page ad

(Dimensions: 3.25" wide by 5" tall) **\$299**/ad for running 4 times

\$349 for single ads

Contact Us by April 13 to receive \$50 OFF discount per ad

A total of \$200 if you commit to all 4!

Promotion runs once a quarter

Health Care Careers Package



Run a Banner Ad

(Dimensions: 10" wide by 5" tall) **\$499**/ad for running 4 times

\$549 for single ads

1/3 page ad

(Dimensions: 3.25" wide by 5" tall) **\$299**/ad for running 4 times

\$349 for single ads

Contact Us by March 30 to receive \$50 OFF discount per ad

A total of \$200 if you commit to all 4!

Promotion runs once a quarter

Wine, Beer & Mixology



Run a Banner Ad

(Dimensions: 10" wide by 5" tall) **\$499**/ad for running 2 times

\$549 for single ads

or a 1/3 page ad

(Dimensions: 3.25" wide by 5" tall) **\$299**/ad for running 2 times

\$349 for single ads

Contact Us by April 13 to receive \$50 OFF discount per ad

A total of \$100 if you commit to both!

Promotion runs twice a year

Families first

How 'No-Problem Parenting' is helping refocus today's child-raising issues

by Jaci Finneman

In my work with children who have experienced a disrupted attachment with their birth mothers, I often start with empathy for the child. If the child is old enough, at least 5 years old, I draw a picture that explains the importance of the First Year of Life Cycle. During this cycle, babies have needs, and ways they express those needs.

One of the most natural ways babies express themselves is through crying. Whatever it is they need, they cry. And if their mother is not close enough, they cry harder. Sometimes, they cry so hard they show rage. Their faces turn deep red; their bodies stiffen, and they arch their back, crying so hard sometimes that they lose their breath.

The solution is simple. You pick them up. Feed them. Rock them. Change their diapers. Gratification. That is what every mother gives to their child. Those little acts of love and kindness show a baby that everything is going to be OK.

Soothing and calming a baby's fears is our way of building trust. Eventually, the baby learns when they need something and knows they will be cared for. This gratification cycle happens thousands of times over the baby's first year of life. The mother learns every day, every moment, each and every sound and movement their child makes. And in time, trust is what connects them – builds a bond.

So, what happens when that attachment/trust is disrupted? What happens when a child is separated from their birth mom through adoption, neglect or death?

The earlier you have these conversations with your child, the

better. Don't try to rescue them from their reality, even though it may be uncomfortable and painful. When a child suffers a detachment, they need more than your love – they need your understanding and confident leadership. They must know you can handle their pain. They must know they are safe and that you will do whatever it takes to keep them safe – even from themselves.

How can a baby remember their infancy? Their body remembers. Their pre-verbal brain remembers. To learn more, check out the book, "The Body Keeps the Score" by Bessel Van-Der Kolk.

When any of these experiences happen consistently, they can cause a detachment. For example, if the mother does not come when the baby cries, there is a break. If the mother cannot soothe their own wants and needs, the baby's discomfort or pain, there is a break. If gratification doesn't happen or is not consistent, the baby may learn not to trust, and instead feel responsible for meeting their own needs.

Babies want to feel comfort and love, and when it doesn't happen, for whatever reason, they can become fearful.

If and when a baby is removed from their birth mother, they must learn these cues all over again. Having been abandoned, the baby sometimes rejects the overtures from their new mother, fearful of the feelings of abandonment may happen again.

As the toddler ages, they become more resentful and even envious of other children in the home – birth siblings, foster siblings and even children in daycare or school. They mostly become envious of the children who feel love and have a relationship with their mother,

making them resent their own mother more.

