

PUBLISHED 26 TIMES PER YEAR

Celebrating 141 Years in 2013 – [www.thedanishpioneer.com](http://www.thedanishpioneer.com)

# The Danish Pioneer

Oldest Danish Community Newspaper in North America – Articles in English & Danish

## The Link Between Denmark and America Since 1872

Since the first issue came off the press in Omaha, Nebraska in 1872, *Den Danske Pioneer (The Danish Pioneer)* has been striving to supply Americans, Danes, Canadians, Scandinavians and many other interested readers with news from Denmark and from American, Danish, Canadian and Scandinavian individuals, families, businesses, stores, festivals, clubs and organizations throughout the world. You're cordially invited to join *The Danish Pioneer* family and to help preserve this 141-year-old legacy!



## Join The Danish Pioneer Family Today!

*Den Danske Pioneer (The Danish Pioneer)* is the oldest Danish Community Newspaper in North America—a publication filled with a vibrant history & the stories of countless generations. It is an important link from the past and a gift to the future. *The Danish Pioneer* is YOUR newspaper and this special publication has reached a remarkable milestone – its 141<sup>ST</sup> Anniversary in 2013!

*The Danish Pioneer* is a bilingual newspaper published nationally with English and Danish text. **Enjoy** 26 issues per year including the extra-special, extra-large holiday edition. **Learn** about the Danish and Scandinavian activities, events and people in North America. **Discover** your Danish roots and heritage. **Help** to preserve a legacy!

We'd like to ask your help and support! Join *The Danish Pioneer* family today and help to support this publishing institution. New subscribers and advertisers are always welcome! Stories and pictures are also welcome throughout the year. Send your news, press releases and photographs to *The Danish Pioneer's* Main Editorial Offices, 1582 Glen Lake Road, Hoffman Estates, IL 60169 USA, E-mail: [dpioneer@aol.com](mailto:dpioneer@aol.com), Websites: [www.thedanishpioneer.com](http://www.thedanishpioneer.com) and [www.dendanskepioneer.com](http://www.dendanskepioneer.com)



**DEN DANSKE PIONEER**  
VOICE OF THE DANES SINCE 1872

Stay in touch with your roots and  
heritage with *The Danish Pioneer!*

## Ways to Support & Preserve The Danish Pioneer

### Subscribe

#### 26 Issues Annually

- Packed with News & Photographs
- Large, Extra-Special Holiday Edition
- Gift Subscriptions Available

### Advertise

#### Economical Ad Rates

- Classified and Display Ads
- Discounts for Multiple Ads
- Website Banner Ads
- Holiday Ads/Greetings

### Share News & Photos

#### The Danish Pioneer

1582 Glen Lake Road  
Hoffman Estates,  
Illinois 60169 USA  
Phone 847-882-2552  
Fax 847-882-7082  
[dpioneer@aol.com](mailto:dpioneer@aol.com)  
[www.thedanishpioneer.com](http://www.thedanishpioneer.com)

YOU'RE CORDIALLY INVITED  
TO JOIN THE DANISH PIONEER FAMILY

141 YEARS IN 2013

# The Danish Pioneer

*Den Danske Pioneer (The Danish Pioneer Newspaper)*, celebrating 141 years in 2013, has been described as "the voice of the Danes in America". *The Danish Pioneer* has been a link between Denmark and America since 1872. We ALL want *The Danish Pioneer* to continue serving the Danish Community in North America. It is a record of the Danish & Scandinavian people in North America and a legacy worth preserving. That's why it is important that YOU join us. So why not start subscribing now? Or give a gift subscription to a friend or relative. Consider placing an economical ad regularly, quarterly or during the holidays. *In Touch With The Heart of the Community!*

Velkommen!



## Subscription & Advertising Information

### Subscription Rates 2013

*(26 Issues Per Year Including the Special Holiday Edition):*

#### **In the United States:**

\_\_\_ \$40.00 Per Year (Regular Periodicals Distribution)

\_\_\_ \$58.00 Per Year (First Class Mail Delivery)

#### **Outside the USA:**

\_\_\_ \$60.00 Per Year International Mail to CANADA

\_\_\_ \$70.00 Per Year International Mail OVERSEAS

*All Subscriptions are Payable in U.S. dollars via check or money order. Giro Account Available in Denmark.*

**Gift Subscriptions:** Give a gift subscription to a friend, relative, child or grandchild and *The Danish Pioneer* will send a giftcard from you along with the recipient's first issue. *The Danish Pioneer* is a special gift which keeps giving 26 times per year.

Attention New Subscribers or Gift Subscriptions:

#### **SUBSCRIBE NOW:**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone/Email: \_\_\_\_\_

Please send your check or money order payable to **Bertelsen Publishing Company** and mail to **The Danish Pioneer**, 1582 Glen Lake Road, Hoffman Estates, IL 60169 USA. *Velkommen og Tak!*

### Economical Advertising Rates

*(Per Issue – NET. Each column is 2 inches wide)*

*Ads are in Black-and-White. For 1-Spot Color, 2-Spot Colors or 4-Color Process, Please Call for Current Quotes*

- **Small Classified** (1 in. tall x 2 in. wide) = \$8.00
- **Medium Classified** (1.5 in. tall x 2 in.) = \$12.00
- **Large Classified** (2 inches x 2 inches) = \$16.00
- **Small Business Card** (1.5 in. x 4 in.) = \$24.00
- **Medium Business Card** (2 in. x 4 in.) = \$30.00
- **Large Business Card** (2.5 in. x 4 in.) = \$35.00
- **1/9 Page** (3.5 inches tall x 4 in. wide) = \$50.00
- **1/8 Page** (4 inches tall x 4 inches wide) = \$60.00
- **1/7 Page** (5 inches tall x 4 inches wide) = \$75.00
- **1/6 Page** (6 in. tall x 4 in. wide) = \$90.00
- **1/4 Page** (8 inches tall x 4 in. wide) = \$120.00
- **1/2 Page** (6.5 inches tall x 10 in. wide) = \$230.00
- **Full Page** (13 inches tall x 10 in. wide) = \$450.00

*Attention New Advertisers: Receive 10% OFF if you place 3 or more ads.*

#### **Mechanical Requirements for Ads:**

**In order of preference:** Camera-ready artwork (hard copy or digital: PDF files, Microsoft Word, JPGs, etc.). *The Danish Pioneer* would also be happy to layout/typeset the ad for you with no typesetting charges if you provide the text, logos and images.

**Website Banner Ads** are \$20.00 per month or \$200.00 for the entire year (includes 2 months for free).

Our webmaster can set up the banner ad for you.

*Please call with any questions. Thank you for your support!*