

## 2020 DIGITAL RATE CARD

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### RUN OF NETWORK

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

### SECTION FRONT

Creative Type	Size	Type	Rate
Section Exclusive * 7 Day (M-S)	970x250 300x600	CPW	\$1,995
Sports Exclusive * 7 Day (M-S)	970x250 300x600	CPW	\$7,000
Section Targeted	300x600 300x250 728x90 320x50	CPM	\$24

### VIDEO

Creative Type	Type	Rate
:15 OR :30 Pre-Roll	CPM	\$120

### DAILY EXCLUSIVE

Creative Type	Size	Type	Rate
Welcome Screen + Mobile Homepage	970 x 90 728 x 90 320 x 50	CPD	\$7,000
Position 2 Exclusive	300 x 250	CPD	\$8,000
Overlay	640 x 480	CPD	\$4,000
Top Story Roadblock	970 x 250 300 x 600	CPD	\$4,000
Homepage Hover	100 x 90	CPD	\$16,000
Section Front Hover	100 x 90	CPD	\$13,000

### MOBILE

Creative Type	Size	Type	Rate
Adhesion	320 x 50	CPD	\$4,000
Mobile Sponsor	300 x 250	CPD	\$4,000
Mobile Overlay	300 x 250	CPD	\$6,000
Mobile ROS	300 x 250 320 x 50	CPM	\$16

### NEWS APP

Creative Type	Size	Type	Rate
News App	20% SOV	CPW	\$3,000
News App	40% SOV	CPW	\$5,000
News App	60% SOV	CPW	\$8,000
News App	100% SOV	CPW	\$12,000

### HOMEPAGE DAILY DESKTOP

Creative Type	Size	Type	Rate
Premium	970x250, 300x1050 300x600, 970x90	CPD	\$16,000
Standard	300x250, 728x90	CPD	\$8,000
Skins	293x800	CPD	\$16,000

### EMAIL

Creative Type	Size	Type	Rate
Star Tribune FYI	Half List	CPD	\$6,000
Star Tribune FYI	Full List	CPD	\$10,000
Targeted FYI	N/A	CPM	\$80
Newsletters	100% SOV	CPW	\$5,000

### NATIVE

Creative Type	Size	Type	Rate
Star Tribune Module	100% SOV	CPD	\$2,500
Premium Module	100% SOV	CPD	\$3,000