

# 2018 DISPLAY RATE BOOK

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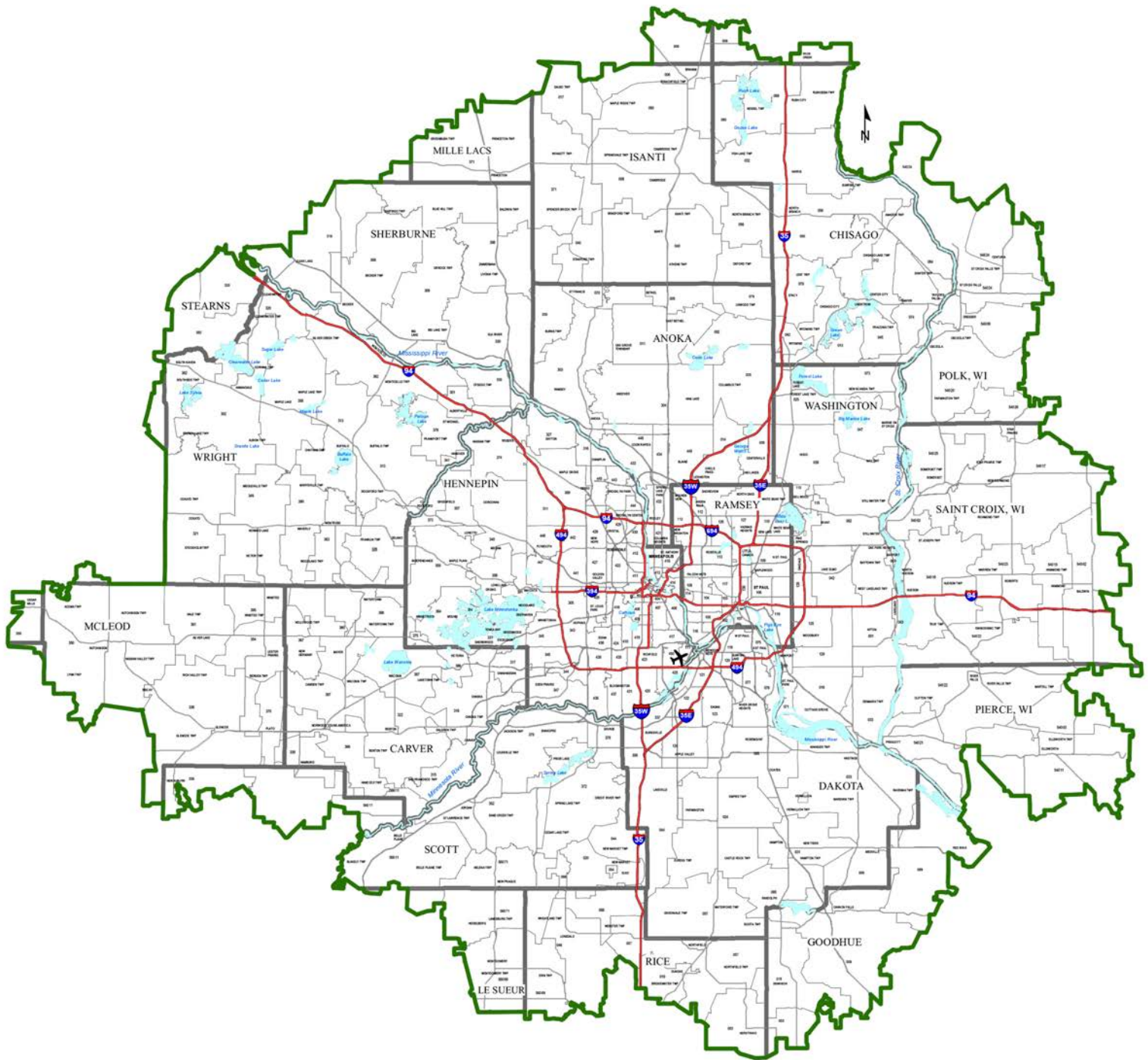
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*\*Rates are subject to change.*

# 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<br>Star Tribune | Sunday<br>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.

# DISPLAY 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)      | \$1,340      | \$2,675      | \$5,355     |
| Daily (Spot)    | 590          | 1,180        | 2,365       |
| Sunday (4C)     | 1,740        | 3,480        | 6,965       |
| Sunday (Spot)   | 725          | 1,445        | 2,890       |

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

## GUARANTEED SECTION RATES

Select the exact section for placement. A Section (aka Main News): Must run a minimum half-page (1/2) ad.

| Section             | Daily* | Sunday |
|---------------------|--------|--------|
| A Section/Main News | \$245  | \$405  |

\*Thanksgiving Day and other designated holidays are charged the Sunday rate.

## NON-PROFIT RATES

Non-profit discount of 25% available with 503C verification.

## RELIGION RATES

40% discount available for advertising that includes date(s) and time(s) of service.

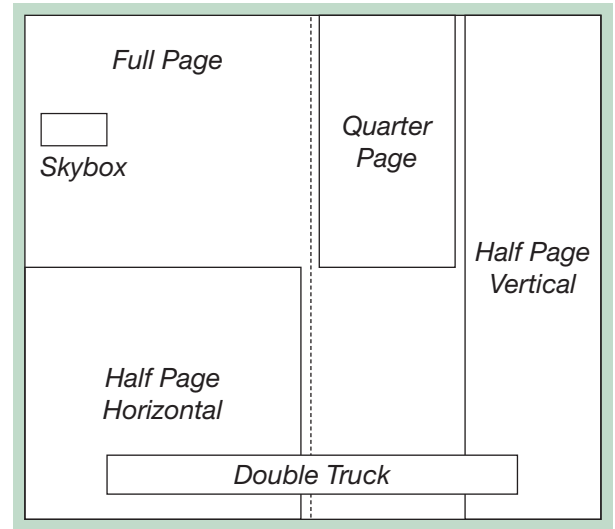
## FREQUENCY DISCOUNTS

Contact your Star Tribune sales representative for information on frequency discounts.

