

# 2017 CLASSIFIED RATE BOOK

## TABLE OF CONTENTS

Newspaper Designated Market/Circulation.....	2
Classified Advertising Rates.....	3
Daily and Sunday Classified Rates.....	4
Automotive Rates .....	5-6
Real Estate Rates .....	7-12
Employment Rates.....	13-16
Daily Zoned ROP Advertising.....	17
Sunday Zoned ROP Advertising.....	18
Zoned Advertising Opportunities .....	19
Zoned ROP Rates.....	20
Column Measurements .....	21-22
Classified Deadlines .....	23
Daily/Weekly Newspaper Features.....	24

## CONTACTS

**Paul Kasbohm**  
*Chief Revenue Officer*  
 Paul.Kasbohm@startribune.com ..... 612-673-7207

**Jason Cole**  
*Vice President, Majors & National Sales, Automotive and Real Estate*  
 Jason.Cole@startribune.com ..... 612-673-7715

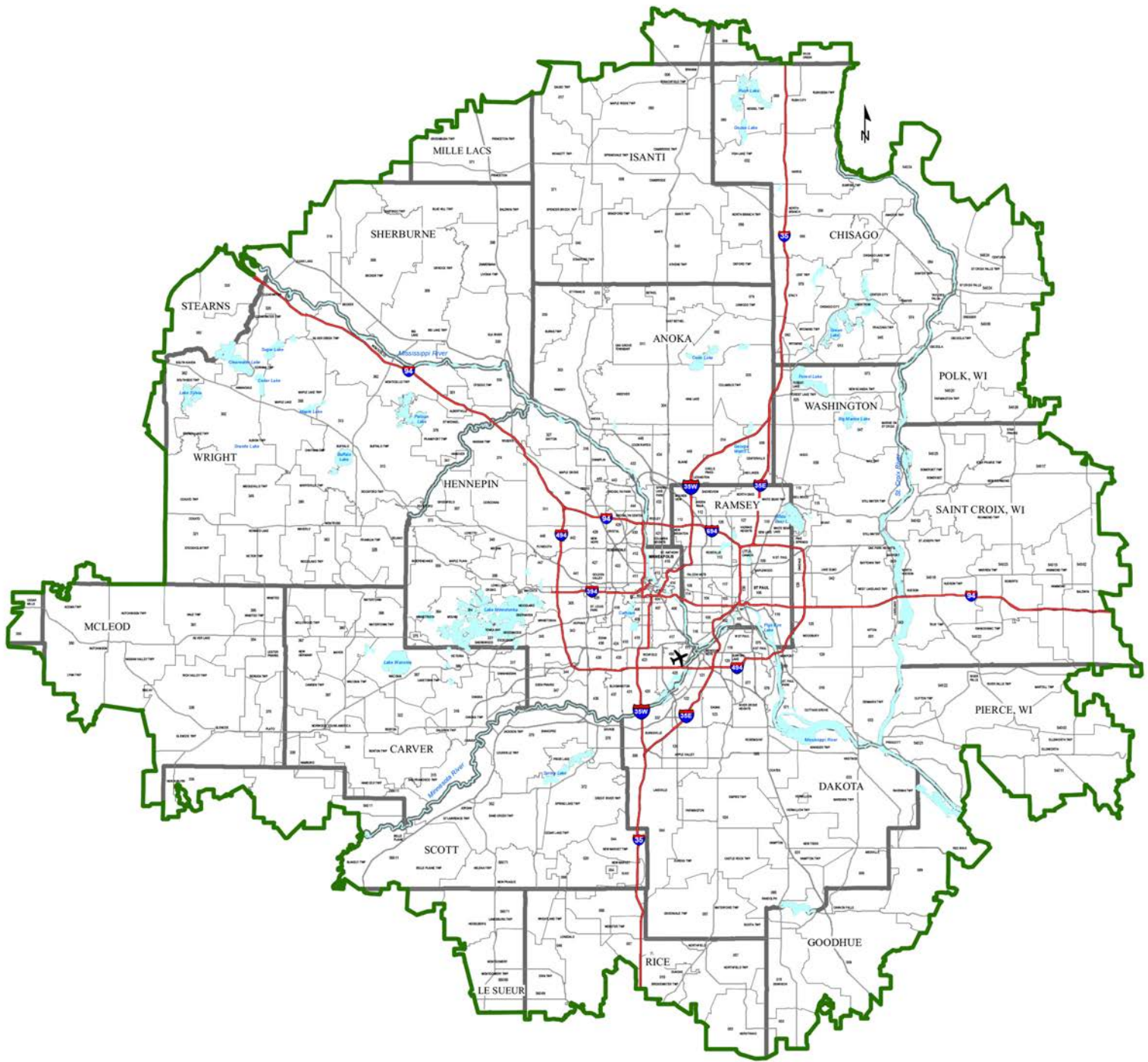
**Mike Maslow**  
*Executive Director, Local Retail & Employment*  
 Mike.Maslow@startribune.com..... 612-673-4106

**Michelle Ladyzhynsky**  
*Sales Manager, Employment & Classifieds*  
 Michelle.Ladyzhynsky@startribune.com ..... 612-673-4507

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 %	33.8	47.1	43.4
Metro Audience	909,372	1,268,987	1,169,719

Source: Nielsen Scarborough 2016 (R1); Mpls/St. Paul CBSA

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

## CIRCULATION

Edition	Monday - Friday Star Tribune	Sunday Star Tribune
Metro	159,572	427,970
Outstate	29,522	63,430
Digital (Replica)	29,376	29,310
Digital (Non-Replica)	65,987	36,617
Total	284,457	557,327

Source: Star Tribune ABC Audit Report for 52 weeks ended March 31, 2016  
 Sunday: Sun Avg. Proj. Circ.  
 Daily: Wed Avg. Proj. Circ.

# CLASSIFIED ADVERTISING RATES

## DAILY/SUNDAY DISPLAY RATES

Contract Level	Full Run Distribution	
	Daily*	Sunday*
Open	\$199	\$325
\$10,000	169	275
100,000	149	249
250,000	139	229
750,000	119	199

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

## EARLY WEEK RATES (MON/TUES)

30% off open published rates.

## COLOR RATES

Publication Day	Up to 1/4 pg	Up to 1/2 pg	Over 1/2 pg
Daily (4C)	\$1,925	\$3,210	\$5,355
Daily (Spot)	850	1,420	2,365
Sunday (4C)	2,500	4,180	6,965
Sunday (Spot)	1,040	1,735	2,890

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

# DAILY AND SUNDAY CLASSIFIED RATES

Classified is the #1 destination for consumers and service providers to buy and sell their goods in print and online. 24-hour service is available via web order entry (StarTribune.com/placeads) or by calling 612-673-7000. Star Tribune classified is the best resource to promote your products and services.

## DAILY/SUNDAY RATES

Includes categories at right (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

To place an ad full run, add \$1.50 per line, per day.

### Classified Categories

Antiques & Collectibles
Auctions & Events
Business & Financial Opportunities
Childcare Wanted/Available
Community Announcements
Equipment & Supplies
Funeral Notices
Garage Sales
General & Public Notices
Health Services
Home & Commercial Services
Household
Miscellaneous Merchandise
Personal & Misc. Services
Pets & Livestock
Professional Services
Sports
Vacations

## COLOR RATES

Minimum display sizes: for a black plus one color ad: 56 lines; for a black plus 2-3 color ad: 882 lines.

