2024 CLASSIFIED RATE BOOK

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CONTACTS

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For Classified Advertising Information, call

612-673-7000

Rates are subject to change.

NEWSPAPER DESIGNATED MARKET (NDM)
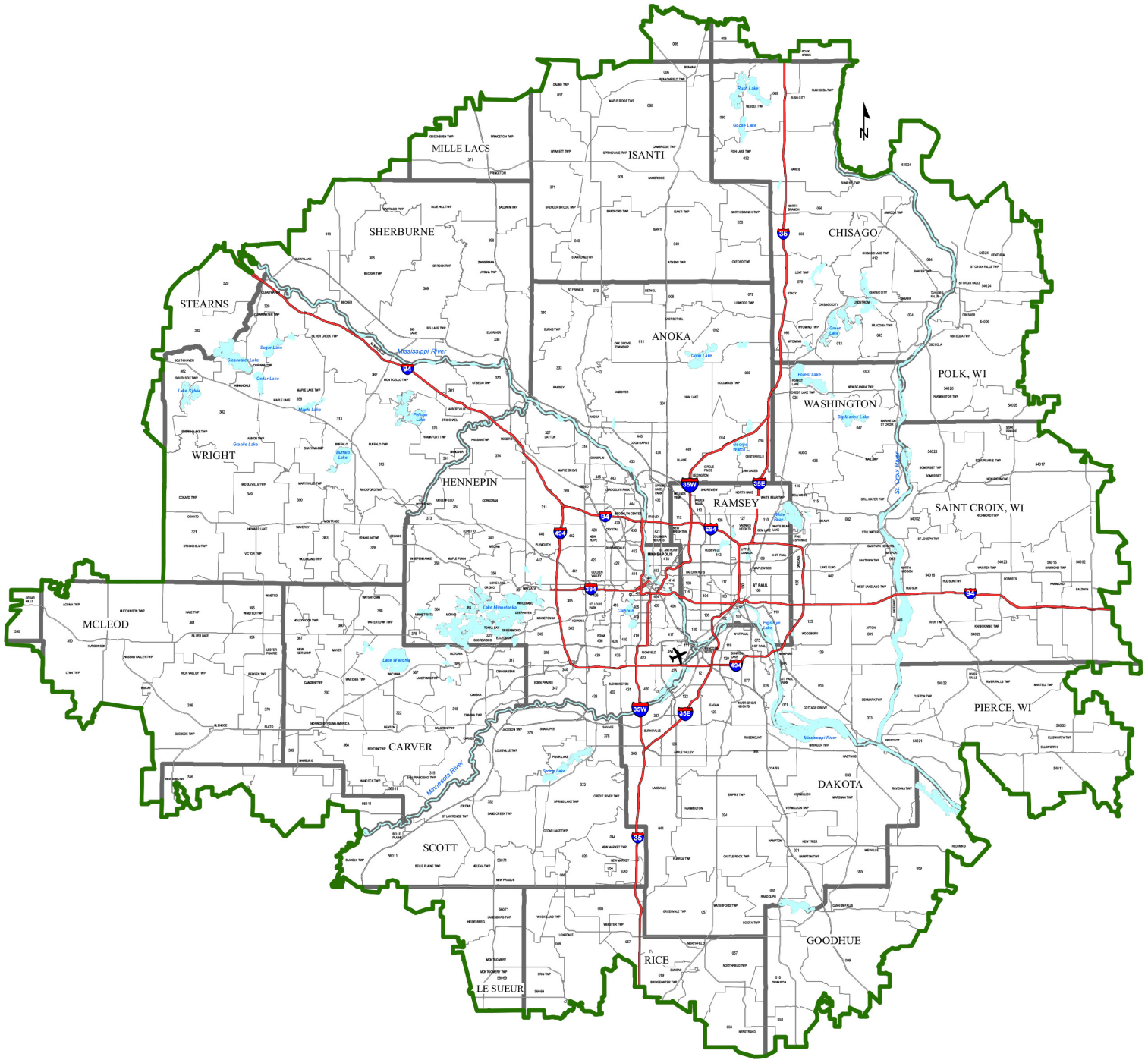
READERSHIP

	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

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

Source AAM News Media Audit, September 30, 2023

DAILY AND SUNDAY CLASSIFIED RATES

The Minnesota Star Tribune classified is the best resource to promote your products and services. 24-hour service is available via web order entry (StarTribune.com/placeads) or call 612-673-7000 for package pricing and specials.