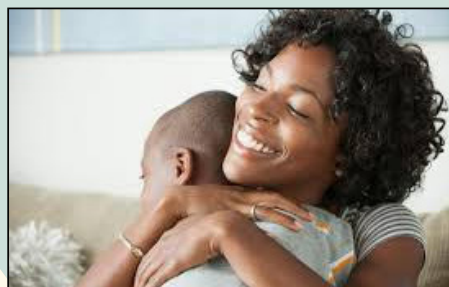
If the child was adopted, they resent their birth mother, no matter how strong the love and caring is. The hurtful consequences sometimes cause a feeling of deep resentment, causing the child to feel unlovable. And the disrupted attachment cycle continues.

As a 30-year counselor turned parent-coach, I have supported hundreds of kids and families who have been misunderstood and mistreated by the mental health system. Their real life examples are too painful for non-traumatized people to accept.

That's why I left the mental health system and became a parent-coach. While I believe in therapy, I don't believe all therapy is created equal. Parents and children deserve to be understood and accommodated with a goal of keeping families together whenever possible.

I started Hello World with a mission of "awakening attachment." I became focused on serving parents with children who had breaks in early life attachment. In 2018, after being encouraged by many parents with children experiencing "typical behavior problems," I finally decided I could teach any parent what I had learned throughout my 40,000 hours of experience in the homes of all those families.

In 2019, I launched No-Problem Parenting. So, when I say we can deal with and overcome any emotional or behavioral challenge in our home, I mean it. There are solutions. To become a part of the No-Problem Parenting Community, visit noproblemparenting.com. To learn more about me, reach out at jaci@helloworldmn.com or call 320-200-1046.



Starting in 2022, the Newsleaders has partnered with local parenting coach Jaci Finneman to bring readers consistent No-Problem Parenting™ strategies and tips helping to refocus today's child-raising issues.

We are also promoting a Smartypants Kids' Page with word games and puzzles, and interesting fun facts on various topics in conjunction with this effort.

YOUR AD HERE!

Commit to running your color ad (5 col. or 10" wide by 5" tall) in the Newsleaders

Every edition (26x/year) @ \$449/page

Every other edition (13x/year) @ \$499/page

Every other month (6x/year) @ \$529/page

Quarterly (4x/year) @ \$559/page

All pages will run in full color in BOTH Newsleaders

AND also online at thenewsleaders.com

2022 publication dates are as follows: Jan. 7 & 21, Feb. 4 & 18, March 4 & 25*, April 1, 15 & 29, May 13 & 27, June 10 & 24, July 8 & 22, Aug. 5 & 19, Sept. 2, 16 & 30, Oct. 14 & 28, Nov. 11 & 25, Dec. 9 & 23.

Deadlines are noon Fridays prior to the above dates.