Publication Day	Up to 1/4 pg	Up to 1/2 pg	Over 1/2 pg
Daily (4C)	\$1,925	\$3,210	\$5,355
Daily (Spot)	850	1,420	2,365
Sunday (4C)	2,500	4,180	6,965
Sunday (Spot)	1,040	1,735	2,890

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

## OBITUARY RATES

\$10.65 per line; \$5.32 per line on multiple insertions

## LEGAL NOTICE RATE

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

## IN MEMORIAM RATE

\$7.10 per line; \$3.55 per line on multiple insertions

## AUTOMOTIVE RATES

Star Tribune provides consumers with the most comprehensive automotive coverage in the Twin Cities. This creates an ideal marketplace for your advertising.

**RATES FOR CLASSIFICATIONS: 900, 901, 903, 905, 909, 917, 921, 946, 947, 950, 957, 965, 968, 991 AND 181 (AUTO LOANS)**

### SINGLE VEHICLE PRICING

Module	3x Rates*	7x Rates*	1x Daily Rate	1x Sunday Rates
A	\$36.60	\$57.40	\$15.40	\$20.60
B	54.90	86.10	23.10	30.90
C	73.20	114.80	30.80	41.20
D	91.50	143.50	38.50	51.50
E	109.80	172.20	46.20	61.80
F	164.70	258.30	69.30	92.70
G	219.60	344.40	92.40	123.60

\*Ads must run in either 3 or 7 consecutive days.

\*Online not included in these rates.

### DISPLAY AD IN-COLUMN PRICING

Ad Size	3x Rates*	1x Daily Rates	1x Sunday Rates
1 column x 2"	\$482.40	\$204.00	\$271.20
1 column x 3"	723.60	306.00	406.80
1 column x 4"	964.80	408.00	542.40

\*Ads will run consecutively on Friday through Sunday. Ask your Star Tribune Sales Representative about other ad sizes.

### COLOR RATES

Minimum ad size for color is 1/8 page; maximum size is full page.

Publication Day	Up to 1/4 pg	Up to 1/2 pg	Over 1/2 pg
Daily (4C)	\$1,925	\$3,210	\$5,355
Daily (Spot)	850	1,420	2,365
Sunday (4C)	2,500	4,180	6,965
Sunday (Spot)	1,040	1,735	2,890

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

## AUTOMOTIVE RATES (CONT.)

### DAILY/SUNDAY DISPLAY RATES

Contract Level	Full Run Distribution		Metro Distribution	
	Daily*	Sunday*	Daily*	Sunday*
Open	\$199	\$325	\$189	\$296
\$10,000	169	275	160	249
50,000	160	260	152	235
100,000	150	250	142	225
250,000	145	235	137	211
500,000	135	225	127	201
750,000	130	210	122	187

\*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)	\$1,925	\$3,210	\$5,355
Daily (Spot)	850	1,420	2,365
Sunday (4C)	2,500	4,180	6,965
Sunday (Spot)	1,040	1,735	2,890

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

### AUTOS ROP AD SPECS

Ad Size	Dimensions
1/8 page	5.1667" x 5.125"
1/4 page	5.1667" x 10.25"
1/2 page horiz.	10.4792" x 10.25"
Full page	10.4792" x 20.5"
1/2 page vert.	5.1667" x 20.5"

# REAL ESTATE, RENTALS, COMMERCIAL REAL ESTATE ADVERTISING

Star Tribune Homes suite of products reaches consumers when and how they want information – in the newspaper, online or on racks with our free magazines. Reach more consumers with your marketing message with the area’s largest and most trusted source of news and information.

## HOMES SUNDAY SECTION ADVERTISING

Star Tribune *Homes Sunday* is a comprehensive section full of useful information...Rent a home, buy a home, build a home or style a home; it is all available in one convenient, useful section. Include your marketing message in the best destination for home enthusiasts, Star Tribune *Homes Sunday*.

**SIGN A REAL ESTATE CONTRACT AND SAVE 50-65% FROM OPEN RATE.**

Display Ad Sizes	SPENDING LEVEL						
	\$500,000	\$100,000	\$25,000	\$5,000	\$3,000	\$1,500	OPEN*
Full Page	\$12,029.40	\$12,767.40	\$14,022.00	\$14,686.20	\$15,350.40	\$16,014.60	\$32,029.20
1/2 Page	6,236.10	6,642.00	7,269.30	7,601.40	7,970.40	8,265.60	16,568.10
1/4 Page	3,191.85	3,394.80	3,726.90	3,874.50	4,077.45	4,243.50	8,468.55
1/8 Page	1,605.15	1,715.85	1,881.90	1,955.70	2,047.95	2,140.20	4,280.40
6 X 2	1,274.40	1,353.60	1,483.20	1,548.00	1,620.00	1,684.80	3,376.80
3 X 4	1,274.40	1,353.60	1,483.20	1,548.00	1,620.00	1,684.80	3,376.80
3 X 2	637.20	676.80	741.60	774.00	810.00	842.40	1,688.40
2 X 2	436.80	465.60	511.20	532.80	559.20	580.80	1,161.60
1 X 4	436.80	465.60	511.20	532.80	559.20	580.80	1,161.60
1 X 3	327.60	349.20	383.40	399.60	419.40	435.60	871.20
1 X 2	218.40	232.80	255.60	266.40	279.60	290.40	580.80
Rate by the line	\$9.60	\$10.20	\$11.20	\$11.70	\$12.25	\$12.75	\$25.50

**ADDITIONAL SAVINGS WHEN YOU PURCHASE A DISPLAY AD.**

*4 line minimum*

\*Open (non-contract) modular ads now include a 7-day appearance of your ad online at StarTribune.com. For additional online advertising information see page 10.

## RENTALS BACK PAGE

Showcase your properties on the back page of the *Homes Sunday* section. These 3x2 4-color positions are available for 26 or 52 consecutive weekly appearances. \$535 per insertion.

## BORDERS AND SHADING

Your ads are sure to stand out when you add a border and shading. Border rate: \$15. Bordered ads may be shaded gray for an additional \$10. Ad cannot be shaded without border. Applies to all 600 classifications plus 703 and 705.

## REAL ESTATE ADVERTISING (CONT.)

### PREMIUM POSITION ADVERTISING

With the intense competition for buyers and renters, give yourself the extra edge by adding a premium position and make your ad stand out. Front page and internal page 4-color positions are available in *Homes Sunday*. Contact your sales representative for availability and rates.

### WEEKEND SHOWCASE PACKAGE

Market your property in print and online. Listings will be online for 7 days and include multiple photos and a unique web ID allowing home buyers immediate access to your property information. Properties listed include open houses and non-opens.

Print includes a 4-color picture ad in the Weekend Showcase and a listing in the Open House Directory.

Saturday \$110; Sunday \$120; Saturday/Sunday Package \$180

### REAL ESTATE PHOTO ADS

Prominently feature your listing or brand yourself with our in-column photo ads. Ads sort within designated classifications (720-889). Available Monday through Sunday. \$125 per listing. See your sales representative for details.

