

2023 DIGITAL RATE CARD

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Basic rates follow—but with all the solutions we have to meet your objectives, there's just no way to fit them on one rate card. Call 612.673.4899 or email Advertise@StarTribune.com to get a solution customized to your needs.

RUN OF NETWORK

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

SECTION FRONT (Only available on a CPW basis)

Creative Type	Size	Type	Rate
Section Exclusive * 7 Day (M-S)	970x250 300x600	CPD	\$3,000
Sports Exclusive * 7 Day (M-S)	970x250 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	\$4,000
Top Story Roadblock	970 x 250 300 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 250 320 x 50	CPM	\$16
Article Sponsor	300 x 250	CPD	\$5,000

NEWS APP

Creative Type	Size	Type	Rate
20% SOV	728x90, 300x250, 320x50	CPW	\$5,000

HOMEPAGE DAILY DESKTOP

Creative Type	Size	Type	Rate
Premium	970x250, 300x1050 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