QUARTER 1

EDITION DATES	PROMOS	PRICING	DISCOUNT & PACKAGING DEADLINES	FINAL RESERVATION DATE W/O DISCOUNT	# OF ISSUES
Jan. 7	New Year's Resolution	Discount \$499 ¹ & 299 ² ; Regular \$549 & \$349	Wednesday, Dec. 22	Wednesday, Dec. 29	1 of 1
	Charity	Discount \$499 ¹ & 299 ² ; Regular \$549 & \$349	Wednesday, Dec. 22	Wednesday, Dec. 29	1 of 1
Jan. 21	Senior Living Q1	PACKAGE: \$499 ¹ /ad for running 4 times; \$549 for single ads	Wednesday, Jan. 5	Wednesday, Jan. 12	1 of 4
	Estate & Pre-Planning	Discount \$499 ¹ & 299 ² ; Regular \$549 & \$349	Wednesday, Jan. 5	Wednesday, Jan. 12	1 of 1
	Parenting Page & Kids Page	PACKAGE: \$449 ¹ /ad for running 26 times; \$499/ad for running 13 times; \$529/ad for running 6 times; \$559/ad for running 4 times	Wednesday, Jan. 5	Wednesday, Jan. 12	1 of 13
Feb. 4	Eye Care Part 1 of 2	PACKAGE: \$499 ¹ for signing up for both; \$549 for signing up for 1	Wednesday, Jan. 19	Wednesday, Jan. 26	1 of 2
	Tax Season	Discount \$499 ¹ & 299 ² ; Regular \$549 & \$349	Wednesday, Jan. 19	Wednesday, Jan. 26	1 of 1
Feb. 18	Abduction Awareness & Human Trafficking	Discount \$199 ³ , Regular \$249	Wednesday, Feb. 2	Wednesday, Feb. 9	1 of 1
	Wedding Q1	PACKAGE: \$499 ¹ /ad for running 4 times; \$549 for single ads	Wednesday, Feb. 2	Wednesday, Feb. 9	1 of 4
	Parenting Page & Kids Page	SOLD AS A PACKAGE		Wednesday, Feb. 9	2 of 13
Mar. 4	Health Care Careers Q1	PACKAGE: \$499 ¹ /ad for running 4 times; \$549 ² /ad for single ads; \$299/ad 1/3 page for running 4 times; \$299 for single ads	Wednesday, Feb. 16	Wednesday, Feb. 23	1 of 4
Mar. 25	STL Sabre Spring Sports	PACKAGE: \$199 ³ for running in all 5, \$249 if running separately	Wednesday, March 2	Wednesday, March 9	1 of 5
	Parenting Page & Kids Page	SOLD AS A PACKAGE		Wednesday, March 9	3 of 13
Apr. 1	STL Spring RG	See Promo-Specific Rates	Wednesday, March 9**	Wednesday, March 16**	1 of 3
	Senior Living Q2	PACKAGE: \$499 ¹ /ad for running 4 times; \$549 for single ads	Wednesday, March 16	Wednesday, March 23	2 of 4
Apr. 15	Earth Day	Discount \$499 ¹ & 299 ² ; Regular \$549 & \$349	Wednesday, March 30	Wednesday, April 6	1 of 1
	Parenting Page & Kids Page	PACKAGE: \$449 ¹ /ad for running 26 times; \$499/ad for running 13 times; \$529/ad for running 6 times; \$559/ad for running 4 times	Wednesday, March 30	Wednesday, April 6	4 of 13
	Muskies, Stone Ponies, Joes, Steves	SOLD AS A PACKAGE		Wednesday, April 6	2 of 5
	Health Care Careers Q2	PACKAGE: \$499 ¹ /ad for running 4 times; \$549 for single ads	Wednesday, March 30	Wednesday, April 6	2 of 4
Apr. 29	Shop Local 1 of 2	PACKAGE: \$499 ¹ , \$299 ² , \$199 ³ for signing up for both. Regular \$549, \$349, \$249	Wednesday, April 13	Wednesday, April 20	1 of 2
	Wine, Beer,Mixology	PACKAGE: \$499 ¹ & \$299 ² for signing up for both.	Wednesday, April 13	Wednesday, April 20	1 of 2
	Wedding Q2	PACKAGE: \$499 ¹ /ad for running 4 times; \$549 for single ads	Wednesday, April 13	Wednesday, April 20	2 of 4
May 13	Police Week	PACKAGE: \$199 ¹ for signing up for both	Wednesday, April 27	Wednesday, May 4	1 of 2
	Parenting Page & Kids Page	SOLD AS A PACKAGE		Wednesday, May 4	5 of 13
May 27	STL Grad Page	10% off when packaged w/ SJN Grad Page	Wednesday, May 11	Wednesday, May 18	1 of 1
	SJN Grad Page	Discount 10% off when packaged w/ STL Grad Tab, Regular \$129	Wednesday, May 11	Wednesday, May 18	1 of 1
June 10	Dental 1 of 2	PACKAGE: \$499 ³ for signing up for both; \$549 for signing up for 1	Wednesday, May 25	Wednesday, June 1	1 of 2
	Parenting Page & Kids Page	SOLD AS A PACKAGE		Wednesday, June 1	6 of 13
June 24	SJN RG	See Promo-Specific Rates	Wednesday, June 1**	Wednesday, June 8**	1 of 1
	4th of July	Discount \$199 ³ , Regular \$249	Wednesday, June 8	Wednesday, June 15	2 of 3

