

# 2024 DISPLAY RATE BOOK

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## CONTACTS

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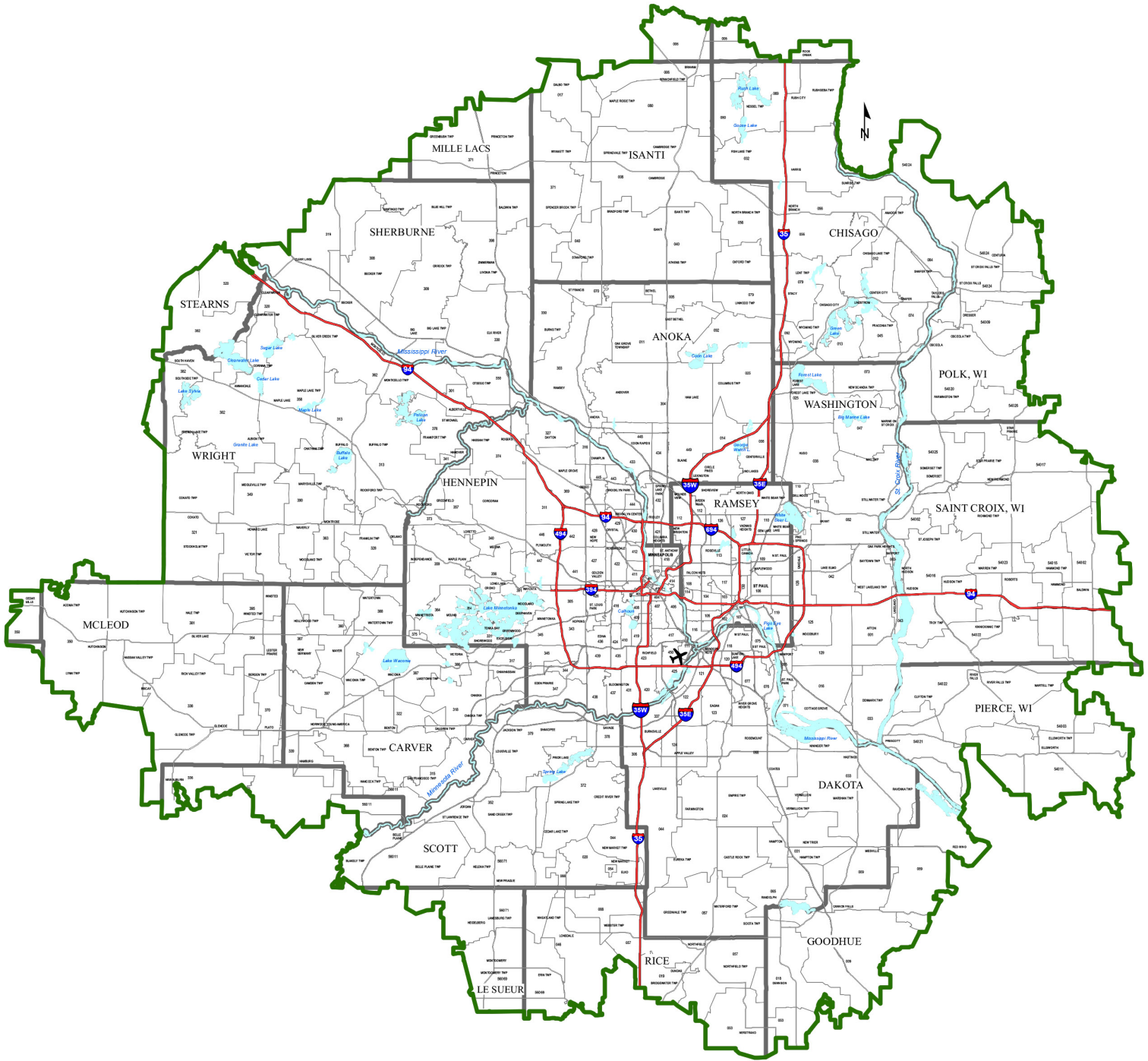
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For General Advertising  
 Information, call  
**612-673-7009**