# SAMPLE AD SIZES

## AD SIZES

- Double Truck** = 12 columns (21.7292") x 20.5"
- Full Page** = 6 columns (10.479") x 20.5"
- Half Page Horizontal** = 6 columns (10.479") x 10.25"
- Half Page Vertical** = 3 columns (5.166") x 20.5"
- Quarter Page** = 3 columns (5.166") x 10.25"
- Spadea** = 9 columns (15.645") x 20.5"
  - Main News - Front Flap = 3 columns (5.166") x 17"
  - Daily Main News - Front Flap = 3 columns (5.166") x 17.5"
  - Inside Front Flap = 3 columns (5.166") x 20.5"
- Strip** Main News = 6 columns (10.479") x 1.75"  
 All Other Sections = 6 columns (10.479") x 3"
- Skybox** = 2.5" x 1.25"

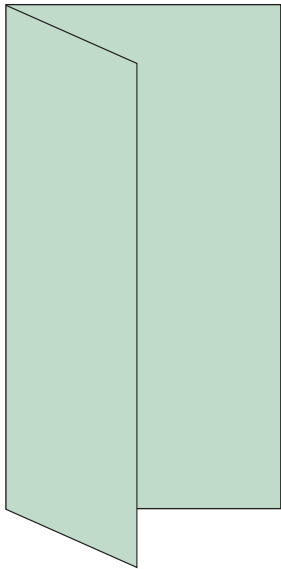


## RATES

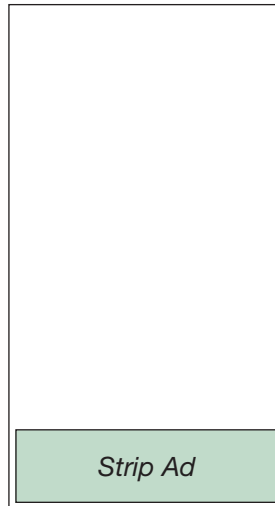
| Product                            | Rate     |
|------------------------------------|----------|
| Strip Ad – Main News (Sunday)      | \$15,900 |
| Strip Ad – Main News (Daily)       | 10,500   |
| Strip Ad – Other Sections (Sunday) | 10,000   |
| Strip Ad – Other Sections (Daily)  | 6,500    |
| Main News Spadea (Sunday)          | 79,995   |
| Main News Spadea (Daily)           | 59,995   |

| Product                | Rate    |
|------------------------|---------|
| Section Flag* (Sunday) | \$3,750 |
| Section Flag* (Daily)  | 1,995   |

\* Section Flag is not available on Main News or Comics

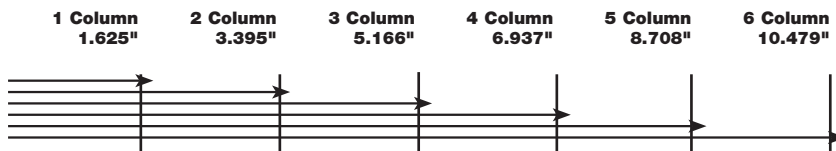


**Spadea**



**Strip ad**

## STAR TRIBUNE STANDARD COLUMN MEASUREMENTS



# PRE-PRINTED SUPPLEMENTS

## DISTRIBUTION

Inserts are distributed with the newspaper seven days a week. Wednesday through Sunday are machine inserted. Monday and Tuesday are carrier handled. Due to the seasonality of the market, circulation quantity requirements will vary.

**Full Market Delivery:** home delivery to subscribers – with or without single copy.

**Zoned Delivery:** Select from 60 geographic Mini-Zones, Sunday 167 zip-zone clusters and 15 out-state Maxi-Zones.

Call your Star Tribune sales representative for distribution maps and appropriate quantities.

## FORMAT

Tab – 145 sq. inches or less

Broadsheet – up to 270 sq. inches

## MINIMUM QUANTITIES

Daily Carrier Handled: 8,000

Daily: 10,000

Sunday: 30,000

## RETAIL INSERT RATES

| Tab/<br>Broadsheet | Machine Inserted<br>Wed-Sat, Mini Zone |        | Carrier<br>Handled | Machine Inserted<br>Sunday |        |
|--------------------|--|--------|--------------------|----------------------------|--------|
|                    | > 150k                                 | < 150k |                    | > 300k                     | < 300k |
| 2/Sgl              | \$46                                   | \$54   | \$68               | \$54                       | \$58   |
| 4/2                | 64                                     | 74     | 89                 | 74                         | 89     |
| 8/4                | 72                                     | 84     | 99                 | 84                         | 99     |
| 12/6               | 78                                     | 87     | 102                | 87                         | 102    |
| 16/8               | 83                                     | 92     | 107                | 92                         | 107    |
| 20/10              | 87                                     | 97     | 112                | 97                         | 112    |
| 24/12              | 92                                     | 102    | 117                | 102                        | 117    |
| 28/14              | 97                                     | 106    | 121                | 106                        | 121    |
| 32/16              | 102                                    | 111    | 126                | 111                        | 126    |
| 36/18              | 105                                    | 114    | 129                | 114                        | 129    |
| 40/20              | 108                                    | 118    | 133                | 118                        | 133    |
| 44/22              | 111                                    | 121    | 136                | 121                        | 136    |
| 48/24              | 114                                    | 125    | 140                | 125                        | 140    |
| 52/26              | 118                                    | 129    | 144                | 129                        | 144    |
| 56/28              | 121                                    | 133    | 148                | 133                        | 148    |
| 60/30              | 125                                    | 137    | 152                | 137                        | 152    |
| 64/32              | 129                                    | 141    | 156                | 141                        | 156    |

Thursday can be purchased at the zip-code level if saturation program purchased (Star Tribune, Opt-In, Opt-Out).

