

## 2022 DIGITAL RATE CARD

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### RUN OF NETWORK

| Creative Type | Size                                   | Type | Rate |
|---------------|--|------|------|
| Premium       | 970x250<br>300x1050<br>970x90          | CPM  | \$28 |
| Standard      | 300x600<br>300x250<br>728x90<br>320x50 | CPM  | \$20 |

### SECTION FRONT (Only available on a CPW basis)

| Creative Type                      | Size               | Type | Rate    |
|------------------------------------|--------------------|------|---------|
| Section Exclusive<br>* 7 Day (M-S) | 970x250<br>300x600 | CPD  | \$3,000 |
| Sports Exclusive<br>* 7 Day (M-S)  | 970x250<br>300x600 | CPD  | \$8,000 |

### VIDEO

| Creative Type       | Type | Rate |
|---------------------|------|------|
| :15 OR :30 Pre-Roll | CPM  | \$80 |

### DAILY EXCLUSIVE

| Creative Type        | Size                   | Type | Rate    |
|----------------------|------------------------|------|---------|
| Position 2 Exclusive | 300 x 250              | CPD  | \$8,000 |
| Overlay              | 640 x 480              | CPD  | \$3,000 |
| Top Story Roadblock  | 970 x 250<br>300 x 600 | CPD  | \$5,000 |

### MOBILE

| Creative Type   | Size                  | Type | Rate    |
|-----------------|-----------------------|------|---------|
| Mobile Sponsor  | 300 x 250             | CPD  | \$4,000 |
| Mobile Overlay  | 300 x 250             | CPD  | \$1,500 |
| Mobile ROS      | 300 x 250<br>320 x 50 | CPM  | \$16    |
| Article Sponsor | 300 x 250             | CPD  | \$5,000 |

### NEWS APP

| Creative Type | Size                       | Type | Rate    |
|---------------|----------------------------|------|---------|
| 20% SOV       | 728x90, 300x250,<br>320x50 | CPW  | \$5,000 |

### HOMEPAGE DAILY DESKTOP

| Creative Type | Size                                 | Type | Rate     |
|---------------|--------------------------------------|------|----------|
| Premium       | 970x250, 300x1050<br>300x600, 970x90 | CPD  | \$12,000 |
| Standard      | 300x250, 728x90                      | CPD  | \$8,000  |
| Skins         | 293x800                              | CPD  | \$12,000 |
| Position 2    | 300x600, 300x250                     | CPD  | \$8,000  |

### EMAIL

| Creative Type   | Size          | Type | Rate     |
|-----------------|---------------|------|----------|
| StarTribune FYI | Half List     | CPD  | \$6,000  |
| StarTribune FYI | Full List     | CPD  | \$10,000 |
| StarTribune FYI | Entertainment | CPD  | \$1,600  |
| StarTribune FYI | Travel        | CPD  | \$1,200  |
| Newsletters     | 100% SOV      | CPW  | \$5,000  |

### NATIVE

| Creative Type      | Size     | Type | Rate    |
|--------------------|----------|------|---------|
| StarTribune Module | 100% SOV | CPD  | \$2,500 |
| Premium Module     | 100% SOV | CPD  | \$3,000 |