QUARTER 2

	SINGLE PROMOTIONS		Tax Season		St. Joseph Grad Tab
	New Year's Resolution		Abduction Awareness & Human Trafficking		4th of July
	Charity		Earth Day		Back to School
	Estate & Pre-Planning		Sartell Grad Tab		Veterans Day

EDITION DATES	PROMOS	PRICING	DISCOUNT & PACKAGING DEADLINES	FINAL RESERVATION DATE W/O DISCOUNT	# OF ISSUES
July 8	Parenting Page & Kids Page	PACKAGE: \$449 ¹ /ad for running 26 times; \$499/ad for running 13 times; \$529/ad for running 6 times; \$559/ad for running 4 times	Wednesday, June 22	Wednesday, June 29	7 of 13
	Senior Living Q3	PACKAGE: \$499 ¹ /ad for running 4 times; \$549 for single ads	Wednesday, June 22	Wednesday, June 29	3 of 4
July 22	Health Care Careers Q3	PACKAGE: \$499 ¹ /ad for running 4 times; \$549 for single ads	Wednesday, July 6	Wednesday, July 13	3 of 4
Aug. 5	Eye Care Part 2 of 2	SOLD AS A PACKAGE	Wednesday, July 20	Wednesday, July 27	2 of 2
	Back to School	Discount \$499 ¹ & \$299 ² & \$199 ³ Regular \$549 & \$349 & \$249	Wednesday, July 20	Wednesday, July 27	1 of 1
	Parenting Page & Kids Page	SOLD AS A PACKAGE		Wednesday, July 27	8 of 13
Aug. 19	Fall Sports Schedule	SOLD AS A PACKAGE		Wednesday, Aug. 10	3 of 5
Sept. 2	Wedding Q3	PACKAGE: \$499 ¹ for signing up for both; \$549 for signing up for 1	Wednesday, Aug. 17	Wednesday, Aug. 24	3 of 4
	STL Sabres Non-Sports Activities Schedule	SOLD AS A PACKAGE		Wednesday, Aug. 24	4 of 5
	Parenting Page & Kids Page	SOLD AS A PACKAGE		Wednesday, Aug. 24	9 of 13
Sept. 16	Fall RG	See Promo-Specific Rates	Wednesday, Aug. 24**	Wednesday, Aug. 31**	3 of 3
Sept. 30	Firefighters' Salute	SOLD AS A PACKAGE		Wednesday, Sept. 21	2 of 2
	Parenting Page & Kids Page	SOLD AS A PACKAGE		Wednesday, Sept. 21	10 of 13
Oct. 14	Senior Living Q4	PACKAGE: \$499 ¹ /ad for running 4 times; \$549 for single ads	Wednesday, Sept. 28	Wednesday, Oct. 5	4 of 4
Oct. 28	Veteran's Day	Discount \$499 ¹ & 299 ² ; Regular \$549 & \$349	Wednesday, Oct. 12	Wednesday, Oct. 19	1 of 1
	Health Care Careers Q4	PACKAGE: \$499 ¹ /ad for running 4 times; \$549 for single ads	Wednesday, Oct. 12	Wednesday, Oct. 19	4 of 4
	Parenting Page & Kids Page	PACKAGE: \$449 ¹ /ad for running 26 times; \$499/ad for running 13 times; \$529/ad for running 6 times; \$559/ad for running 4 times	Wednesday, Oct. 12	Wednesday, Oct. 19	11 of 13
Nov. 12	Wine, Beer, Mixology	SOLD AS A PACKAGE		Wednesday, Nov. 2	2 of 2
	Wedding Q4	PACKAGE: \$499 ¹ /ad for running 4 times; \$549 for single ads		Wednesday, Nov. 2	4 of 4
	Shop Local 2 of 2	SOLD AS A PACKAGE		Wednesday, Nov. 2	1 of 2
Nov. 25	Dental 2 of 2	SOLD AS A PACKAGE		Wednesday, Nov. 16	2 of 2
	STL Sabres Winter Sports Schedule	SOLD AS A PACKAGE		Wednesday, Nov. 16	5 of 5
	Parenting Page & Kids Page	SOLD AS A PACKAGE		Wednesday, Nov. 16	12 of 13
Dec. 9	Holiday Greeting	Discount 10% off when packaged w/ YIR, Regular \$129	Wednesday, Nov. 16**	Wednesday, Nov. 23**	1 of 2
Dec. 23	Year-In Review	Discount 10% when packaged w/ greeting, Regular \$249		Wednesday, Dec. 7	2 of 2
	Parenting Page & Kids Page	SOLD AS A PACKAGE		Wednesday, Dec. 14	13 of 13

