

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 the same available zones in 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 using any or all of our products (Thursday or Sunday Star Tribune, StribExpress, or Twin Cities Values) where the zones vary product to product.

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

Distribution Minimums: Daily or Twin Cities Values minimum of 10,000 total, Sunday Star Tribune or Strib Express of 30,000 total and Print minimum of 20,000 of same artwork.

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	Overrun	Print Frequency			
		1x	3x	6x	12x
20,000	\$58.95	\$88.35	\$83.78	\$79.79	\$75.50
35,000	50.53	72.24	69.33	65.19	61.86
50,000	46.39	66.21	63.09	59.82	56.70
75,000	42.76	61.06	58.01	55.18	52.49
100,000	39.86	56.99	54.30	51.55	49.08
200,000	35.79	51.11	48.57	46.03	44.00
300,000	34.41	49.01	46.75	44.36	42.33
500,000	31.58	45.08	42.83	40.80	36.74

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

Quantity	Overrun	Print Frequency			
		1x	3x	6x	12x
20,000	\$90.90	\$129.81	\$123.42	\$116.81	\$110.35
35,000	66.43	94.82	90.17	86.03	80.73
50,000	60.62	86.61	82.33	78.05	73.69
75,000	55.83	79.79	77.25	73.33	69.19
100,000	51.26	73.18	69.55	65.92	62.44
200,000	46.81	66.86	63.60	60.33	56.99
300,000	44.00	62.73	59.75	56.56	53.51
500,000	39.64	56.63	53.80	50.97	48.28

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

Quantity	Overrun	Print Frequency			
		1x	3x	6x	12x
100,000	\$70.06	\$100.04	\$95.04	\$90.02	\$85.01
200,000	63.67	90.97	86.39	81.89	77.39
300,000	57.43	81.82	77.75	73.11	69.62
500,000	50.99	72.75	69.04	65.49	61.86

STANDARD RATES

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

Quantity	Overrun	Print Frequency			
		1x	3x	6x	12x
20,000	\$74.56	\$106.50	\$102.00	\$97.79	\$93.65
35,000	63.38	90.39	86.76	83.27	79.93
50,000	59.10	84.72	81.17	77.97	74.85
75,000	55.47	79.28	76.23	73.33	70.42
100,000	52.71	75.14	72.45	69.77	67.08
200,000	48.35	69.12	66.65	64.25	62.07
300,000	46.97	67.08	64.83	62.44	60.40
500,000	44.29	63.16	60.98	58.88	54.81

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

Quantity	Overrun	Print Frequency			
		1x	3x	6x	12x
20,000	\$116.38	\$166.18	\$159.79	\$153.11	\$146.80
35,000	91.84	131.12	126.47	121.82	117.10
50,000	86.18	123.06	118.63	114.35	110.06
75,000	82.47	117.76	113.62	109.63	105.56
100,000	76.38	109.12	105.78	102.22	98.66
200,000	72.16	103.31	99.97	96.56	93.22
300,000	69.48	99.03	95.98	92.78	89.95
500,000	65.12	92.86	90.10	87.27	84.65

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

Quantity	Overrun	Print Frequency			
		1x	3x	6x	12x
100,000	\$100.33	\$143.31	\$138.44	\$133.29	\$128.28
200,000	94.02	134.24	129.66	125.09	120.66
300,000	87.70	125.09	121.02	117.03	112.89
500,000	81.24	116.01	112.38	108.75	105.12

*Quantity based on a single print run and can be delivered over multiple dates within 365 days of first run.
Frequency based on annual print runs outlined in contract.*

MECHANICALS

- 4 color, 2 sided, glossy 70# stock, no bleed
- PDFs preferred format
- 4-color resolution: 300 dpi at 100%, no 4-color black type
- Minimum font size recommended is 7 point
- Total Area Coverage (TAC): should not exceed 280%

ARTWORK/SPACE DEADLINES

- Camera Ready—14 days prior to distribution
- Proof—17 days prior to distribution

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