DAILY/SUNDAY LINE RATES

Except Obituaries and Legal Notices listed below

Contracts	Daily	Sunday
Open	$18.30	$30.50
$2,000	14.25	19.85
$4,000	13.75	18.80
$8,000	13.25	18.00
$15,000	13.00	17.60
$29,000	12.75	17.30
$43,000	12.55	17.05
$57,000	12.40	16.70
$112,000	12.20	16.50

Contact your Sales Representative for package rates.

OBITUARY RATES

$13.86 per line; 50% off each additional day

IN MEMORIAMS RATE

$7.10 per line; 50% off each additional day

LEGAL NOTICE RATE

$5.60 per line; online is available at no additional charge

Call for special pricing for Mortgage Foreclosures, Probates and Storage Facilities

EMPLOYMENT ADVERTISING

Employers looking to reach highly qualified candidates turn to the Minnesota Star Tribune as an effective, multi-media tool for recruiting.

SUNDAY JOBS SECTION – PRINT ADVERTISING

LINE ADS - ONE TIME RATES	
Standard ad size (6 print lines)	$225
Each additional line	$22.50

DAILY/SUNDAY DISPLAY RATES

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

PRINT AND DIGITAL BUNDLES

Sunday print ad with 30 days online: $610.

- Print includes 6 lines (+ $22.50 each additional line.)
- Online includes:
  - StarTribune.com
  - TopJobs: Reach passive job seekers on StarTribune.com with a rotating ad unit on ST.com for 30 days
  - AdMax Gold - AdMax's ActiveMonitoring™ continually adjusts a job post's performance based on CPC and other variables.
- $755 Value

JOBS ONLINE

The Minnesota Star Tribune Jobs Online provides employers with the flexibility and cost–effectiveness needed in today's challenging marketplace. We automatically pull job postings from your website or process a feed 5 times per week with no additional work for you.

JOB PACKS

All job postings appear for 30 days on Star Tribune.com/jobs. Unlimited text and editing capabilities.

# of Postings	Rate
Single	$360 each
3 Pack	315 each
5 Pack	290 each
10 Pack	265 each
25 Pack	215 each
50 Pack	175 each
100 Pack	145 each

WEBSITE JOB SCRAPE

The Minnesota Star Tribune automatically pulls job postings from your website or process a feed 5 times per week and places them on Startribune.com/jobs with no additional work for you.

- Rates start at $9000/year
- Add 125 Targeted Audience Networks or Industry Networks for an additional $2000

REACH EXTENSION PRODUCTS

Maximize your reach, minimize your work. We can add the following enhancements for our Programmatic Network to your Minnesota Star Tribune posting to get you the best possible results.

AdMax - AdMax's ActiveMonitoring™ continually adjusts a job post's performance based on CPC and other variables.
- AdMax Gold $220
- Platinum - for getting a larger candidate pool/harder to fill roles $350
- Diamond $500

AC Max Diamond Package
- Bundle Aftercollege, Diversity, Veterans, Social, AdMax Gold for maximum performance. ($1,160 value) $905

AC Max Platinum Package
- Bundle Aftercollege, Diversity, Veterans, Social, AdMax Platinum. ($1,010 value) $755

AC Max Gold Package
- Bundle Aftercollege, Diversity, Veterans, Social, AdMax Gold for maximum performance. ($880 value) $625

AC Max Platinum + Jobcase Package
- Bundle AdMax Platinum and Jobcase for maximum performance $705

AC Max Gold + Jobcase Package
- Bundle AdMax Gold and Jobcase for maximum performance $575

TopJobs
- Reach passive job seekers with a rotating ad unit on ST.com for 30 days $150

Jobcase Products
- 30 Day Jobcase $250
- 30 Day Jobcase Gold $350
- 30 Day Jobcase Platinum $600

Targeted Audience Networks
- AfterCollege - Promote your internships and entry level positions on AfterCollege.com and its university career networks. Reach over 5 million students and recent grads spanning 3,000+ campuses, and 18,000 faculty, student group, and academic contacts $60
- Diversity $80
- Social (including Twitter, Facebook. & LinkedIn) $80
- Veterans $80

Industry Networks
- Accounting, Banking and Finance $65
- Call Cent/Cust Service $75
- Construction & Maintenance Workers $65
- Education $65
- Energy & Engineering $65
- Green Employers $65
- Healthcare $65
- Healthcare and Nursing $200
- Hospitality $90
- Information Technology $65
- Law Enforcement $65
- Manufacturing & Trade $65
- Nursing $65
- Sales & Marketing $65
- Transportation & Logistics (Drivers & Logistics Technicians) $115

Job Board Upsells
- **Facebook Passive Audience -** we combine proprietary candidate profile data with Facebook's ability to find "lookalike audiences" so your campaign is tailored to the right members. Our candidate and audience target profile data is based on job searches, clicks and applies to similar positions within the last six months. Facebook's technology finds members within a 50 mile radius of your job, sharing similar interests and characteristics with the target audience.