QUARTER 3

QUARTER 4

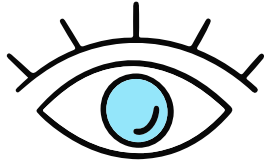
	PACKAGED PROMOTIONS
	Shop Local (2)
	Health Care Careers (4)*
	Sports & Activities Schedules (5)
	Dental Care (2)
	Senior Living (4)*

	Parenting & Kids Page (13)*
	Wine, Beer, Mixology (2)
	Eye Care (2)
	Resource Guides (3)
	Police & Firefighter Salutes (2)
	Wedding Feature (4)*

**	Early Deadline
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DIMENSIONS	
Banner ¹	HORIZONTAL: 10" WIDE BY 5" TALL
1/3 Page ²	VERTICAL: 3.25" WIDE BY 5" TALL
1/8 Page ³	SQUARE: 2.5" WIDE BY 2.5" TALL

Eye Care Package



Run a Banner Ad

(Dimensions: 10" wide by 5" tall) **\$499**/ad for running 2 times

\$549 for single ads

or a 1/3-page ad

(Dimensions: 3.25" wide by 5" tall) **\$299**/ad for running 2 times

\$349 for single ads

Contact Us by Jan. 19 to receive \$50 OFF discount per ad

A total of \$100 if you commit to both!

Promotion runs twice a year

Shop Local Promo



Run a Banner Ad

(Dimensions: 10" wide by 5" tall) **\$499**/ad for running 2 times

\$549 for single ads

or a 1/3-page ad

(Dimensions: 3.25" wide by 5" tall) **\$299**/ad for running 2 times

\$349 for single ads

or a 1/8 page ad

(Dimensions: 2.5" wide by 2.5" tall) **\$199**/ad for running 2 times

\$249 for single ads

Contact Us by April 13 to receive \$50 OFF discount per ad

A total of \$100 if you commit to both!

Promotion runs twice a year

Police & Fire Salutes Promo



Run a 1/8-page Ad

(Dimensions: 2.5" wide by 2.5" tall) **\$199**/ad for running 2 times

\$249 for single ads

Contact Us by April 27 to receive \$50 OFF discount per ad

A total of \$100 if you commit to both!

Promotion runs twice a year

Dental Care Package



Run a Banner Ad

(Dimensions: 10" wide by 5" tall) **\$499**/ad for running 2 times

\$549 for single ads

or a 1/3-page ad

(Dimensions: 3.25" wide by 5" tall) **\$299**/ad for running 2 times

\$349 for single ads

Contact Us by May 25 to receive \$50 OFF discount per ad

A total of \$100 if you commit to both!

Promotion runs twice a year

2022 Resource Guides

Sartell-St. Stephen • St. Joseph

10,000 copies

4,200 copies

distributed FREE from the *Newsleader*
to each respective towns' residents by mail and newsstands
at each City Hall, each Post Office and local area businesses.

1/16-page

Actual size NO COLOR

\$92/guide Sartell

\$74 St. Joseph

1/8-page

Actual size - NO COLOR

\$180/guide Sartell

\$134 St. Joseph

CONTACT-US DISCOUNT

receive **1,000**
web impressions

& 15% off

all three guides

OR 10% off

two guides

OR 5% off

one guide

if you commit by

NOON Wednesday,

Feb. 23, 2022

Quarter page

\$275/guide Sartell

\$177 St. Joseph

(Full color)

3.5" w. x 4.75" h.