For rates over 64/32 pages and for General Rates, contact your Star Tribune representative. Rates listed are per thousand.

\*These rates apply to:

- Any supplements distributed Monday, Tuesday
- Supplements distributed Monday – Saturday that target geographies smaller than mini-zones or that do not meet mechanical specifications
- Supplement quantities under 10,000 copies, Monday – Saturday

## VERSIONING CHARGE

Daily – \$1,226 per version, maximum 5 versions

Sunday – \$1,226 per version, maximum 5 versions

**Note:** Preprint versioning within a full market or zoned buy is subject to zoned delivery rates.

## CONTENT

Supplements that imitate the Star Tribune editorial style MUST carry the word ADVERTISEMENT at the top of each page. Contact your Star Tribune sales rep to ensure proper style and content.

## DEADLINES

|        | Space Commitment | Delivery Deadline        |
|--------|------------------|--------------------------|
| Sunday | 23 days prior    | 10 days prior (Thursday) |
| Daily  | 18 days prior    | 7 days prior             |

## ROP DEADLINES

| Publication Day/Product               | 4-Color and Spot Color Space Commitment | Black/White Space Commitment | Materials Due 5 pm | Page-Ready Materials/Final Corrections Due |
|---------------------------------------|---|------------------------------|--------------------|--|
| <b>Monday-All sections</b>            | Wed., 3 pm                              | Thu., 3 pm                   | Thu.               | Fri., noon                                 |
| <b>Tuesday</b>                        |   |                              |                    |  |
| – A News, B News, Sports and Business | Thu., 3 pm                              | Fri., 3 pm                   | Fri.               | Mon., noon                                 |
| – Variety                             | Thu., 3 pm                              | Thu., 5 pm                   | Thu.               | Fri., 5 pm                                 |
| <b>Wednesday</b>                      |   |                              |                    |  |
| – A News, B News, Sports and Business | Fri., 3 pm                              | Mon., 3 pm                   | Mon.               | Tue., noon                                 |
| – Variety, Home+Garden                | Thur., 3 pm                             | Fri., 3 pm                   | Fri.               | Mon., noon                                 |
| <b>Thursday</b>                       |   |                              |                    |  |
| – A News, B News, Sports and Business | Mon., 3 pm                              | Tue., 3 pm                   | Tue.               | Wed., noon                                 |
| – Taste                               | Fri., 3 pm                              | Mon., 3 pm                   | Mon.               | Tue., 5 pm                                 |
| – Variety and Zones                   | Fri., 3 pm                              | Mon., 3 pm                   | Mon.               | Tue., 5 pm                                 |
| <b>Friday</b>                         |   |                              |                    |  |
| – A News, B News, Sports and Business | Tue., 3 pm                              | Wed., 3 pm                   | Wed.               | Thu., noon                                 |
| – Variety and Zones                   | Mon., noon                              | Tue., 3 pm                   | Tue.               | Wed., 5 pm                                 |
| – Movie Ads                           | Mon., 3 pm                              | Wed., noon                   | Wed., noon         | Wed., noon                                 |
| <b>Saturday</b>                       |   |                              |                    |  |
| – A News, B News, Sports and Business | Wed., 3 pm                              | Thu., 3 pm                   | Thu.               | Fri., noon                                 |
| – Cars                                | Tue., noon                              | Wed., 5 pm                   | Wed.               | Thu., 5 pm                                 |
| – Variety                             | Tue., 5 pm                              | Wed., 3 pm                   | Wed.               | Thu., 5 pm                                 |
| <b>Sunday</b>                         |   |                              |                    |  |
| – A News and Sports                   | Tue., noon                              | Thu., 3 pm                   | Thu.               | Fri., noon                                 |
| – B News                              | Tue., 3 pm                              | Wed., 3 pm                   | Thu.               | Fri., noon                                 |
| – Travel, Variety and Business        | Tue., noon                              | Wed., noon                   | Wed.               | Thu., 5 pm                                 |
| – OpEx                                | Tue., noon                              | Thu., 3 pm                   | Thu.               | Fri., noon                                 |

### Notes

- All deadlines: Central Standard Time (CST).
- Double-trucks: due 24 hours in advance of above deadlines.
- Unique ads: due 24 hours in advance of space commitments listed above.