### OPEN HOUSE DIRECTORY

This highly portable and consumer friendly directory is published on Saturday and Sunday. For your best value, combine your open house in Saturday's and Sunday's directory for maximum exposure\*.

	Open House Directory Only		
	Saturday	Sunday	Both
Print Only	\$60	\$70	\$90

*\*To qualify for discount, ads must feature the same property and must appear in the same week and be ordered at the same time.*

### REAL ESTATE WEEKEND DISCOUNT

Receive a 40% discount on your Saturday ad when you extend your reach and run Saturday and Sunday consecutively. Ad must be the same and be scheduled at the same time to qualify. See page 9 for weekday rates. Some exclusions apply.

### STATEWIDE EDITION

Market your listing to an additional 66,782 households when adding the statewide edition.\* \$2.00 per line.

*(Source: Sunday total average paid and verified ONDM circulation from the 2015 Audit Report.)*



## REAL ESTATE ADVERTISING (CONT.)

### DAILY REAL ESTATE RATES

Display Ad Sizes	SPENDING LEVEL						
	\$500,000	\$100,000	\$25,000	\$5,000	\$3,000	\$1,500	OPEN*
Full Page	\$8,856.00	\$10,184.40	\$10,848.60	\$11,808.00	\$12,250.80	\$12,767.40	\$19,188.00
1/2 Page	4,612.50	5,313.60	5,608.80	6,125.40	6,346.80	6,642.00	9,926.10
1/4 Page	2,343.15	2,712.15	2,878.20	3,136.50	3,247.20	3,394.80	5,073.75
1/8 Page	1,180.80	1,365.30	1,457.55	1,586.70	1,642.05	1,715.85	2,564.55
6 X 2	936.00	1,080.00	1,152.00	1,252.80	1,296.00	1,353.60	2,030.40
3 X 4	936.00	1,080.00	1,152.00	1,252.80	1,296.00	1,353.60	2,030.40
3 X 2	468.00	540.00	576.00	626.40	648.00	676.80	1,015.20
2 X 2	324.00	372.00	396.00	432.00	446.40	465.60	696.00
1 X 4	324.00	372.00	396.00	432.00	446.40	465.60	696.00
1 X 3	243.00	279.00	297.00	324.00	334.80	349.20	522.00
1 X 2	162.00	186.00	198.00	216.00	223.20	232.80	348.00
Rate by the line	\$7.10	\$8.15	\$8.65	\$9.45	\$9.80	\$10.20	\$15.30

4 line minimum

\*Open (non-contract) modular ads now include a 7-day appearance of your ad online at StarTribune.com. For additional online advertising information see page 10.

### DAILY/SUNDAY DISPLAY RATES

Contract Level	Full Run Distribution		Metro Distribution	
	Daily*	Sunday*	Daily*	Sunday*
Open	\$199	\$325	\$189	\$296
\$10,000	169	275	160	249
50,000	160	260	152	235
100,000	150	250	142	225
250,000	145	235	137	211
500,000	135	225	127	201
750,000	130	210	122	187

\*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)	\$1,925	\$3,210	\$5,355
Daily (Spot)	850	1,420	2,365
Sunday (4C)	2,500	4,180	6,965
Sunday (Spot)	1,040	1,735	2,890

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

## REAL ESTATE, RENTALS AND COMMERCIAL REAL ESTATE ONLINE

Advertising in the Star Tribune newspaper combined with StarTribune.com reaches over 60% of all metro adults in the Minneapolis and St. Paul market, more than 1.6 million adults monthly. Combining both print and online is the most effective way to reach potential clients and consumers searching for a new home.

*Source: Scarborough Research Corp. 2015 (R1) Mpls/St. Paul CBSA*

### AGENT MARKETING PACKAGE

Feature your listings and reach homebuyers and sellers on StarTribune.com.

#### Pro Package – \$59 per month\*

- Search Results
  - Broker Logo
  - Name and Lead Generation
  - Agent Photo and Logo
- Detail Pages
  - All Listings from Agent
  - Agent Name
  - Agent Photo
  - Lead Generation Form
- Agent Directory
- 5 Featured Properties
- 5 Featured Agent Ads
- 1 Top Homes Module/mo
- Video on Demand

*\*12 month commitment required*

#### Essentials Package – \$39 per month\*

- Search Results
  - Broker Logo
  - Name and Lead Generation
  - Agent Photo
- Detail Pages
  - All Listings from Agent
  - Agent Name
  - Agent Photo
  - Lead Generation Form
- Agent Directory
- 2 Featured Properties
- 2 Featured Agent Ads

#### Basics Package – \$8.99 per month\*

- Search Results
  - Broker Logo
  - Name and Lead Generation
- Detail Pages
  - All Listings from Agent
  - Agent Name
- Agent Directory

### BUILDER MARKETING PACKAGE

List your entire inventory on StarTribune.com now with these online components for only \$260 per month.

- **Spotlight Homes** features up to 5 listings from your inventory throughout StarTribune.com/homes
- **Listing Details Page** includes detailed listings page and expanded interior/exterior features
- Complete listings include e-mail alerts, virtual tour options, community data and more (ask your Star Tribune sales representative for more details)

### TOP HOMES

This feature rotates 'run-of-site' throughout StarTribune.com giving you maximum exposure to active and passive homebuyers.

- Each listing includes photo of property, city, price, number of bedrooms/baths, square footage, open house times (if available), and a link to property detail page
- Your Investment: \$30 for 7 days online; \$55 for 30 days online

### ONLINE ONLY AD PACKAGES

Advertise your property for sale on StarTribune.com/homes with up to 10 photos

- 30-days = \$75
- 120-days = \$160

# REAL ESTATE, RENTALS AND COMMERCIAL REAL ESTATE ONLINE (CONT.)

## RENTALS

### Online-Only Listing - \$40 per month

Publish your ad on [StarTribune.com/rentals](http://StarTribune.com/rentals) with up to 19 photos, and nearly unlimited text. You can also indicate which amenities are available (such as: controlled access, air conditioning, hardwood floors, dishwasher, washer/dryer in unit, pool, highspeed internet, elevator, garage parking, allowances for pets, etc.) and renters can filter their search results based on your selections.

## MOBILE OPTIONS

**StarTribune.com Mobile campaigns appear in the most appropriate size based on users' mobile device.**

- Campaigns include two components: a mobile banner and a landing page
- Price: \$15 CPM (\$750 per month minimum)

## TEXT CODES AND GOSITES

**Rentals Text Codes and GoSites are the tools for your business to connect with prospects anywhere via phone, e-mail or text messaging.**

- All properties that advertise on [StarTribune.com/rentals](http://StarTribune.com/rentals) are eligible for a Basic Text Code and may also purchase a GoSite
- Upgrade to the Rentals GoSite Package for an additional monthly fee

### Rentals Pricing:

- 1 GoSite – \$90 per month
- 2-9 GoSites – \$80 each per month
- 10 or more GoSites – \$70 each per month

## OTHER ONLINE PRODUCTS AVAILABLE

- Star Tribune Search Engine Marketing
- SearchPlus
- Button Ads on Homes Section
- Banner Advertising
- Social Networking
- Themed E-mail Programs

*Contact your sales representative for details on any of these online products.*

## TARGETED ADVERTISING: ACTIVE ADULT & SENIOR MARKETPLACE

Representing over 35% of the total Minnesota population, and with annual consumer spending exceeding \$59 billion, this is an audience you definitely want to reach. Star Tribune reaches more of this audience than any other media, and offers many products targeted specifically to the active adult homebuyer.