*\*Rates are subject to change.*

# NEWSPAPER DESIGNATED MARKET (NDM)



## READERSHIP

	Daily Cume	Sunday Cume	Weekly Cume
Metro %	26.5%	32.0%	31.3%
Metro Audience	763,260	920,416	899,202
DMA %	22.5%	27.6%	26.6%
DMA Audience	863,963	1,058,948	1,018,788

Source: Nielsen Scarborough 2023-R1

Note: Daily Cume = 5 insertions, Sunday Cume = 4 insertions, plus eEdition  
Weekly Cume = 5 daily insertions and 1 Sunday insertion, plus eEdition

## CIRCULATION

	Sunday	Avg Monday - Friday
The Minnesota Star Tribune		
Print	156,027	86,901
Digital Replica	17,739	17,863
Digital Nonreplica	83,060	95,812
<b>Total Circulation</b>	<b>256,826</b>	<b>200,576</b>

Source AAM News Media Audit, September 30, 2023

# DISPLAY ADVERTISING RATES

## DAILY/SUNDAY DISPLAY RATES

Contract Level	Full Run Distribution	
	Daily*	Sunday*
Open	\$125	\$240

*\*Per column inch rate, black and white. Thanksgiving Day and other designated holidays are charged the Sunday rate.*

## COLOR RATES

Publication Day	Up to 1/4 pg	Up to 1/2 pg	Over 1/2 pg
Daily (4C)	\$1,340	\$2,675	\$5,355
Daily (Spot)	590	1,180	2,365
Sunday (4C)	1,740	3,480	6,965
Sunday (Spot)	725	1,445	2,890

*For special ink charges and double-truck color premium, please contact your Minnesota Star Tribune representative.*

# SAMPLE AD SIZES

## AD SIZES

**Double Truck** = 12 columns (21.7292") x 20.5"

**Full Page** = 6 columns (10.479") x 20.5"

**Half Page Horizontal** = 6 columns (10.479") x 10.25"

**Half Page Vertical** = 3 columns (5.166") x 20.5"

**Quarter Page** = 3 columns (5.166") x 10.25"

**Spadea** = 9 columns (15.645") x 20.5"

Sunday Main News - Front Flap = 3 columns (5.166") x 17"

Daily Main News - Front Flap = 3 columns (5.166") x 17.5"

Inside Front Flap = 3 columns (5.166") x 20.5"

Spadea Any Other Section Than Main News:

Front Flap = 3 columns (5.166") x 18"

Inside Front Flap = 3 columns (5.166") x 20.5"

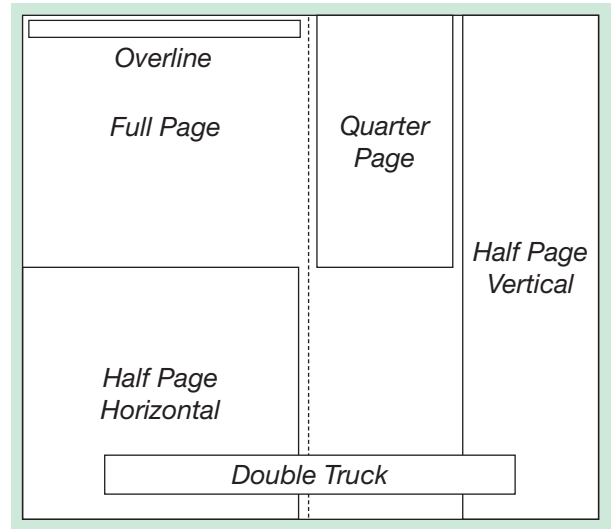
**Strip** Main News = 6 columns (10.479") x 1.75"

All Other Sections = 6 columns (10.479") x 3"