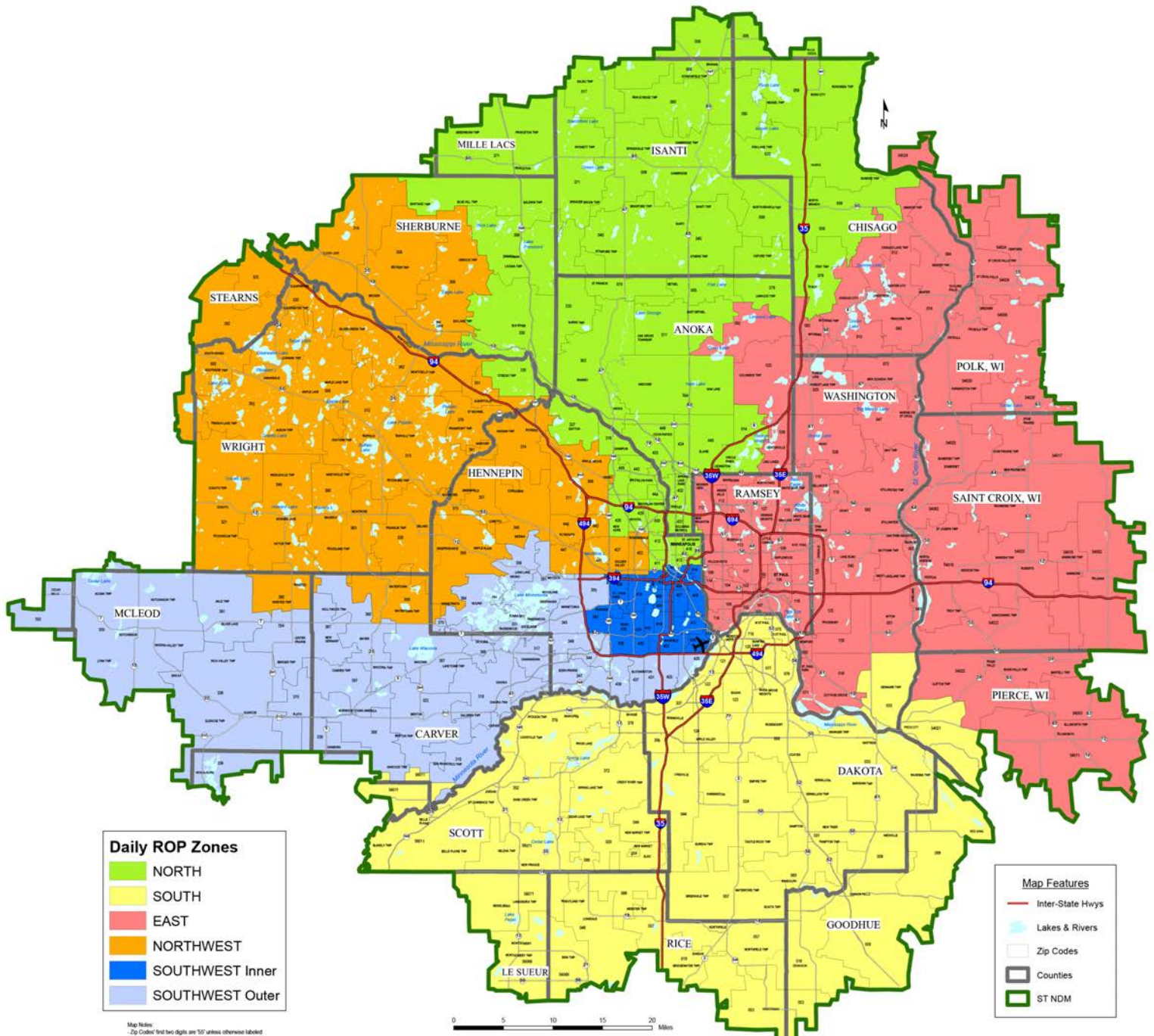
### If You Build Your Ad

- Page ready files are considered ready to publish “as is” and must comply with mechanical requirements (see page 8). Star Tribune reserves the right to reduce the ad to fit the space ordered.
- 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 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.



# DAILY 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.

## ZONED ADVERTISING OPPORTUNITIES

| Zone              | Thursday |
|-------------------|----------|
| East              | Variety  |
| North             | Variety  |
| Northwest         | Variety  |
| 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              | 20,582      | 135,560    |
| North             | 26,150      | 152,810    |
| Northwest         | 20,102      | 99,182     |
| South             | 23,909      | 126,073    |
| Southwest*        | 55,399      | 297,047    |
| • Inner Southwest | 29,632      | 144,179    |
| • Outer Southwest | 25,767      | 152,868    |

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

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

Readership Source: Nielsen Scarborough 2017/2016 R1; Mpls/St. Paul CBSA  
Note: Daily Cume = 5 insertions  
Weekly Cume = 5 daily insertions



# 2018 DAILY 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

## 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

## 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           |

# PRINT & DELIVER ADVERTISING

Standout and ignite business with Print & Deliver Advertising. Twin Cities shoppers respond best to newspaper advertising and these freestanding inserts are an action-driving, cost-effective way to reach your target customers.

## SATURATION PROGRAM

Saturation Rates (below) apply to print and deliver programs using all three Star Tribune products.

**Thursday Program:** Thursday Star Tribune, Saturday Twin Cities Values, and Sunday StribExpress

**Weekend Program:** Sunday Star Tribune, Saturday Twin Cities Values, and Sunday StribExpress

## STANDARD PROGRAM

Standard Rates (below) apply to print and deliver programs with one or two of the three Star Tribune products used for distribution: Thursday or Sunday Star Tribune, StribExpress, OR Twin Cities Values.

Available in three sizes: 5.5" x 11", 8.5" x 11", and 10" x 11"

*Overrun Rates: apply to additional quantity that is printed for advertiser use (not distributed). Does not include potential shipping fees.*

### SATURATION RATES

**Size: 5.5" x 11" | Image: 5" x 10.5"**

| Quantity | Print Frequency |         |         |         |         |
|----------|-----------------|---------|---------|---------|---------|
|          | 1x              | 3x      | 6x      | 12x     | Overrun |
| 20,000   | \$52.55         | \$49.85 | \$47.40 | \$44.90 | \$36.75 |
| 35,000   | 42.95           | 41.20   | 38.75   | 36.75   | 30.05   |
| 50,000   | 39.35           | 37.45   | 35.55   | 33.75   | 27.55   |
| 75,000   | 36.30           | 34.50   | 32.80   | 31.15   | 25.40   |
| 100,000  | 33.90           | 32.25   | 30.65   | 29.15   | 23.70   |
| 200,000  | 30.35           | 28.85   | 27.35   | 26.10   | 21.25   |
| 300,000  | 29.15           | 27.80   | 26.35   | 25.10   | 20.40   |
| 500,000  | 26.80           | 25.45   | 24.20   | 21.85   | 18.75   |