Half page

\$484/guide Sartell

\$288 St. Joseph

(Full color)

7.25" w. x 4.75" h.

OR 3.5" w. x 9.5" h.

Full page

\$834/guide Sartell

\$507 St. Joseph

(Full color)

7.25" w. x 9.5" h.

ABSOLUTE DEADLINES:

Spring guide Sartell-St. Stephen: WEDNESDAY, Feb. 23, 2022

(Inserted as a second section in an April edition.)

Summer guide St. Joseph: WEDNESDAY, May 18, 2022

(Inserted as a second section prior to July 4.)

Fall guide Sartell-St. Stephen: WEDNESDAY, Aug. 10, 2022

(Inserted as a second section in a September edition.)

Contact Janelle • 320-363-7741



Sartell-St. Stephen • St. Joseph

Newsleaders

Reaching EVERYbody!

Mailing address: 1622 11th Ave. S.E., St. Cloud, MN 56304

(320) 363-7741 option 1 • (800) 386-2261 • E-mail: janellev@thenewsleaders.com

FREQUENTLY ASKED QUESTIONS

1.The Newsleaders offer several promotions throughout the year however I'm not seeing one that fits my business. Can you create one for me?

*We at the Newsleaders work with several different companies to bring you the wonderful promotional-specific content you see in our print editions. If we can't find a promotion that fits your business, we will create one for you!***

2.What are Single Promotions and how do they work?

Single Promotions are promotions that run once a year. If you contact us by or before the promotion's Discount & Packaging Deadlines, your cost per ad will be discounted when compared to committing after the Discount & Packaging Deadlines.

3.What are Packaged Promotions and how do they work?

Packed Promotions are promotions that run two or more times a year. We offer special discounts for committing to run in all issues of a packaged promotion. For example, if the promotion runs four times a year, your business can commit to running in all four promotions. Your cost per ad will be discounted when compared to only buying one promotional ad at a time.

If you contact us by or before the promotion's Discount & Packaging Deadlines, your ad will be included in all subsequent promotions within that promotional package.

4.How do I find the number of issues included in each Packaged Promotion?

The number of issues included in each Packaged Promotion can be found in two places.

The first place is under the last column of the 2022 Promotions Spreadsheet: # OF ISSUES. The first number represents the issue in the package, and the second number represents the total number of issues included in the promotion. For example, if your column says "1 of 4," the 1 is the first issue running out of the total 4 promotions.

The second place is at the bottom of page 5 under the Packaged Promotions key. The number next to the promotion's names are the total number of issues running in each promotional package.

5. What if I only want to run in one promotion that is a part of a Packaged Promotion?

Although Packaged Promotions are designed to be purchased as a group, your business does have the option of purchasing one ad at a time. Ads purchased singularity will be charged the regular rate instead of the discounted rate.

6.What if my business has an event that fits one of your promotions but your publication date doesn't align with my event?

Contact us if your event does not align with one of our publication dates. We will do our best to accommodate your event advertising.

7.What are your deadlines for ad design?

Unless we have an early deadline (notated in the promotions spreadsheet), all ad deadlines are 3 PM on the Monday of publication week.

8.Are ad designs an additional cost?

All ad designs and updates are free of cost.

9. Where can I view sample pages of your promotions?

Visit our website at www.thenewsleaders.com/promotions/

10. Where can I learn more about your digital advertising?

Visit our website at www.thenewsleaders.com/digital-advertising/

11.Where can I get your regular 2022 advertising rates?

Visit our website at www.thenewsleaders.com/advertising/

Contact us :

320-363-7741

www.TheNewsleaders.com/promotions

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**The Newsleader staff is taking a vacation from March 7-11. Plan your advertising accordingly!*

***Additional charges may apply*