

State Fair Guide

715k

Statewide Readers

FREQUENCY: Annually in August

AUDIENCE: Fun-loving Fair goers
Minnesotans & Visitors

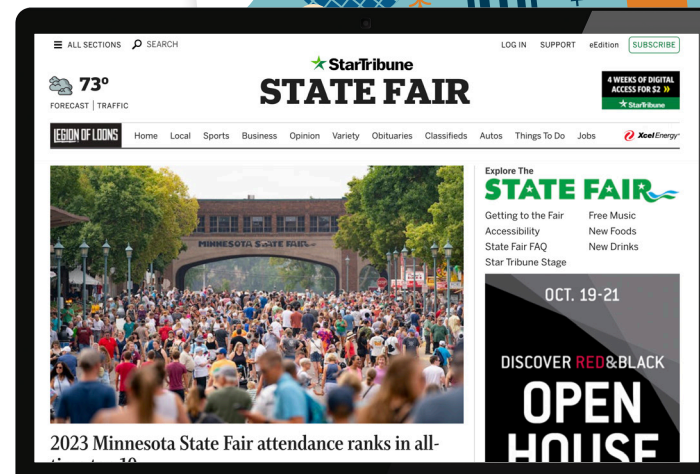
Capitalize on the excitement and massive audience of the Fair.

Get in on the action by offering State Fair specials and discounts in the Fair-goers' ultimate planning guide. It hits during pre-Fair fever and 92% of readers plan visits with our State Fair Guide. As our **best-read special section**, it's the right ticket for reaching the masses.

Multi-platform distribution delivers even more of your Fair share:

- Minnesota State Fair runs from August 22 to September 2
- 4-color, print tabloid in Sunday's newspaper prior to the Fair
- Digital version on [StarTribune.com/statefair](https://www.startribune.com/statefair) with digital targeting around State Fair content
- Extend your reach even further through Sponsorships

Source: Nielsen Scarborough 2023-R1) Full Run (Metro HD + SC + Outstate)



Place your ad now. Call 612.673.7009 or visit [StarTribune.com/advertise](https://www.startribune.com/advertise)

State Fair Guide

2024 KEY DATES

Premium Positions	Space Commitment	Materials Due	Page Ready/Final Corrections	Publication
Fri, July 5	Fri, July 26	Wed, July 31	Thur, Aug 8	Sun, Aug 18

ADVERTORIAL MARKETING RATES**

Print	Print Dimensions	1x Frequency Rate
2 Pg Content Package	10 col (20.47") x 10.25"	\$6,615
1 Pg Content Package	9.47" x 10.25" (live area)	\$3,970

** Pricing does not include content creation. Foundry 425, Star Tribune's content agency, can help you with content creation. Prices vary. Add 72 hours to materials deadline for review. Advertorial content needs to be clearly and consistently differentiated from Star Tribune editorial content. Ask your Sales Rep for the details.

Star Tribune offers a number of advertising and sponsorship opportunities to keep your message top-of-mind with fun-loving Fair goers before and during the 12-day Great Minnesota Get-Together. Ask your Sales Rep for details

PREMIUM POSITIONS

Print	Print Dimensions	1x Rate	Concept Deadline	Final Ad Deadline
Cover Strip*	5 col. (9.47") x 1"	\$2,835	2 wks before ad deadline	1 wk before ad deadline

*Ad subject to content approval. Branding ad only: Logo and up to 10 words.

- Page 2
- Page 3, half horiz
- Page 5
- Page 7
- Map Doubletruck - 1/3 page V or Center Spread
- Inside Back Page
- Back page.

AD SIZES & PRICING

Print	Print Dimensions	1x Frequency Rate
Center Spread/2 pgs	10 col (20.47") x 10.25"	\$8,930
Back Page	5 col (9.47") x 10.25"	\$6,945
Inside Front/Back	5 col (9.47") x 10.25"	\$6,200
Full Page	5 col. (9.47") x 10.25"	\$4,960
3/5 Page	3 col. (5.62") x 10.25"	\$3,475
Page 3, 1/2 Hor.	5 col (9.47") x 5.12"	\$3,755
1/2 Horizontal	5 col (9.47") x 5.12"	\$2,980
2/5 Page	2 col (3.70") x 10.25"	\$2,485
3/10 Page	3 col (5.62") x 5.12"	\$1,985
Junior (3/10 Page)	2 col (3.70") x 5.12"	\$1,490
1/10 Page	2 col (3.70") x 2.56"	\$995

This product pairs well with household geo-fencing targeted to the same distribution as the State Fair Guide.