Source: 2016 Esri.

### THE GOOD LIFE

An easy-to-read tab publication that helps seniors – and their families – find their next homes. Published 4 times annually on February 24, May 4, July 27 and October 19.

### RATES

Ad Size	Dimensions	1x	2x	4x
Double Truck	10 col (20.47") x 10.25"	\$5,490	\$5,225	\$4,940
Full Page	5 col (9.47") x 10.25"	2,890	2,750	2,600
Inside Front, Inside Back & Back Page	5 col (9.47") x 10.25"	3,995	3,840	3,680
3/5 Page	3 col (5.62") x 10.25"	1,990	1,890	1,790
Half Page Horiz.	5 col (9.47") x 5.12"	1,735	1,645	1,560
Page 3 Premium Half Page Horiz.	5 col (9.47") x 5.12"	2,170	2,055	1,950
2/5 Page	2 col (3.70") x 10.25"	1,530	1,455	1,375
Junior +	3 col (5.62") x 5.12"	1,380	1,310	1,240
Junior	2 col (3.70") x 5.12"	930	880	830
1/10 Page	2 col (3.70") x 2.56"	580	550	525

- All rates include full color
- Add 15% premium for page 5, page 7, and ads by Puzzles and Answers.

### DEADLINES

Publication Date	Space Commitment
February 24	February 5
May 4	April 15
July 27	July 8
October 19	September 30

### CLASSIFIED ADVERTISING FOR THE GOOD LIFE

Additional advertising outlets to target *The Good Life* audience are available in the Star Tribune Classifieds product Monday through Saturday, as well as in our *Homes Sunday* section. Place your ad in classifications 626-Senior Independent Living, or 628-Senior Assisted Living and expand the viewership of your ad any day of the week. (See pages 7-9 for rate information.)

### STARTRIBUNE.COM SENIOR HOUSING ONLINE SECTION

List your property on StarTribune.com within our Senior Housing section.

#### Property Listing Features:

- Photos
- Property description
- Company logo and contact information
- Amenities and more

#### Monthly Tier Pricing:

One property - \$59  
 3-9 properties - \$149  
 10+ properties - \$249

# EMPLOYMENT ADVERTISING

Newspapers and online are the two most frequently used resources when searching for a job. Employers looking to reach highly qualified candidates turn to the Star Tribune as an effective, multi-media tool for recruiting.

## SUNDAY AND DAILY JOBS – PRINT ADVERTISING

AD SIZE	Sunday Metro Edition	BEST VALUE			Add Statewide Edition Per Ad	ROP Pickup	Weekday Only
		3 Pack Total Price	5 Pack Total Price	10 Pack Total Price			
<b>DISPLAY AD SIZES</b>							
FULL PAGE	\$16,039.20	\$43,305.84	\$68,166.60	Call	\$2,460.00	\$5,579.00	\$8,019.60
HALF PAGE	10,233.60	27,630.72	43,492.80	Call	1,230.00	2,790.00	5,116.80
QUARTER PAGE	6,888.00	18,597.60	29,274.00	Call	615.00	1,395.00	3,444.00
2 x 7"	4,905.60	13,245.12	20,848.80	\$39,244.80	420.00	953.00	2,452.80
1 x 7"	2,478.00	6,690.60	10,531.50	19,824.00	210.00	476.00	1,239.00
1 x 4"	1,416.00	3,823.20	6,018.00	11,328.00	120.00	272.00	708.00
<b>MODULAR AD SIZES</b>							
Size F	\$1,013.20	\$2,735.64	\$4,306.10	\$8,105.60	\$85.00	N/A	\$506.60
Size E	774.80	2,091.96	3,292.90	6,198.40	65.00	N/A	387.40
Size D	596.00	1,609.20	2,533.00	4,768.00	50.00	N/A	298.00
Size C	417.20	1,126.44	1,773.10	3,337.60	35.00	N/A	208.60
Size B	238.40	643.68	1,013.20	1,907.20	20.00	N/A	119.20
Size A	119.20	321.84	506.60	953.60	10.00	N/A	59.60

- See page 22 for modular sizes.
- Job packs will be billed at the total package price and must publish within one calendar year of the purchase date, and are available for Sunday only advertising. Larger and multi-size packages available upon request.
- Third party job fair rates are available from your sales representative. Call today!

## ENHANCEMENTS TO SUNDAY PRINT ADVERTISING

### ONLINE ENHANCEMENTS

To receive the maximum response to your advertising, add one of the following online packages to your Sunday Ad:

Standard Pack		Basic Pack	
30-days	\$405	30-days	\$280
7-days	315		

\*Standard includes: [StarTribune.com/jobs](http://StarTribune.com/jobs),  
TopJobs, DRS Network

\*[StarTribune.com/jobs](http://StarTribune.com/jobs)

**Spotlight Ad:** Your online ad will appear on [StarTribune.com/jobs](http://StarTribune.com/jobs) and on the right rail of the search results page. Spotlighting is available with your Sunday print and online package purchase for an additional \$70.

**AfterCollege:** Add your posting to the largest career network specializing in recruitment at the college and alumni level. \$50

**Diversity Network:** Post your jobs to some of the top diversity job boards on the web while appealing to millions of diverse candidates. \$50

**Diversity/Veterans Network:** Place your jobs on some of the top diversity job boards on the web while appealing to millions of diverse candidates and also feature some of the best Veteran and Military job boards giving your company the edge in veteran recruiting. \$80

**Veterans Network:** The Veterans Network is the best solution for finding this top talent and satisfying government requirements. Featuring some of the best Veteran and Military job boards, the Veterans Network gives your company the edge in veteran recruiting. \$50

## EMPLOYMENT ADVERTISING (CONT.)

### ENHANCEMENTS TO SUNDAY PRINT ADVERTISING (CONT.)

**Healthcare Network:** Post to the most heavily trafficked healthcare websites giving your company a distinct advantage in the marketplace. \$55

**Healthcare/Nursing Network:** Posting to the Healthcare Network will get your job on the most heavily trafficked healthcare websites, giving your company a distinct advantage in the marketplace. The Nursing Network places your recruitment ads on the top niche nursing job boards delivering local and national talent. \$85

**Green Employers Network:** The Green Employers Network is a job board connecting green companies with potential new employees. Recruit new hires and help save the environment at the same time while marketing your company as a green employer. \$40

**Energy Network:** Do you have Oil and Gas, Electric Power or Renewable Energy careers in your company? This network gets your ads exposure on five job energy boards and more than 40 online energy magazines and journals. \$55

**IT Network:** The IT Jobs Network consists of four sites including ITJobs.com, one of the original Information Technology Job Boards on the Internet. Each is powerful yet simple. Just the way IT people like them. \$50

**Call Center Network:** In Today's economy, customers are hard to find and even harder to keep. That's why having top Customer Service talent is essential to a successful company. If you're looking for excellent employees for your Call Center or Customer Care Operation, the Call Center Networks are your best economical choice for recruiting these hard to find candidates. \$50

### PRINT PREMIUM POSITIONS

**Front Page Advertising:** With the intense competition for top talent, make sure you give yourself the extra edge by adding a premium position and ensuring your ad stands out. Front page four color positions are available in Sunday Jobs. Contact your sales representative for availability and rates.

