

2017 DIGITAL RATE CARD

With over 41 percent of all local Web site visits and over 7 million unique users per month, StarTribune.com is the essential way to reach Minnesota.

Basic rates follow—but with all the solutions we have to meet your objectives, there's just no way to fit them on one rate card. Call 612.673.4899 to get a solution customized to your needs.

HOMEPAGE RATES

| Creative Type | Size | Rate |
|----------------------|-----------------------------|----------------|
| MedRec POS 1 | 300x250 | \$8,000 CPD |
| SuperLeader/Halfpage | 970x90 / 300x600 | \$12,000 CPD |
| Billboard | 970x250 | \$16,000 CPD |
| Interstitial | 640x480 preferred | Call for quote |
| Videostitial | 640x360 (Aspect ratio 16:9) | Call for quote |
| Hover | 1016x90 collapsed to 100x90 | \$20,000 CPD |
| Skin | 293x800 (per side) | \$16,000 CPD |

RUN OF NETWORK RATES

| Creative Type | Size | Rate |
|---------------|-----------------------------|----------------|
| Billboard | 970x250 | \$23 CPM |
| SuperLeader | 970x90 | \$15 CPM |
| Halfpage | 300x600* | \$15 CPM |
| MedRec | 300x250* | \$11 CPM |
| Interstitial | 640x480 preferred | Call for quote |
| Videostitial | 640x360 (Aspect ratio 16:9) | Call for quote |
| Hover | 1016x90 collapsed to 100x90 | \$21 CPM |
| Portrait | 300x1050 | \$23 CPM |

* Includes mobile distribution

VIDEO

| Creative Type | Size | Rate |
|-----------------------|---------|-----------|
| Pre-Roll:30 (10% SOV) | :30 sec | \$165 CPD |
| Pre-Roll:15 (10% SOV) | :15 sec | \$125 CPD |

Advertise today by calling your Star Tribune representative or **612-673-4899**.