**Overline** = 6 columns (10.479") x 0.7"

**Going Out Section Flag Sponsorship** = 2.5" x 1.25"

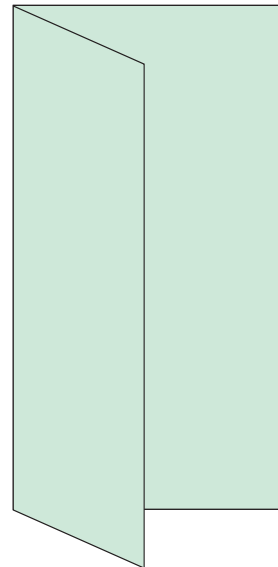
Wednesday Variety



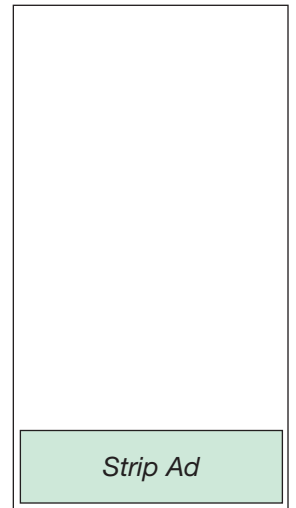
## RATES

Product	Rate
Strip Ad – Main News (Sunday)	\$12,000
Strip Ad – Main News (Daily)	9,000
Strip Ad – Other Sections (Sunday)	6,500
Strip Ad – Other Sections (Daily)	4,500
Main News Spadea (Sunday)	65,000
Main News Spadea (Daily)	45,000
Overline* (Sunday)	1,250
Overline* (Daily)	750

\* Overline is not available on Main News.

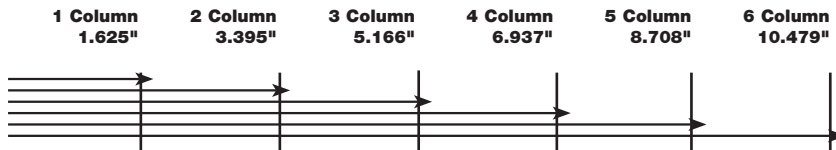


Spadea



Strip ad

## THE MINNESOTA STAR TRIBUNE STANDARD COLUMN MEASUREMENTS



# PRE-PRINTED SUPPLEMENTS

## DISTRIBUTION

Inserts are distributed with the newspaper on Thursdays and Sundays. Due to the seasonality of the market, circulation quantity requirements will vary.

**Full Market Delivery:** home delivery to subscribers – with or without single copy.

**Zoned Delivery:** Select from 86 geographic Home Delivery zones and 15 out-state Maxi-Zones.

*Call your Minnesota Star Tribune sales representative for distribution maps and appropriate quantities.*

## FORMAT

Tab – 145 sq. inches or less

Broadsheet – up to 270 sq. inches

## MINIMUM QUANTITIES

Daily: 10,000

Sunday: 30,000

## PREPRINT RATES

	1-3x/Year	Over 3x/Year
Single Sheet	\$54	\$41
4- to 8-tab	78	59
12- to 16-tab	82	62
20- to 24-tab	89	67

*\*These rates apply only to machine-inserted inserts, Thursday and Sunday; any insert requiring carrier handling will be subject to additional fees.*

*\*\*Please see your sales representative for rates on inserts >24 pages.*

## CONTENT

Supplements that imitate the Minnesota Star Tribune editorial style **MUST** carry the word **ADVERTISEMENT** at the top of each page. Contact your Minnesota Star Tribune sales rep to ensure proper style and content.

## DEADLINES

	Space Commitment	Delivery Deadline
Sunday	23 days prior	10 days prior (Thursday)
Daily	18 days prior	7 days prior

## DELIVERY ADDRESS

The Minnesota Star Tribune Production Facility  
800 1st Street North Minneapolis MN 55401-1105

## DEADLINE INFORMATION

- Sunday Inserts: 10 days prior to publication
- Daily Inserts: 7 days prior to publication