Basic	$95
Platinum	$175
Diamond	$400

- **CareerBuilder -** for full- and part-time positions where you need multiple candidates, leveraging CareerBuilder's matching capabilities. Find job seekers who meet all your candidate requirements and be sure you've got the best visibility, thanks to a widely known and trusted brand. $230
- **Craigslist -** for lower wage positions, such as: Receptionists, Clerks, Restaurant help, Assistants, Internships, Coordinators & Part-time workers $150
- **Matched Candidates** $70
- **Matched Candidates Platinum** $200

JOBS ONLINE (CONT.)

RECRUITMENT DIGITAL SERVICES

The capabilities and expertise to develop and execute your digital strategy.

StarTribune.com

High-Impact Display: Politely disruptive ad positions

Standard Display: IAB display ad positions

Native Ad Placements: In-line with editorial content

Video Ad Placement: Includes preroll and videostitials

Email: To StarTribune.com members and subscribers

Advantage Audience Network*

Audience-Targeted: Display, pre-roll, e-mail, and native

Retargeting: Based on site traffic, search, and CRM

Geo-Targeting: Including geo-fencing on mobile

Video Distribution: Through preroll and social media channels

SEM: Marketing and optimization

Streaming TV/Radio: OTT/CTV, and programmatic audio spots

Analytics

Advantage Digital Suite: Best-in-class digital marketing tools

Optimization Team: On-site analytics team

Buying Team: In house programmatic buying team

* **Advantage Audience Network:** Combines proprietary expertise and market-leading technologies to reach online audiences wherever they may be. Combining programmatic display, search, social media, and email with advanced analytics, Advantage finds your most desirable consumers in channels outside of core Star Tribune properties. It's a perfect complement to Minnesota's most-trusted, most-visited digital news source. With Advantage there are no limits to who you can target locally or anywhere in the United States.

CLASSIFIED DEADLINES

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Day of Week	Deadline
Monday	Fri 5:00 PM
Tuesday	Mon 5:00 PM
Wednesday	Mon 5:00 PM
Thursday	Tue 5:00 PM
Friday	Wed 5:00 PM
Saturday	Thu 5:00 PM
Sunday	Fri 5:00 PM

Deadlines will be advanced for holidays/special occasions.

CLASSIFIED DISPLAY AD DEADLINES

Publication Day	Deadline
Monday	Thu 4:00 PM
Tuesday	Thu 4:00 PM
Wednesday	Fri 4:00 PM
Thursday	Mon 4:00 PM
Friday	Tue 4:00 PM
Saturday	Wed 4:00 PM
Sunday	Thu 4:00 PM

Deadlines will be advanced for holidays/special occasions.

OBITUARY DEADLINES

Day of Week	Deadline
Monday	Sun 2:00 PM
Tuesday	Mon 7:00 PM
Wednesday	Tue 7:00 PM
Thursday	Wed 7:00 PM
Friday	Thu 7:00 PM
Saturday	Fri 6:00 PM
Sunday	Sat 2:00 PM

Deadlines will be advanced for holidays/special occasions.

LEGAL NOTICE DEADLINES

Publication Day	Deadline
Monday	Fri 4:00 PM
Tuesday	Fri 4:00 PM
Wednesday	Mon 4:00 PM
Thursday	Tue 4:00 PM
Friday	Wed 4:00 PM
Saturday	Thu 4:00 PM
Sunday	Fri 4:00 PM

Deadlines will be advanced for holidays/special occasions.
Legal Display deadlines are advanced 24-48 hours.

Notes

- Color deadlines are 24 hours in advance of the above deadlines.
- Sunday color deadline is Tuesday Noon.
- Double trucks are due 24 hours in advance.

If You Build Your Ad

- 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 advertisment is published.

CLASSIFIED MECHANICAL REQUIREMENTS

PRODUCTION INFORMATION 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

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 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.