**Size: 8.5" x 11" | Image: 8" x 10.5"**

| Quantity | Print Frequency |         |         |         |         |
|----------|-----------------|---------|---------|---------|---------|
|          | 1x              | 3x      | 6x      | 12x     | Overrun |
| 20,000   | \$77.25         | \$73.45 | \$69.45 | \$65.65 | \$54.05 |
| 35,000   | 56.40           | 53.60   | 50.85   | 48.00   | 39.45   |
| 50,000   | 51.50           | 48.95   | 46.40   | 43.85   | 36.05   |
| 75,000   | 47.40           | 45.95   | 43.60   | 41.20   | 33.15   |
| 100,000  | 43.50           | 41.30   | 39.20   | 37.10   | 30.45   |
| 200,000  | 39.75           | 37.80   | 35.85   | 33.90   | 27.85   |
| 300,000  | 37.30           | 35.50   | 33.60   | 31.80   | 26.10   |
| 500,000  | 33.65           | 32.00   | 30.30   | 28.70   | 23.55   |

**Size: 10" x 11" | Image: 9.5" x 10.5"**

| Quantity | Print Frequency |         |         |         |         |
|----------|-----------------|---------|---------|---------|---------|
|          | 1x              | 3x      | 6x      | 12x     | Overrun |
| 100,000  | \$59.50         | \$56.50 | \$53.55 | \$50.55 | \$41.65 |
| 200,000  | 54.10           | 51.40   | 48.70   | 46.00   | 37.85   |
| 300,000  | 48.65           | 46.25   | 43.45   | 41.35   | 34.10   |
| 500,000  | 43.25           | 41.10   | 38.95   | 36.75   | 30.30   |

### STANDARD RATES

**Size: 5.5" x 11" | Image: 5" x 10.5"**

| Quantity | Overrun | Print Frequency |         |         |         |
|----------|---------|-----------------|---------|---------|---------|
|          |         | 1x              | 3x      | 6x      | 12x     |
| 20,000   | \$44.30 | \$63.30         | \$60.65 | \$58.20 | \$55.70 |
| 35,000   | 37.65   | 53.75           | 51.60   | 49.55   | 47.60   |
| 50,000   | 35.10   | 55.15           | 48.25   | 46.35   | 44.55   |
| 75,000   | 33.00   | 47.10           | 45.30   | 43.60   | 41.90   |
| 100,000  | 31.30   | 44.70           | 43.05   | 41.45   | 39.90   |
| 200,000  | 28.75   | 41.10           | 39.60   | 38.20   | 36.90   |
| 300,000  | 27.95   | 39.90           | 38.50   | 37.15   | 35.90   |
| 500,000  | 26.30   | 37.55           | 36.25   | 35.00   | 32.65   |

**Size: 8.5" x 11" | Image: 8" x 10.5"**

| Quantity | Overrun | Print Frequency |         |         |         |
|----------|---------|-----------------|---------|---------|---------|
|          |         | 1x              | 3x      | 6x      | 12x     |
| 20,000   | \$69.20 | \$98.85         | \$95.05 | \$91.10 | \$87.30 |
| 35,000   | 54.60   | 78.00           | 75.25   | 72.45   | 69.65   |
| 50,000   | 51.20   | 73.15           | 70.55   | 68.00   | 65.45   |
| 75,000   | 49.05   | 70.05           | 67.55   | 65.20   | 62.85   |
| 100,000  | 45.40   | 64.90           | 62.95   | 60.80   | 58.65   |
| 200,000  | 42.95   | 61.40           | 59.45   | 57.45   | 55.50   |
| 300,000  | 41.25   | 58.90           | 57.10   | 55.20   | 53.45   |
| 500,000  | 38.70   | 55.25           | 53.60   | 51.90   | 50.30   |

**Size: 10" x 11" | Image: 9.5" x 10.5"**

| Quantity | Overrun | Print Frequency |         |         |         |
|----------|---------|-----------------|---------|---------|---------|
|          |         | 1x              | 3x      | 6x      | 12x     |
| 100,000  | \$59.65 | \$85.25         | \$82.25 | \$79.30 | \$76.30 |
| 200,000  | 55.90   | 79.85           | 77.15   | 74.40   | 71.75   |
| 300,000  | 52.10   | 74.40           | 72.00   | 69.60   | 67.10   |
| 500,000  | 48.30   | 69.00           | 66.85   | 64.70   | 62.50   |

## MECHANICALS

- 4 color, 2 sided, glossy 70# stock, no bleed
- PDFs preferred format
- 4-color, black and white resolution: 300 dpi at 100%
- Line Art: 800-1200 dpi at 100%, 150 Line screen

*Note: Web images are normally 72 dpi and do not reproduce well in print. Minimum 300 dpi for commercial print products.*

## DEADLINES

Consult your Star Tribune sales representative.