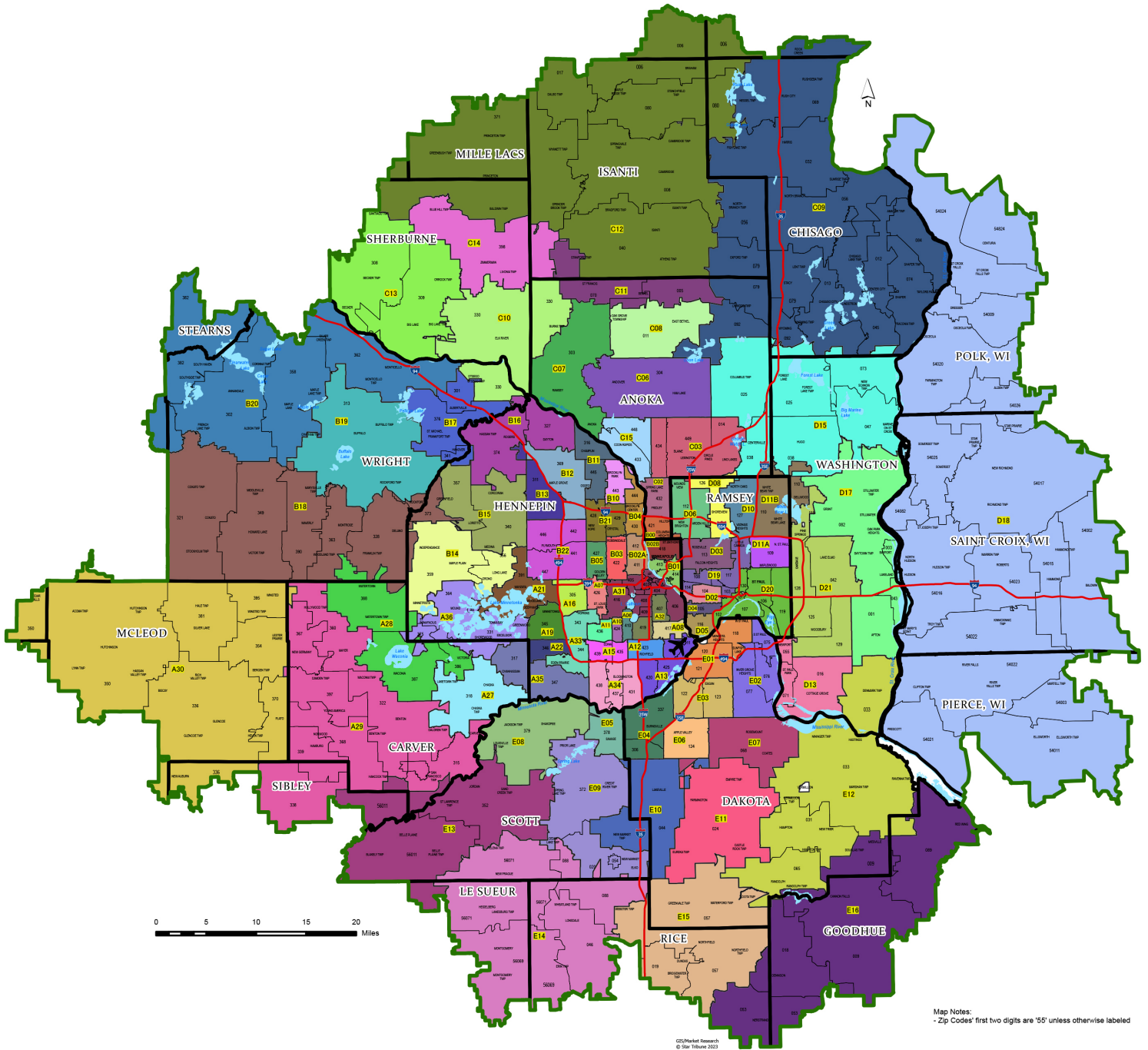
## RECEIVING DOCK HOURS

Monday – Thursday: 9:00 am-4:00 pm  
Fridays, Weekends and Holidays: Closed

## CONTACT

The Minnesota Star Tribune Receiving Dock:  
612-673-8829 Monday – Thursday 9:00 am-4:00 pm

