

# 2026 CLASSIFIED RATE BOOK

## TABLE OF CONTENTS

Newspaper Designated Market/Circulation..... 2  
 Classified Rates & Deadlines ..... 3  
 Jobs Online ..... 4

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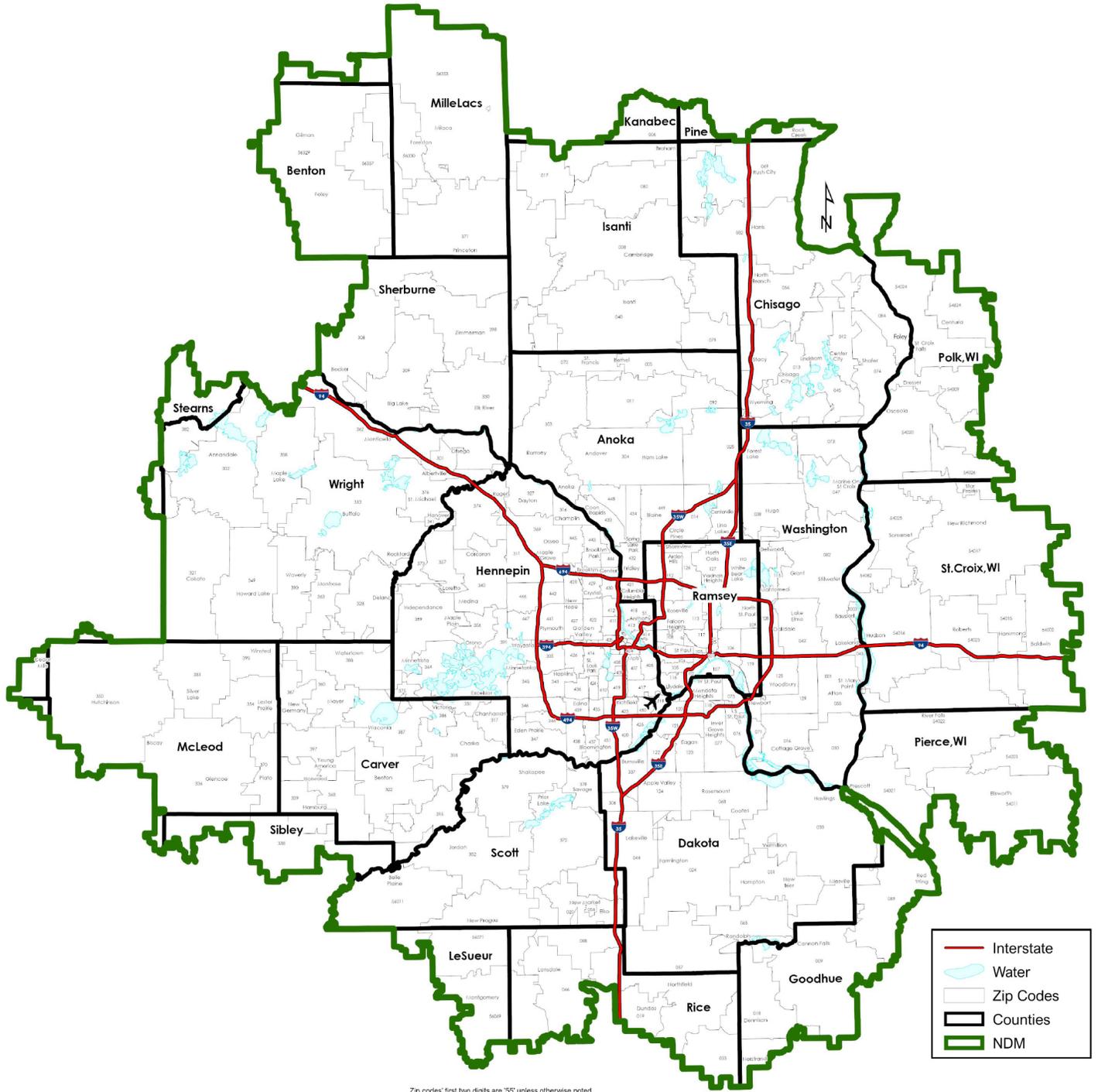
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**For Classified  
 Advertising Information:**  
 Website: <https://classifieds.startribune.com/>  
 Email: [placeads@startribune.com](mailto:placeads@startribune.com)  
 Call: 612-673-7000

*\*Rates are subject to change.*

# NEWSPAPER DESIGNATED MARKET (NDM)



## READERSHIP

	Daily Cume	Sunday Cume	Weekly Cume
Metro %	18.8%	22.1%	34.7%
Metro Audience	537,255	631,895	989,790
DMA %	16.4%	19.3%	30.3%
DMA Audience	637,404	747,910	1,176,613