## STICKY NOTES

Post your advertising message on the front page of the Star Tribune newspaper any day of the week or on available Features sections on specific days. Choose from notes or glossy labels and multiple color options. Zoning options available on some Feature sections. Ask your Star Tribune sales representative for details and rates.

| Program Descriptions  | Sticky Notes   | Sticky Labels                   |
|-----------------------|--|---------------------------------|
| Size (length x width) | 3" x 3"  | 3" x 3"                         |
| Paper Finish          | Uncoated   | Gloss                           |
| Paper Color           | White, Buff, 20# Bond  | 60# Gloss White                 |
| Color Options         | 1-4 color spot   | 1-4 color spot, 4-color process |
| Ink Colors            | Black, Blue PMS 300, Brown PMS 168<br>Red PMS 185, Green PMS 347, Teal PMS 320<br>Purple PMS 527, Burgundy PMS 215 | Same as sticky notes            |
| Printing              | 1- or 2-sided  | Same as sticky notes            |
| Front Image Area      | 3" x 3" Note = 2.5" x 2.625"   | 2.5" x 2.625"                   |
| Back Image Area       | 3" x 3" Note = 2.5" x 2.625"   | Same as sticky notes            |
| Minimum Quantity      | 50,000   | 50,000                          |

**Additional Options:**

- Ask your Star Tribune representative about other color paper options.
- Flood coat background

*See your sales representative for details.*

## STICKY NOTE RATES – DAILY & SUNDAY

| Quantity   | 1 color CPM | 2 color CPM | 3+ colors CPM |
|------------|-------------|-------------|---------------|
| Zoned      | 60          | 65          | 70            |
| Full Metro | 46          | 51          | 56            |

*All pricing is cost-per-thousand and includes printing & distribution*

*2-sided printing add \$10/m*

*Die cut notes add \$5/m*

## STICKY NOTE OPTIONS

- Paper colors for sticky notes: White or Buff
- Paper color for sticky labels: White only
- Die cut notes: separate bid and specifications, please see sales representative for details

## POLY BAGS

### PREPRINTED POLY BAGS

Plastic bags imprinted with an advertiser's message are available every day of the week. Reach select or home-delivered subscribers in the Twin Cities metro area. Contact your Star Tribune sales representative for rates.

## DEADLINES

### SPACE COMMITMENT

30 days prior to publication

### DELIVERY

10 days prior to publication

## DEADLINES

### SPACE COMMITMENT

21 days prior to publication

### MATERIALS

17 days prior to publication

*\*Based on normal production runs. Subject to changes. Consult your Star Tribune sales representative.*

## DISTRIBUTION ONLY RATES

| Quantity        | Price/Thousand |
|-----------------|----------------|
| 25,000-75,999   | \$81           |
| 76,000-150,999  | 78             |
| 151,000-300,000 | 74             |
| Over 300,000    | 71             |

*\*See your sales representative for production costs*

# SUNDAY COMICS

## DISTRIBUTION

Full Run distribution. 4-color printed on newsprint.

## COMIC SPADEA

Spadea wraps are full-page broadsheets folded vertically and wrapped around the spine of the Sunday Comic section, giving both front and back page positioning. 4-color, two sides.

| Fold        | Width & Depth  |
|-------------|--|
| 50/50       | <b>Front:</b> 4.5" x 18.25"<br><b>Inside:</b> 6 columns (10.47") x 20"<br><b>Back:</b> 4.5" x 20"                |
| Full Spadea | <b>Front Flap:</b> 4.5" x 18.25"<br><b>Inside Spread:</b> 15.645" x 20"<br><b>Back:</b> 6 columns (10.47") x 20" |

## COMIC WRAP

A Comic wrap is a 2 page broadsheet that wraps the outside of the Sunday Comic section, giving both front and back page positioning. 4-color, two sides.

| Format     | Width & Depth  |
|------------|--|
| Broadsheet | <b>Front:</b> 6 columns (10.47") x 18.25"<br><b>Back:</b> 6 columns (10.47") x 20" |

## COMIC PRINTED INSERTS

Broadsheet or Tab format printed on press and positioned behind Sunday Comics. 4-color, two sides.

| Format     | Width & Depth |
|------------|---------------|
| Broadsheet | 10.5" x 20"   |
| Tab        | 9.75" x 10.5" |
| Tab Spread | 20" x 10.5"   |

## DEADLINES

**Space Commitment:** Monday, 27 days prior to publication

*Holidays affect deadlines. Please check with your sales representative.*

# STRIBEXPRESS – SUNDAY

*StribExpress* is a six page, preprinted broadsheet delivered by Star Tribune carriers FREE on Sundays to **100,000** non-subscribers of the Star Tribune in select zip codes. Those who receive *StribExpress* have specifically requested it, ensuring it will be read and used by thousands of shoppers.

## AD OPTIONS

- Full page, back cover (color)
- 1/2 page, back cover (color)
- Free-standing inserts
- Preprinted supplements

## SIZES/RATES

### ROP:

- Full page, image size: (10.479" x 20.5"): \$2,360
- 1/2 page, image size: (10.479" x 10.25"): \$1,600