# PRE-PRINTED SUPPLEMENT MINI-ZONES



## ROP DEADLINES

Publication Day/Product	4-Color and Spot Color Space Commitment	Black/White Space Commitment	Materials Due 5 pm	Page-Ready Materials/Final Corrections Due
<b>Monday-All sections</b>	Wed., 3 pm	Thu., 3 pm	Thu.	Fri., noon
<b>Tuesday</b>				
– Main News, Sports and Business	Thu., 3 pm	Fri., 3 pm	Fri.	Mon., noon
– Variety	Thu., 3 pm	Thu., 5 pm	Thu.	Fri., noon
<b>Wednesday</b>				
– Main News, Sports and Business	Fri., 3 pm	Mon., 3 pm	Mon.	Tue., noon
– Variety	Thur., 3 pm	Fri., 3 pm	Fri.	Mon., noon
<b>Thursday</b>				
– Main News, Sports and Business	Mon., 3 pm	Tue., 3 pm	Tue.	Wed., noon
– Taste	Fri., 3 pm	Mon., 3 pm	Mon.	Tue., noon
<b>Friday</b>				
– Main News, Sports and Business	Tue., 3 pm	Wed., 3 pm	Wed.	Thu., noon
– Variety	Mon., noon	Tue., 3 pm	Tue.	Wed., noon
<b>Saturday</b>				
– Main News, Sports and Business	Wed., 3 pm	Thu., 3 pm	Thu.	Fri., noon
– Variety	Tue., 3 pm	Wed., 3 pm	Wed.	Thu., noon
<b>Sunday</b>				
– Main News, Minnesota, Sports and Remembering	Tue., noon	Thu., 3 pm	Thu.	Fri., noon
– Variety and Business	Tue., noon	Wed., noon	Wed.	Thu., noon
– Comics	Tue., Noon the prior week	Wed., noon	Wed.	Thu., noon

### Notes

- All deadlines: Central Standard Time (CST).
- Double-trucks: due 24 hours in advance of above deadlines.
- Unique ads: due 72 hours in advance of space commitments listed above.

### If You Build Your Ad

- Page ready files are considered ready to publish “as is” and must comply with mechanical requirements (see page 11). The Minnesota Star Tribune reserves the right to reduce the ad to fit the space ordered.
- PDF format preferred.
- CMYK color – 200 dpi for newsprint (300 dpi for commercial).
- Embedded fonts.
- Electronic files are submitted via e-mail to your Minnesota Star Tribune Sales Representative.

**For all products, ad orders are non-cancelable after the space deadline and the Advertiser/Agency will be charged for the space regardless of whether the advertisement is published.**

# PRINT & DELIVER ADVERTISING

Standout and ignite business with Print & Deliver Advertising. Twin Cities shoppers respond best to newspaper advertising and these freestanding inserts are an action-driving, cost-effective way to reach your target customers.

## STANDARD PROGRAM

Available in two sizes: 5.5" x 11" and 8.5" x 11"

*Distribution Minimums: Daily minimum of 10,000, Sunday minimum of 30,000. Print minimum of 20,000 of same artwork.*

*Overrun Rates: apply to additional quantity that is printed for advertiser use (not distributed). Does not include potential shipping fees.*

## STANDARD RATES

**Size: 5.5" x 11" | Image: 5" x 10.5"**

Quantity	Overrun	Print Frequency			
		1x	3x	6x	12x
20,000	\$68.00	\$102.00	\$97.00	\$92.00	\$87.00
35,000	58.00	83.00	80.00	75.00	71.00
50,000	54.00	76.00	73.00	69.00	65.00
75,000	49.00	71.00	67.00	64.00	61.00
100,000	46.00	66.00	63.00	60.00	57.00
200,000	41.00	59.00	56.00	53.00	51.00
300,000	40.00	57.00	54.00	51.00	49.00
500,000	36.00	52.00	49.00	47.00	42.00

**Size: 8.5" x 11" | Image: 8" x 10.5"**

Quantity	Overrun	Print Frequency			
		1x	3x	6x	12x
20,000	\$105.00	\$150.00	\$143.00	\$135.00	\$127.00
35,000	77.00	110.00	104.00	99.00	93.00
50,000	70.00	100.00	95.00	90.00	85.00
75,000	64.00	92.00	89.00	85.00	80.00
100,000	59.00	85.00	80.00	76.00	72.00
200,000	54.00	77.00	73.00	70.00	66.00
300,000	51.00	72.00	69.00	65.00	62.00
500,000	46.00	65.00	62.00	59.00	56.00

*Quantity based on a single print run and can be delivered over multiple dates within 365 days of first run.*