Source: Nielsen Scarborough 2025-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	110,524	64,304
Digital Replica	4,615	7,198
Digital Nonreplica	83,794	91,502
<b>Total Circulation</b>	<b>198,933</b>	<b>163,004</b>

Source AAM News Media Audit, September 30, 2025

## CLASSIFIED RATES

**CLASSIFIEDS:** The Minnesota Star Tribune classified section connects buyers and sellers across Minnesota, offering trusted listings for jobs, real estate, vehicles, and services. It serves as a practical marketplace for opportunity—helping individuals and businesses reach engaged, local audiences ready to take action. 24-hour service is available via web order entry at <https://classifieds.startribune.com/> or email [placeads@startribune.com](mailto:placeads@startribune.com) or call 612-673-7000 for packages and pricing.

**LEGAL NOTICES & MORTGAGE FORECLOSURES:** This section provides official public notices, including legal announcements, court filings, and mortgage foreclosure listings. It serves as a trusted, transparent source for time-sensitive information that impacts property owners, businesses, and communities across Minnesota.

Email for pricing: General Legal Notices: [placeads@startribune.com](mailto:placeads@startribune.com)

Foreclosures: [legalads@startribune.com](mailto:legalads@startribune.com)

Probates: [probates@startribune.com](mailto:probates@startribune.com)

**OBITUARIES:** The Obituaries section honors and celebrates the lives of individuals who have shaped Minnesota’s communities. Through thoughtful tributes and remembrances, it provides a meaningful space for families and readers to reflect, share memories, and recognize lives well lived. 24-hour service is available via web order entry. <https://obituaries.startribune.com/> or call 612-673-4130 or email [paidobits@startribune.com](mailto:paidobits@startribune.com)

## OBITUARY RATES

\$14.41 per line product cost; 50% off each additional day

## IN MEMORIAM RATE

\$7.10 per line product rate; 50% off each additional day

## LEGAL NOTICE RATE

\$5.60 per line product cost; online is available as well

## CLASSIFIED DEADLINES

### LINER DEADLINES

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

*Deadlines apply to submission, changes, cancellations & approvals. Classified display ad deadlines are advanced a **minimum** of 48 hours. Deadlines are advanced for holidays/special occasions.*

### OBITUARY DEADLINES

Day of Week	Deadline
Monday	Sun 12:00 PM
Tuesday	Mon 2:00 PM
Wednesday	Tue 2:00 PM
Thursday	Wed 2:00 PM
Friday	Thu 2:00 PM
Saturday	Fri 2:00 PM
Sunday	Sat 11:00 AM

*Deadlines will be advanced for holidays/special occasions.*

**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.**

## JOBS ONLINE

The Minnesota Str Tribune jobs online provide employers with the flexibility and cost-effectiveness needed in today’s challenging job marketplace. MaxRecruit allows us to easily post your jobs once and have them go to the relevant top job sites such as Indeed, ZipRecruiter, Jobs2Careers, Nexxt, Glassdoor, and many others. These sites operate on a pay for performance model.

<b>Jobs online</b>	<a href="http://hiring.startribune.com/purchase/post-now">hiring.startribune.com/purchase/post-now</a>
<b>Job wraps</b>	<a href="http://hiring.startribune.com/purchase/post-now">hiring.startribune.com/purchase/post-now</a>
<b>Print options</b>	<a href="http://hiring.startribune.com/purchase/post-now">hiring.startribune.com/purchase/post-now</a>
<b>Email</b>	<a href="mailto:placeads@startribune.com">placeads@startribune.com</a>
<b>ECC Jobs</b>	<a href="mailto:eccjobs@startribune.com">eccjobs@startribune.com</a>

## JOB CASE RECRUITMENT PRODUCTS

AC Max Recruit Packages	2026 Rate
AC Max Recruit Gold Package	\$395
AC Max Recruit Platinum Package	\$595
AC Max Recruit Diamond Package	\$995
Max Recruit Gold + Jobcase Package	\$600
Max Recruit Platinum + Jobcase Package	\$750
30 Day Jobcase	\$315
30 Day Jobcase Gold	\$440
30 Day Jobcase Platinum	\$750

### Audience Networks

College	\$50
Diversity	\$65
Social	\$65
Veterans	\$65

### TARGETED AUDIENCE NETWORK

#### Industry Networks

Accounting & Finance	\$50
Call Center & Customer Support	\$50
Cannabis	\$90
Construction & Maintenance	\$50
Education	\$50
Energy & Engineering	\$50
Green Employers	\$50
Healthcare	\$50
Healthcare & Nursing	\$100
Hospitality	\$50
Information Technology	\$50
Law Enforcement	\$50
Manufacturing & Trade	\$50
Nursing	\$50
Sales & Marketing	\$50
Transportation & Logistics	\$50