### Inserts/Supplements:

- Standard Sunday rates apply

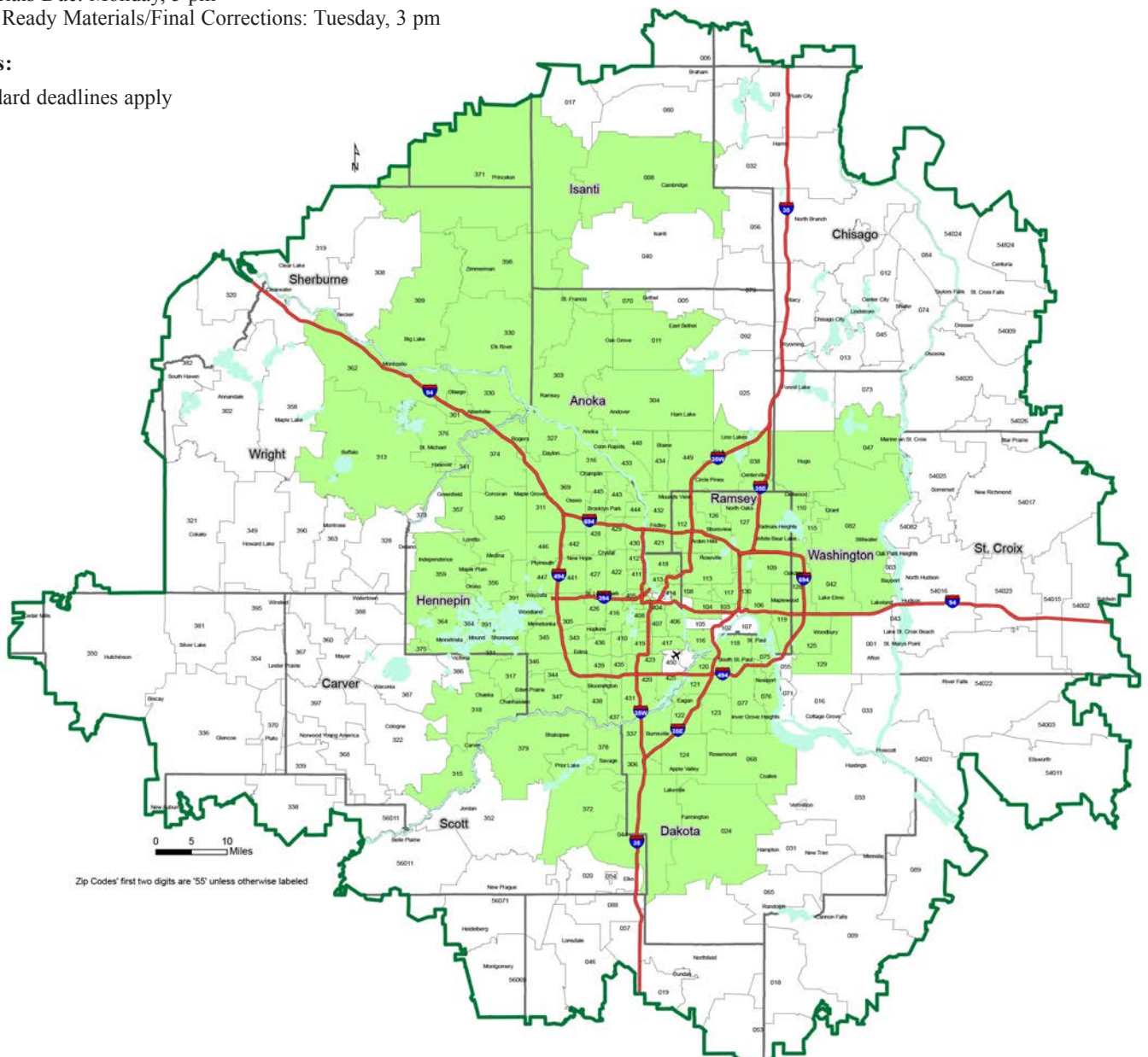
## DEADLINES

### ROP:

- Space commitment: Monday, 3 pm
- Materials Due: Monday, 5 pm
- Page Ready Materials/Final Corrections: Tuesday, 3 pm

### Inserts:

- Standard deadlines apply



# TWIN CITIES VALUES

Star Tribune's total market coverage solution offers customized distribution to deliver your ROP and insert advertising every weekend.

## TCV SUPPLEMENT RATES

| Tab/Broad | Rate |
|-----------|------|
| 2/Sgl     | \$46 |
| 4/2       | 64   |
| 8/4       | 72   |
| 12/6      | 78   |
| 16/8      | 83   |
| 20/10     | 87   |
| 24/12     | 92   |
| 28/14     | 97   |
| 32/16     | 102  |
| 36/18     | 105  |

\*The above rates are for carrier-delivered issues of Twin Cities Values. A limited quantity of the product is distributed via the post office – please call your sales representative for information on those zip codes and rates.

## TCV JACKET RATES

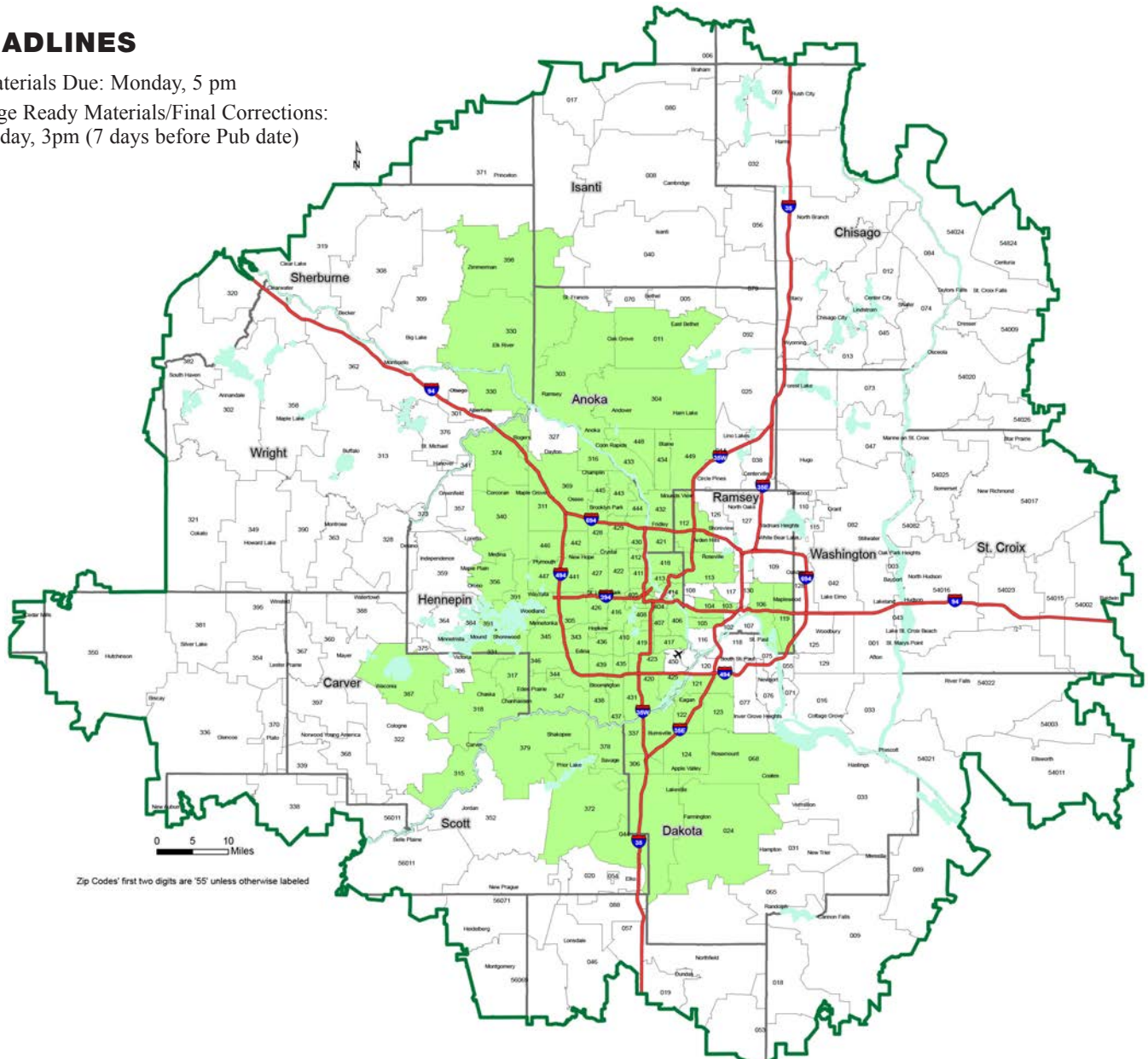
Pick up your ROP ad on a Twin Cities Values jacket.