## JOBS ONLINE

Star Tribune Jobs Online provides employers with the flexibility and cost-effectiveness needed in today's challenging marketplace. Jobs Online is the #1 online employment resource in Minnesota, attracting local job seekers to the website by providing comprehensive local employment content, education and business information. This ensures strong traffic and a steady candidate flow.

Star Tribune Jobs Online offers a complete suite of recruitment products to reach active and passive candidates including Job Packs, Resume Database, Extended Reach opportunities, Banner Advertising and Search Engine Marketing programs.

### 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

### EXTEND YOUR REACH

Maximize your reach, minimize your work! We can add the following enhancements to your posting to get you the best possible results with one phone call!

**Advantage TopJobs** – Reach passive job seekers on StarTribune.com and across the Advantage Audience Platform. \$175

**AfterCollege.com** – Add your posting to the largest career network specializing in recruitment at the college and alumni level. \$60

**Diversity Network** – Post your jobs to some of the top diversity job boards on the web while appealing to millions of diverse candidates. \$55

**Diversity/Veterans Network** – Place your jobs on some of the top diversity job boards on the web while appealing to millions of diverse candidates and also feature some of the best Veteran and Military job boards giving your company the edge in veteran recruiting. \$85

**Veterans Network** – The Veterans Network is the best solution for finding this top talent and satisfying government requirements. Featuring some of the best Veteran and Military job boards, the Veterans Network gives your company the edge in veteran recruiting. \$55

**Healthcare Network** – Post to the most heavily trafficked healthcare websites giving your company a distinct advantage in the marketplace. \$60

**Healthcare/Nursing Network** – Posting to the Healthcare Network will get your job on the most heavily trafficked healthcare websites, giving your company a distinct advantage in the marketplace. The Nursing Network places your recruitment ads on the top niche nursing job boards delivering local and national talent. \$90

**Green Employers Network** – The Green Employers Network is a job board connecting green companies with potential new employees. Recruit new hires and help save the environment at the same time while marketing your company as a green employer. \$55

**Energy Network** – Do you have Oil and Gas, Electric Power or Renewable Energy careers in your company? This network gets your ads exposure on five job energy boards and more than 40 online energy magazines and journals. \$55

**IT Network** – The IT Jobs Network consists of four sites including ITJobs.com, one of the original Information Technology Job Boards on the Internet. Each is powerful yet simple. Just the way IT people like them. \$55

**Call Center Network** – In Today's economy, customers are hard to find and even harder to keep. That's why having top Customer Service talent is essential to a successful company. If you're looking for excellent employees for your Call Center or Customer Care Operation, the Call Center Networks are your best economical choice for recruiting these hard to find candidates. \$55

**Spotlight Enhancement** – Your posting appears on the right-side of the search results page. \$70

**Category Sponsorship** – 7 days \$150, 30 days \$400

**Keyword Sponsorship** – Optimize your posting with keywords so your listing appears at the top of job search results. \$100

**BoxTops** – Increase your exposure with our BoxTop banner ads. BoxTops appear on the Jobs homepage. \$130

**Employment Branding** – Enhance your employer brand by adding your logo, company colors and additional artwork to your postings. \$100/month (3 month minimum)

### FIND THE RIGHT CANDIDATE

Need additional help finding just the right candidate? Search our newly updated database of highly qualified local candidates.

Access	Rate
2 weeks	\$425
1 month	800
3 months	2,050
6 months	4,000
1 year	7,200

## JOBS ONLINE (CONT.)

### ONLINE POSTING PACKAGES/SUBSCRIPTIONS

These packages, designed for companies with continual recruiting needs, include unlimited job postings, unlimited seats to access resumes within our private resume database, job wrapping\* and a Featured Employer listing for the duration of the subscription.

Duration	Rate
3 months	\$4,120
6 months	8,135
1 year	14,325

\***Job Wrapping** – we automatically pull job postings from your website or process a feed 5 times per week with no additional work for you.

### BANNER ADVERTISING

Online advertising is available throughout Startribune.com. You can target the active jobseeker on the Jobs Channel or market your message to the passive candidates via the #1 local online source for news.

**Impact Packs:** These turnkey, easy to execute programs run throughout the Jobs Channel.

Each package includes both Leaderboard and BigAd positions, and lasts one week running over 7 consecutive days, delivering your message on a timely basis. Maximize exposure while you minimize waste!

Impressions	Rate
100,000	\$1,500
200,000	2,500
400,000	4,400

Customize your own banner campaign:

Product	Rate
BigAd	\$23 CPM
Leaderboard	23 CPM

### TARGETED PROGRAMS

Star Tribune can target your recruitment message to candidates based on job search behavior.