*Frequency based on annual print runs outlined in contract.*

## MECHANICALS

4 color, 2 sided, glossy 70# stock, no bleed

PDFs preferred format

4-color resolution: 300 dpi at 100%, no 4-color black type

Minimum font size recommended is 7 point

Total Area Coverage (TAC): should not exceed 280%

## ARTWORK/SPACE DEADLINES

**Space** – Tuesday 16+ days prior to distribution

**We build Ads** – all materials must be received by space deadline to receive one proof.

**Final corrections** – Thursday by noon;

**Camera Ready Files** – Noon Thursday 14+ days prior to distribution

*Note: Web images are normally 72 dpi and do not reproduce well in print. Minimum 300 dpi for commercial print products.*



## STICKY NOTES

Post your advertising message on the front page of the Minnesota Star Tribune newspaper any day of the week or on available Features sections on specific days. Ask your Minnesota Star Tribune sales representative for details and rates.

Program Descriptions	Sticky Notes
Size (length x width)	3" x 3"
Paper Finish	Gloss
Paper Color	White
Color Options	1-4 color spot, 4 color process
Ink Colors	PMS or Process
Printing	1- or 2-sided (black ink only on 2nd side)
Front Image Area	3" x 3" Note = 2.5" x 2.625"
Back Image Area	3" x 3" Note = 2.5" x 2.625"
Minimum Quantity	25,000

**Additional Options:**

- Flood coat background
- Die cuts

*See your sales representative for details or for bid parameters*

## STICKY NOTE RATES – DAILY & SUNDAY

Quantity	1 color CPM	2 color CPM	3+ colors CPM
Full Metro	\$58	\$65	\$71

*All pricing is cost-per-thousand and includes printing & distribution  
2-sided printing add \$10/m  
Die cut notes add \$5/m*

## DEADLINES

**SPACE COMMITMENT**  
23 days prior to publication

**MATERIALS**  
21 days prior to publication

*\*Based on normal production runs. Subject to changes.  
Consult your Minnesota Star Tribune sales representative.*

## POLY BAGS

### PREPRINTED POLY BAGS

Plastic bags imprinted with an advertiser’s message are available every day of the week. Reach select or home-delivered subscribers in the Twin Cities metro area. Contact your Minnesota Star Tribune sales representative for rates. See your Sales Rep for Rates and Deadlines if the Minnesota Star Tribune prints the Polybag.

### DISTRIBUTION ONLY RATES

Quantity	Price/Thousand
25,000-75,999	\$81
76,000-150,999	78
151,000-300,000	74
Over 300,000	71

*\*See your sales representative for production costs*

## DEADLINES

**SPACE COMMITMENT**  
30 days prior to publication

**DELIVERY**  
10 days prior to publication

## WASHINGTON POST NATIONAL WEEKLY

The base of subscribers to this product are news-hungry readers that are generally affluent and well-educated. The Washington Post National Weekly recaps the week’s best national and international news from the Washington Post and includes coverage of politics, policy, lifestyle, and the arts. The piece is carrier-topped delivered on Sundays.

### RATES

Ad	Size	Color	1x	6x
Back Page	5 col (9.47") x 10.25"	4-color	\$675	\$550
Inside Page (pg 2)	5 col (9.47") x 10.25"	4-color	\$500	\$400
Print & Deliver Insert	8.5" x 11"	4-color	\$1,800*	Ask your representative

*\*Includes printing 20k inserts and distribution within The Washington Post National Weekly*

### DEADLINES

- Space: Thursday 5 pm (10 days prior to publication)
- Materials: Monday 5pm (6 days prior to publication)
- Page Ready Materials/Final Corrections: Tuesday 5 pm (5 days prior to publication)

## NEWSPAPER FEATURES

### DAILY SECTIONS

#### MAIN NEWS

What are the most important news issues of the day? The Minnesota Star Tribune’s main news section provides in depth coverage of local, state, regional, and global events and provides local context and impact.

#### MINNESOTA

From local government and education issues, to the weather forecast, this section covers regional events that affect people’s everyday lives.

#### SPORTS

Covers in depth professional, college and high school athletic events, as well as hunting and fishing. Outdoors content lives inside the Friday / Sunday sports sections.

