

2018 CLASSIFIED RATE BOOK

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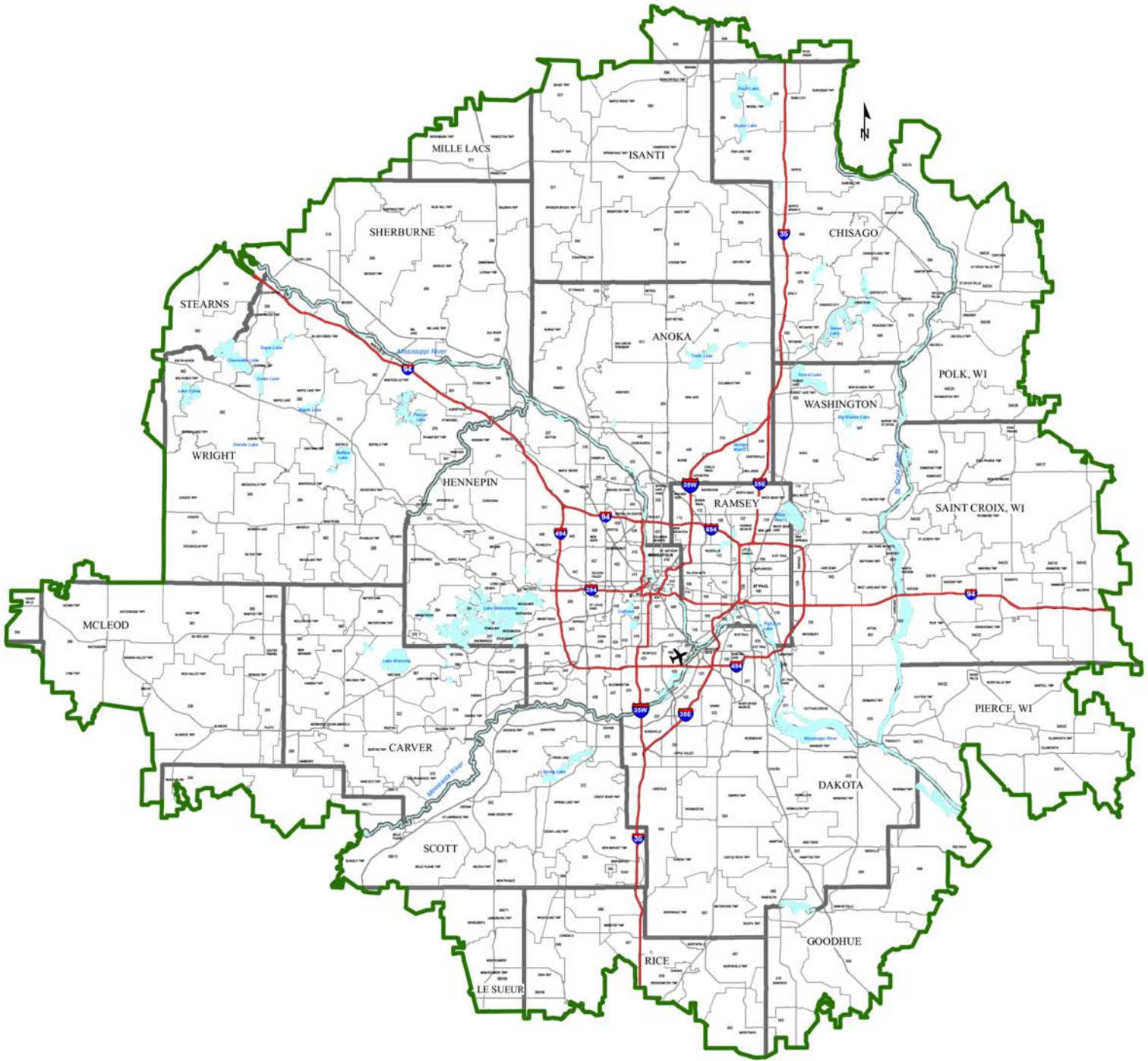
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**Rates are subject to change.*

NEWSPAPER DESIGNATED MARKET (NDM)



READERSHIP

	Daily Cume	Sunday Cume	Weekly Cume
Metro %	29.4	40.8	38.2
Metro Audience	807,690	1,122,221	1,050,973

Source: Nielsen Scarborough 2018 (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	149,052	420,370
Outstate	27,893	58,669
Digital (Replica)	31,700	31,572
Digital (Non-Replica)	69,368	40,635
Total	278,013	551,246

Source: Star Tribune Alliance for Audited Media Audit Report for 52 weeks ended March 31, 2017
Sunday: Sun Avg. Proj. Circ. including StribExpress
Daily: Wed Avg. Proj. Circ.

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 AND REAL ESTATE RATES

Consult your Star Tribune representative.

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

ONE TIME RATES - FRONT BOOK (Frequency packages available)		
5 x 3	Full Color Metro Run	\$2,310
5 x 5	Full Color Metro Run	3,850
5 x 7	Full Color Metro Run	5,300
5 x 10	Full Color Metro Run	6,500

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			
MODULAR AD SIZES							
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
DISPLAY AD SIZES							
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

- See page 21 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!

ONLINE ENHANCEMENTS PRINT PREMIUM POSITIONS

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, TopJobs, DRS Network

*StarTribune.com/jobs

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 Email 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. \$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. \$50

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

Healthcare Network – Post to the most heavily trafficked healthcare websites giving your company a distinct advantage in the marketplace. \$50

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. \$50

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. \$50

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. \$50

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

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.* Plans starting at \$750 a month.

***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.

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.

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
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. EOE.

Size D 2.51 x 1.5"

Sales 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
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
 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"

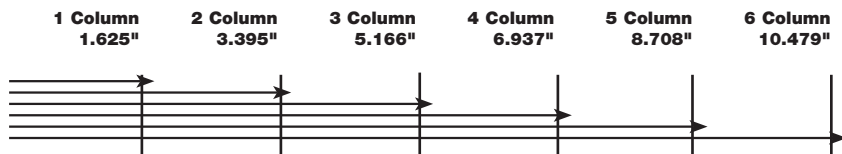
2006 Dodge Dakota Quad
Cab 4WD Laramie, Leather,
Only 602 miles V8, Alloys,
Topped, Auto, WOW \$22,977
BLOOMINGTON DODGE
555-555-5555

Size F 1.625" x .75"

CHEV TRUCKS
Certified rates as low as 2.9%
'00 1500 ExCab 4x4.....84K
'05 1500 ExCab LS silv4x4
'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.