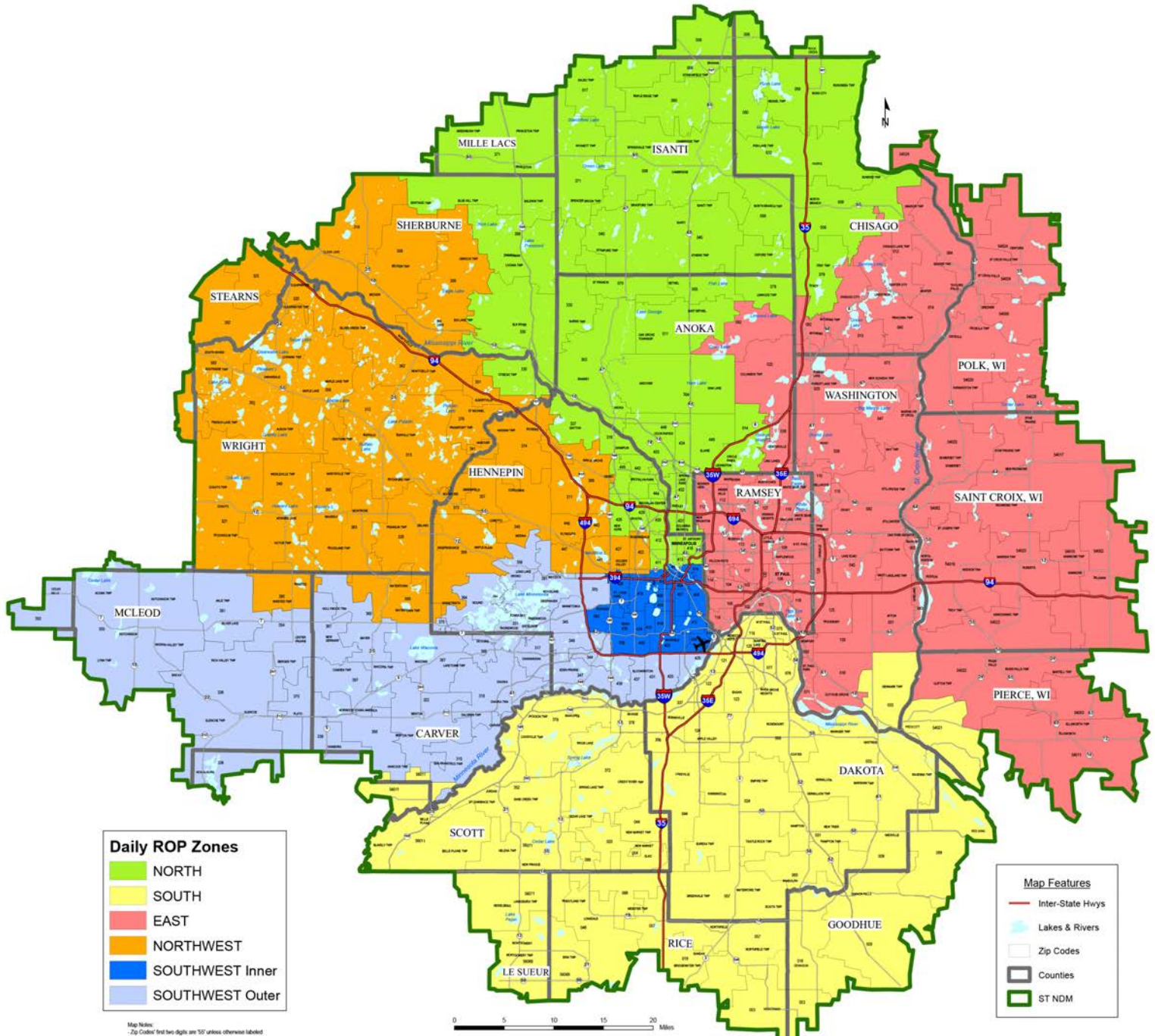
### TOP WORKPLACES

Recognition from your peers, employees and the public. Star Tribune Top Workplaces is awarded to outstanding Minnesota businesses based on an employee survey about leadership, flexibility, career opportunities, compensation and benefits. When a company receives this prestigious honor, it solidifies it as being among the best of the best and everyone takes note.

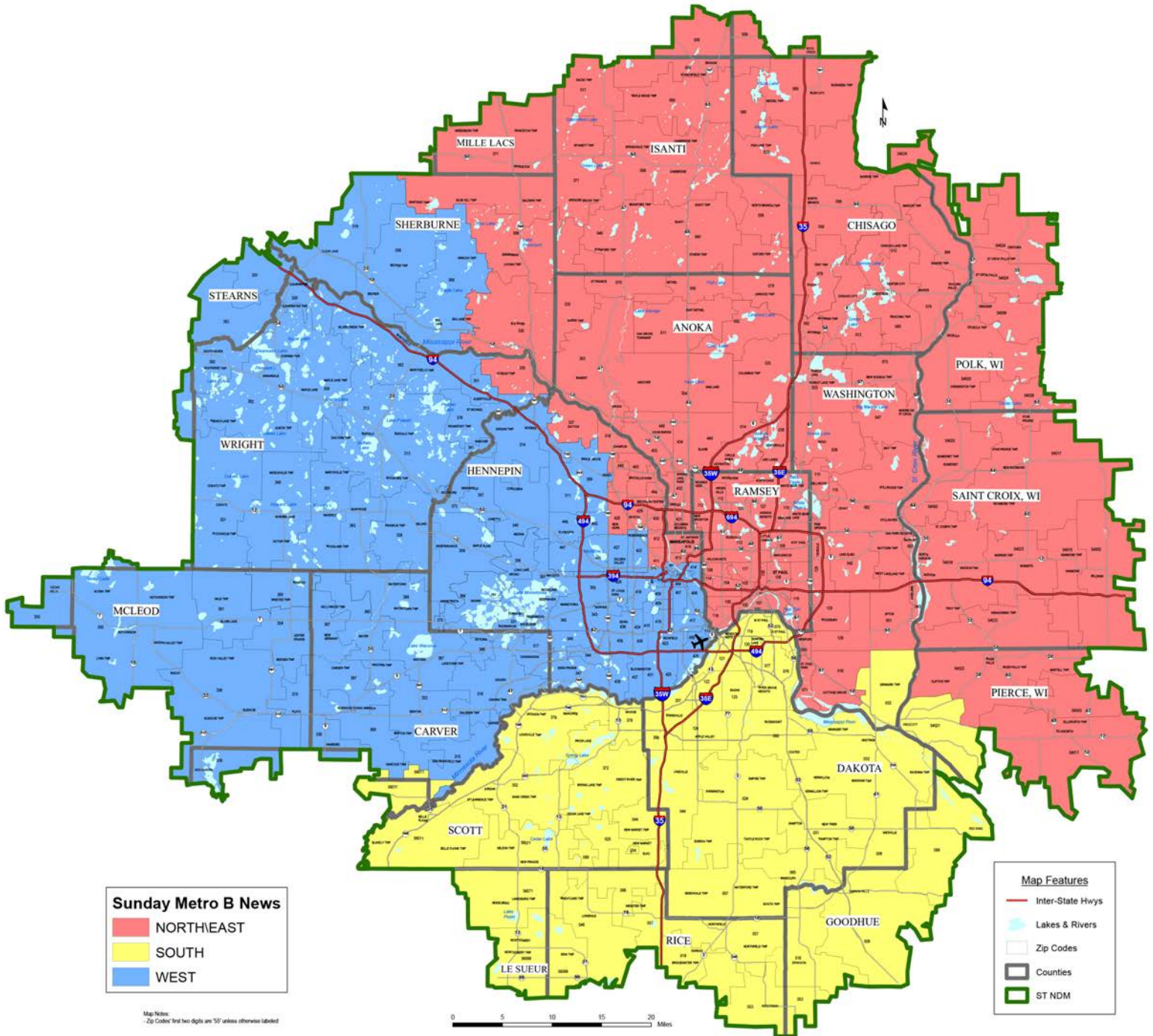


# DAILY ZONED ROP ADVERTISING

Reaches local consumers interested in doing business in their community by allowing you to advertise in the zone that covers your market area during your best days of the week. Plus, multi-zone advertising options are available for you to expand your message into other communities.



# SUNDAY ZONED ROP ADVERTISING





# ZONED ADVERTISING OPPORTUNITIES

## THURSDAY VARIETY

Thursday's *Variety* section is zoned in the east, southwest, northwest, north and south zones. The *Variety* section covers many topics including information on home and garden, entertainment, books and lifestyle advice for today's metro adults. Section includes 4-color, spot color and black/white advertising opportunities.

## SUNDAY B NEWS

Sunday's B News covers people, places and newsworthy events plus in-depth coverage of suburbs zoned into three geographic areas – south, west, north and east. Limited ad size options available. See your Star Tribune representative for further information.

## ZONED ADVERTISING OPPORTUNITIES

Zone	Thursday	Zone	Sunday
East	Variety	North and East	B News
North	Variety	South	B News
Northwest	Variety	West	B News
South	Variety		
Southwest*			
• Inner Southwest	Variety		
• Outer Southwest	Variety		

\* Southwest zone is divided into Inner and Outer sub-zones in Thursday Variety

## DAILY CIRCULATION & READERSHIP

Zone	Circulation	Readership
East	21,127	135,430
North	28,312	205,202
Northwest	21,422	103,488
South	22,912	132,265
Southwest*	60,402	326,567
• Inner Southwest	32,684	203,813
• Outer Southwest	27,718	122,754

\* Southwest zone is divided into Inner and Outer sub-zones in Thursday Variety

Circulation Source: Star Tribune ABC Audit Report for 52 weeks ended March 31, 2016

Sunday: Sun Avg. Proj. Circ.