#### BUSINESS

Provides forward-looking coverage of national and Minnesota industries. It also quotes the latest performance of stocks, bonds, and mutual funds. An expanded consumer business section runs on Sundays. On Mondays, Business Insider gives in-depth coverage of the thriving local business community in Minneapolis/St. Paul and region.

#### VARIETY

Lifestyle, human interest stories, entertainment, gardening, home improvement, inspired content, health and fitness – content that interests a large variety of local readers is found in the daily Variety section. Travel content lives inside the Sunday Variety section.

# ROP MECHANICAL REQUIREMENTS

## ROP PRODUCTION INFO/COLOR MECHANICAL REQUIREMENTS

The following requirements apply to The Minnesota Star Tribune's newsprint products – ROP and Sunday Comics. Contact your sales representative for mechanical requirements for our other products.

### REPRODUCTION REQUIREMENTS

- Printing process is photo composition, web offset.
- The minimum font size recommended is 7 point for sans-serif type or 12 point for serif type (black type on white background or reversed)
- Type smaller than 12 points should not be reversed on a 4 color background
- Type smaller than 10 points should not be reversed on a single color background
- If reversing type from 4 color it is recommended that a bold font is used
- Serif and fine script type below 12 points should not be screened on any color
- For contrast and readability reverse type should not be placed on screens below 50%
- Borders smaller than 4 points should be built as a single color
- Surprinted type should be solid black and contrasted against 40% screen or less
- Reverse type should be white type on a 50% screen or higher – avoid serif fonts
- Total Area Coverage (TAC): The darkest 4-color area should not exceed 240%

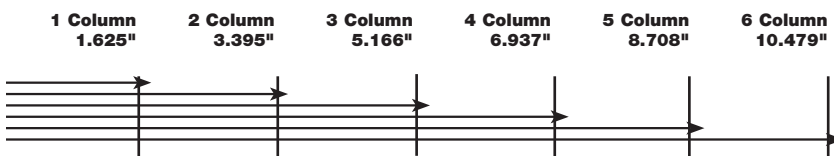
### RECOMMENDED SCREEN RANGES

- Images should be designed to compensate for a 28-30% dot gain.
- Reverse Color 50% to 100%.
- Overprint 10% to 40%.
- Minimum size highlight dot: Cyan 4%, Magenta 2%, Yellow 2%, Black 0%.
- Color should be gray balanced.

### LINE SCREEN FOR ROP

85 line screen

### THE MINNESOTA STAR TRIBUNE STANDARD COLUMN MEASUREMENTS



Double Truck = 21.7292 Inches Wide x 20.5 Inches Deep

### ROP DEPTH REQUIREMENTS

Minimum depth is one inch on one column width.

Advertisements can be ordered in half-inch increments.

Ads exceeding 18 inches in depth are set to occupy full depth and are charged at full depth.

### ELECTRONIC SUBMISSION OF COMPLETED ADS AND AD MATERIALS

We request that all electronic files be submitted to the The Minnesota Star Tribune via e-mails to your Sales Representative.

### PREFERRED FORMATS FOR COMPLETED ADS PDFs

We ask that our customers submit Adobe Acrobat PDFs of their ads. All PDFs must be created through Adobe Distiller and, if the ad is a color ad, created in CMYK color and not RGB color. All fonts must be embedded.

### IMAGES AND AD COMPONENTS

Images and ad components should be submitted in TIFF, EPS, JPEG or BMP (Bitmapped) formats. Color images need to be CMYK. Black and white need to be grayscale.

### RESOLUTION

Black and White – 170 dpi at 100%

Four Color – 200 dpi at 100%

Line Art – 800 to 1200 dpi at 100%

### TECHNICAL QUESTIONS

For further information, contact your sales rep or Graphic Services at 612-673-7038.

### TAB SIZES

(Good Life, Washington Post Weekly, State Fair & Top Workplaces)

- 1 column: 1.778 inches
- 2 columns: 3.701 inches
- 3 columns: 5.625 inches
- 4 columns: 7.548 inches
- 5 columns: 9.472 inches

**NOTE: Full ad depth: 10.25 inches**

**Full double truck (spread): 20.472 Inches wide x 10.25 inches Deep**