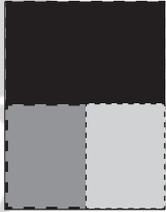




## Hello there,

I'm Mitch LeClair, editor of *The Peg Leg Update* and **ThePegLeg.com**. Here's some advertising information:

### PRINT (monthly, 5.5" x 8.5", ~50 p., 1,500 copies)



#### BACK COVER

COLOR

FULL, HALF

OR QUARTER

\$175, \$120 or \$75



#### INSIDE

B/W

1.5" x 8" COLUMNS

\$10/COLUMN-INCH - or -

\$60 ENTIRE COLUMN

### ONLINE (always up, avg visit to site: +2 min.)

**BANNER** \$150

ALL COLOR

ALL ONE-MONTH

MOTION AVAILABLE

**LARGE SQUARE** \$80

**SMALL SQUARE** \$30



## NOTES

### EDITIONS

We are selling ads for and producing separate print editions for two markets: central Minn. and eastern S.D. The content in each will be the same; only the advertising will differ. (1,500 copies of magazine distributed in each area.)

### DESIGN

We at *The Peg Leg Update* can design your ads for you. We will charge a 20-percent fixed rate for design duties. You are more than welcome to send us your own ad. If you do, please send in PDF, EPS or high-res JPEG format.

### CONTACT

Catey Watkins: Account Rep., Brookings, S.D. — c: 605-233-0294, [cateystarwatkins1@gmail.com](mailto:cateystarwatkins1@gmail.com)

Mitch LeClair: Editor, St. Cloud, Minn. — c: 605-228-4712, [leclairmitch@gmail.com](mailto:leclairmitch@gmail.com)

## “magazine”

*The Peg Leg Update* is a monthly news/opinion/creative/wannabe-scholarly publication that arose out of a few over-caffeinated brainstorming sessions in the fall of 2009. A few friends and I had the urge to put words and images in print and on screens. We recognized that our best chance to do so in less-than-traditional ways was to venture out on our own, so we created *The PLU* (pee-el-yoo).

Since then, we have printed seven physical issues of *The Peg Leg Update* and established a website that hosts blog-like content, digital versions of print pieces and other media — both created by us and found elsewhere on the internets.

## present tense

After spending six months at a newspaper in the eastern Oregon desert, I returned to my native Midwest and moved to St. Cloud, Minn., in January 2011. This publication effort now spans two states and reflects the various lives, musical motives and culinary inspirations of the Upper Midwest. We are alone in our aims, and we have yet to take ourselves too seriously.

**Finally:** I am dedicated to upholding *The Peg Leg Update*'s dynamic existence. In my [Hayek's] view, the best results, for nearly everything in society, are created from the bottom up, not the top down. *The PLU* will continue to become whatever will entertain its staff and please its readers. If you would like to lend a hand to such a publication, please contact me.

**Finally (2):** Our back-issues and all online content is available on **ThePegLeg.com**. Please peruse.