Daily: Wed Avg. Proj. Circ.

Readership Source: Nielsen Scarborough 2016 R1; Mpls/St. Paul CBSA

Note: Daily Cume = 5 insertions, Sunday Cume = 4 insertions, plus eEdition

Weekly Cume = 5 daily insertions and 1 Sunday insertion, plus eEdition

## SUNDAY CIRCULATION & READERSHIP

Zone	Circulation	Readership
North and East	162,046	483,262
South	71,196	202,163
West	177,988	394,230

## 2017 ZONED ROP RATES

### DAILY RATE / COLUMN INCH

Zone	Thursday
East	\$28.50
North	\$38.00
Northwest	\$29.00
South	\$31.00
Southwest*	
• Inner Southwest	\$44.00
• Outer Southwest	\$37.50

\* Southwest zone is divided into Inner and Outer sub-zones in Thursday Variety

### SUNDAY RATE / COLUMN INCH

Zone	B News
North and East	\$108
South	\$48
West	\$118

### DAILY 1-COLOR (PLUS BLACK) & FULL-COLOR

Zone	Thursday
East	\$300 & \$525
North	\$525 & \$975
Northwest	\$525 & \$975
South	\$300 & \$525
Southwest*	
• Inner Southwest	\$500 & \$1,000
• Outer Southwest	\$400 & \$690

\* Southwest zone is divided into Inner and Outer sub-zones in Thursday Variety

### SUNDAY 1-COLOR (PLUS BLACK) & FULL-COLOR

Zone	B News
North and East	\$1,000 & \$2,300
South	\$475 & \$1,050
West	\$1,125 & \$2,900

### MULTI-ZONE DISCOUNT\*\*

Zones per day	Discounts per zone
2 or more	15%

\*\*Discounts not applicable to color

### FREQUENCY DISCOUNT\*\*

Ads/Year	Disc %/Ad
4x	5%
13x	10%
26x	23%
39x	30%
52x	42%

### DEADLINES

Publication Day/Section	Color Space Commitment	B/W Space Commitment
Thursday/Variety	Fri., 3 pm	Mon., 3 pm
Sunday/B News	Tue., 3pm	Wed., 3 pm

# CLASSIFIED AND ROP COLUMN MEASUREMENTS

## JOBS CLASSIFIED ADS

Applies to Classifications 500-550

### Modular Ad Sizes

- Size F = 2.51" x 2.5"
- Size E = 2.51" x 2"
- Size D = 2.51" x 1.5" – Example Shown
- Size C = 2.51" x 1"
- Size B = 2.51" x .625" – Example Shown
- Size A = 2.51" x .3125" – Example Shown

### Jobs Display Ads

Inside pages of Jobs sections ad size options:

- Full page = 10.479" x 20.5"
- Half page = 10.479" x 10.25"
- Quarter page = 5.166" x 10.25"
- 2 x 7 = 5.166" x 7"
- 1 x 7 = 2.51" x 7"
- 1 x 4 = 2.51" x 4"

## HOMES CLASSIFIED ADS

### Homes Display Ad Sizes

- Full Page = 10.479" x 20.5"
- 1/2 Page = 5.1667" x 20.5" or 10.4792" x 10.25"
- 1/4 Page = 5.1667" x 10.25"
- 1/8 Page = 5.1667" x 5.125"
- 6-column x 2" = 10.4792" x 2"
- 3-column x 4" = 5.1667" x 4"
- 3-column x 2" = 5.1667" x 2"
- 1-column x 4" = 1.625" x 4"
- 1-column x 3" = 1.625" x 3"
- 1-column x 2" = 1.625" x 2"

### Modular Ad Sizes

Applies only to Real Estate Classifications 707-897.

- Basic = 1.625" x .25" (Example shown)
- Small = 1.625" x .5"
- Medium = 1.625" x .75" (Example shown)
- Large = 1.625" x 1"
- Extra Large = 1.625" x 1.5" (Example shown)

**Product Manager** [www.startribunecompany.com/jobs](http://www.startribunecompany.com/jobs)  
**STARTRIBUNE.COM DIGITAL MEDIA** – Star Tribune is currently looking for a Product Manager to join our digital media division. As a Product Manager, you'll be responsible for all aspects of developing banner, e-mail, search, and mobile products. Your primary focus will be on achieving goals around advertiser satisfaction, revenue, and site use. You will provide marketing leadership and expertise for sales and marketing teams. Star Tribune offers a competitive salary structure and top-notch benefits. Equal Opportunity Employer. Your primary focus will be on achieving goals around advertiser satisfaction, revenue, and site use. You will provide marketing leadership and expertise for sales and marketing teams. Star Tribune offers a competitive salary structure and top-notch benefits. If interested in this opportunity please forward your resume and apply online at [www.startribunecompany.com/jobs](http://www.startribunecompany.com/jobs). EOE.

**Size D 2.51 x 1.5"**

**Sales** [www.startribunecompany.com/jobs](http://www.startribunecompany.com/jobs)  
**STAR TRIBUNE** – Above average income! Full time pay! Seasonal, Part & Full time sales positions available. Immediate openings! Management Opportunity available. Star Tribune offers a competitive salary structure and top-notch benefits. Call today for an interview: 612-673-XXXX.

**Size B 2.51 x .625"**

**Analyst** [www.startribunecompany.com/jobs](http://www.startribunecompany.com/jobs)  
**STAR TRIBUNE** See our ad under Accounting

**Size A 2.51 x .3125"**

**ROBBINSDALE** Lee Square Co-Op.  
 Jane, Twin Oaks Realty 612-555-5555  
 2+BR 2+BA 1,760 SQFT \$189,000

**Basic: 1.625" x .25"**

**MINNETONKA**  
**ST. BANFORD CONDO**  
 303 St Banford Mills Rd, #112  
 Den and Fireplace  
 Bring your pet!  
 Roger Johnson 952-555-5555  
 Yorkshire Realty  
 2+BR 2+BA 1,760 SQFT \$189,000

**Medium: 1.625" x .75"**

**MPLS**  
**LUXURY HIGH-RISE LIVING**  
**Downtown/Riverfront**  
**THE VIEW CONDOS**  
 116 Third Ave South  
 Overlooking the Mississippi River  
 Stunning City views  
 Come live the lifestyle that you have been dreaming of! This exquisite site is a treat to all residents and gives you the downtown experience that you have been waiting for!  
 Call for viewing 612-555-5555  
[www.theviewlife.org](http://www.theviewlife.org)  
 2+BR 2+BA 1,500 SQFT \$235K+

**Extra Large: 1.625" x 1.5"**

# CLASSIFIED AND ROP COLUMN MEASUREMENTS

## AUTOS CLASSIFIED ADS

Applies only to Classifications 900, 901, 903, 905, 909, 917, 921, 946, 947, 950, 957, 965, 968, 991, and 181.

All others run as standard 6-column format as shown below.

- In-column display minimum ad size for Autos Classified: 1 x 2"
- In-column display maximum ad size for Autos Classified: 1 x 10.25"
- 1 column width = 1.625"
- Front and back cover ads use standard ROP Column Measurements (shown below).