| Premium Positions              | Size            | Rate    |
|--------------------------------|-----------------|---------|
| Front Cover                    | 5 col. x 10.25" | \$6,995 |
| Back Cover Full Page           | 6 col. x 20.50" | 8,995   |
| Back Cover 1/2 Page Horizontal | 6 col. x 10.25" | 4,995   |
| Back Cover 1/4 Page            | 3 col. x 10.25" | 2,995   |
| Skybox                         | 2.5" x 1.25"    | 1,500   |

\*All front and back positions include 4-color.

## DEADLINES

- Materials Due: Monday, 5 pm
- Page Ready Materials/Final Corrections: Friday, 3pm (7 days before Pub date)



## STAR TRIBUNE MAGAZINE

Target the largest Twin Cities audience of affluent adults with the massive reach of Star Tribune Magazine. This glossy is brimming with regular features and original content on dining, travel, arts, fashion and style makers from the state's most award-winning newsroom. A premier showcase for top brands and services, Star Tribune Magazine presents your message in the best light and delivers it into the hands of the largest, most desirable audience with more than 3x the distribution of other regional magazines with 215K delivered quarterly to select Sunday Star Tribune subscribers.

### DEADLINES

| Issue     | Commitment  | Materials   | Publication  |
|-----------|-------------|-------------|--------------|
| March     | February 14 | February 16 | March 25     |
| June      | May 2       | May 4       | June 10      |
| September | August 22   | August 24   | September 30 |
| December  | October 31  | November 2  | December 9   |

### COLOR RATES (Trim size: 9" x 10.75")

| Ad                          | Size  | 1x       | 2x       | 4x       |
|-----------------------------|---|----------|----------|----------|
| Full page spread with bleed | 18" x 10.75" (add 1/8" for bleed)*                            | \$16,975 | \$15,275 | \$13,575 |
| Full page                   | 8.5" x 10.25" (live area)<br>9" x 10.75" (add 1/8" for bleed) | \$9,990  | \$8,990  | \$7,990  |
| Half page                   | Horizontal: 8.5" X 4.885"<br>Vertical: 4.1771" X 9.9167"      | \$5,990  | \$5,400  | \$4,790  |
| 1/3 page                    | Horizontal: 8.5" X 3.208"<br>Vertical: 2.7361" X 9.9167"      | \$4,790  | \$4,320  | \$3,830  |
| 1/6 page                    | Horizontal: 8.5" X 1.531"<br>Vertical: 1.2951" X 9.9167"      | \$3,590  | \$3,240  | \$2,875  |

\*Build as 2 full page ads with 1/8" bleed on inside edge of both ads.

### PREMIUM POSITION RATES

| Ad                | 1x       | 2x       | 4x       |
|-------------------|----------|----------|----------|
| Inside Front      | \$12,000 | \$10,800 | \$9,725  |
| Back Cover        | \$16,000 | \$14,400 | \$12,960 |
| Inside Back Cover | \$10,900 | \$9,825  | \$8,850  |
| Center Spread     | \$18,900 | \$17,000 | \$15,300 |

- 10% additional charge for content adjacency
- 25% additional charge for table of contents adjacency

## WASHINGTON POST NATIONAL WEEKLY

This product launched in March 2015 and has a growing audience. The base of subscribers to this product are news-hungry readers that are generally affluent and well-educated. The Washington Post National Weekly recaps the week's best national and international news from the Washington Post and includes coverage of politics, policy, lifestyle, and the arts. The piece is carrier-topped delivered on Sundays.

### RATES

| Full Back Page Rate             | 1x    | 6x    |
|---------------------------------|-------|-------|
| 5 col (9.47") x 10.25", 4-color | \$675 | \$550 |

### DEADLINES

- Materials Due: Tuesday, 5 pm
- Page Ready Materials/Final Corrections: Wednesday, 5pm



## 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.

### 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.

#### 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.

#### SCIENCE + HEALTH

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