### Autos Display Ad Sizes

- Full Page = 10.4792" x 20.5"
- Half Page = 5.1667" x 20.5" or 10.4792" x 10.25"
- 6-column x 7" = 10.4792" x 7"
- 6-column x 5.25" = 10.4792" x 5.25"
- 1/4 Page = 5.1667" x 10.25"
- 1/8 Page = 5.1667" x 5.125"
- 3-column x 7" = 5.1667" x 7"

*Note: For additional display ad sizes contact your Star Tribune Sales Representative.*

### Modular Ad Sizes

- Size A= 1.625" x .17"
- Size B= 1.625" x .25"
- Size C= 1.625" x .34"
- Size D= 1.625" x .42"
- Size E= 1.625" x .50"
- Size F= 1.625" x .75"
- Size G= 1.625" x 1"

**2005 TOYOTA CAMRY LE 40,000MI**  
\$10,499 Private Seller 555-555-5555

**Size A 1.625" x .17"**

**2002 TOYOTA 4RUNNER 4WD,**  
Limited Edition, 6 CD changer, silver,  
leather seats. \$17,500. 555-555-5555

**Size B 1.625" x .25"**

**2004 MERCURY MOUNTAINEER**  
4x4 "Premier Edition" Lthr, pwr moon, 6  
disc, pwr seats, only 32K miles, \$14,480.  
Apple Valley LINC/MERC 555-555-5555

**Size C 1.625" x .34"**

**2001 TOYOTA 4RUNNER** 5 years  
garage stored, 24M, looks brand new,  
never driven in winter. Great gas  
mileage. \$40,000, new. Asking \$21,000  
OBO Call Jason 555-555-5555

**Size D 1.625" x .42"**

**2004 VOLVO XC90**  
AWD T6 All options! Leather, pwr  
moon, heated seats, 6 disc &  
39K miles. Sale \$21,780  
WASHBURN LINC/MERC  
Call for Details 555-555-5555

**Size E 1.625" x .50"**

**2006 Dodge Dakota Quad**  
Cab 4WD Laramie, Leather,  
Only 602 miles V8, Alloys,  
Topped, Auto, WOW \$22,977

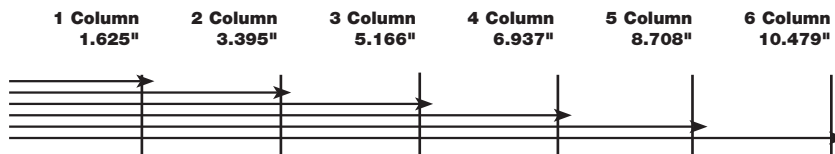
**BLOOMINGTON DODGE**  
555-555-5555

**Size F 1.625" x .75"**

**CHEV TRUCKS**  
Certified rates as low as 2.9%  
'00 1500 ExCab 4x4.....84K  
'05 1500 ExCab LS silv .....4x4  
'00 1500 ExCab LS blue.....4x4  
'06 1500 LT Crew.....4x4  
'04 2500 ExCab LS 4x4.....Like New  
'01 2500 Crew Cab black.....Like new  
**OVER 25 MORE TO CHOOSE!**  
**HUGE SELECTION!**  
Call for details  
Elk River Chevrolet 555-555-5555

**Size G 1.625" x 1"**

## STAR TRIBUNE STANDARD COLUMN MEASUREMENTS



**Double Truck = 21.7292 Inches Wide x 20.5 Inches Deep**

# CLASSIFIED DEADLINES

## MODULE AND LINER AD DEADLINES

Day of Week	Space Commitment
Monday	Fri 6:00 PM
Tuesday	Mon 6:00 PM
Wednesday	Mon 6:00 PM
Thursday	Tue 6:00 PM
Friday	Wed 6:00 PM
Saturday	Thu 6:00 PM
Sunday Full Run	Thu 6:00 PM
Sunday Autos, Deals, Jobs	Fri 6:00 PM
Sunday Open House Showcase	Thu NOON
Sunday Homes	Thu 6:00 PM
Sunday Open House Directory	Thu 6:00 PM

## OBITUARY DEADLINES

Day of Week	Space Commitment
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

## CLASSIFIED DISPLAY AD DEADLINES

Publication Day	Space Commitment
Monday	Thu 5:30 PM
Tuesday	Thu 5:30 PM
Wednesday	Fri 5:30 PM
Thursday	Mon 5:30 PM
Friday	Tue 5:30 PM
Saturday	Wed 5:30 PM
Sunday Full Run	Wed 5:30 PM
Sunday Metro	Thu 5:30 PM
Sunday Cars & Jobs	Thu 3:00 PM
Sunday Homes	Wed 3:00 PM

### 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 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.**

## DAILY/WEEKLY NEWSPAPER FEATURES

### DAILY SECTIONS

#### MAIN NEWS

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

#### LOCAL NEWS

From local government and education issues, to the weather forecast, this section covers regional events that affect people's everyday lives. Sunday's *metro* news section is zoned into 5 geographic areas – east, north, northwest, south and southwest.

#### SPORTS

Covers in depth professional, college and high school athletic events, as well as hunting and fishing.

#### 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, health and fitness – content that interests a large variety of local readers is found in the daily Variety section. Zoned in the east on Wednesday, and in east, north, northwest, south and southwest Thursday and Friday.

#### MERCHANDISE CLASSIFIEDS

It's where consumers go to find a wide variety of household goods, pets, local antique shops, home services and more. Published Monday-Thursday within the Business section. Also published Friday, Saturday and Sunday within the Autos section.

#### AUTOS

Published every Saturday and Sunday as a stand-alone section. This is the section to find the best deals on new and used cars, trucks, boats and more. Plus, the Autos section features special in-depth content covering vehicle reviews, trends, local events and more in every issue drawing readers back issue after issue.

### WEEKLY SECTIONS

#### TASTE

Entertaining. Eating in. Going out. If a consumer is looking for savory recipes, the latest gadgets in the kitchen, restaurant reviews, or great wine and food pairings it's all here every Thursday in the *taste* section.

#### OPINION EXCHANGE

This Sunday section is an idea marketplace where diverse opinions across the community come together.

#### TRAVEL

From travel advice to profiles of places, to personal stories about travel, Sunday's Travel section is the destination to reach travel enthusiasts in the Twin Cities.

#### JOBS

The Jobs section, published every Sunday, is the Twin Cities most trusted source for information for jobs – it's where both active and passive job seekers turn to find hundreds of career opportunities. It also includes comprehensive local content and articles to help them land squarely on their feet.

#### SCIENCE + HEALTH

Cutting-edge discoveries, scientific advances and the latest in health news can all be found in this stand-alone Sunday section.

#### HOMES SUNDAY

Published every Sunday, Homes Sunday reaches more Twin Cities adults than any other print product. As the area's most trusted source for information, it's where both active and passive home seekers turn to find hundreds of properties for sale and rent along with news content on design trends, real estate transactions and other features.

#### OUTDOORS WEEKEND

Coming to you every Friday, this section is designed to reflect – and to stoke – local passions for the outdoors. This four page section offers advertisers the opportunity to reach a defined audience of outdoor enthusiasts.