

2023 DISPLAY RATE BOOK

TABLE OF CONTENTS

Newspaper Designated Market.....	2
Readership and Circulation.....	2
Display Advertising Rates	3
Color Rates	3
Sample Ad Sizes	4
Pre-printed Supplements.....	5
Pre-printed Supplement Zones	6
ROP Deadlines.....	7
Print & Deliver Advertising.....	8
Sticky Notes.....	9
Poly Bags	9
Sunday Comics	10
StribExpress (Sunday)	11
Twin Cities Values (TCV)	12
Star Tribune Magazine.....	13
Washington Post National Weekly & Newspaper Features.....	14
ROP Mechanical Requirements.....	15

CONTACTS

Paul KasbohmPaul.Kasbohm@startribune.com
Chief Revenue Officer 612-673-7207

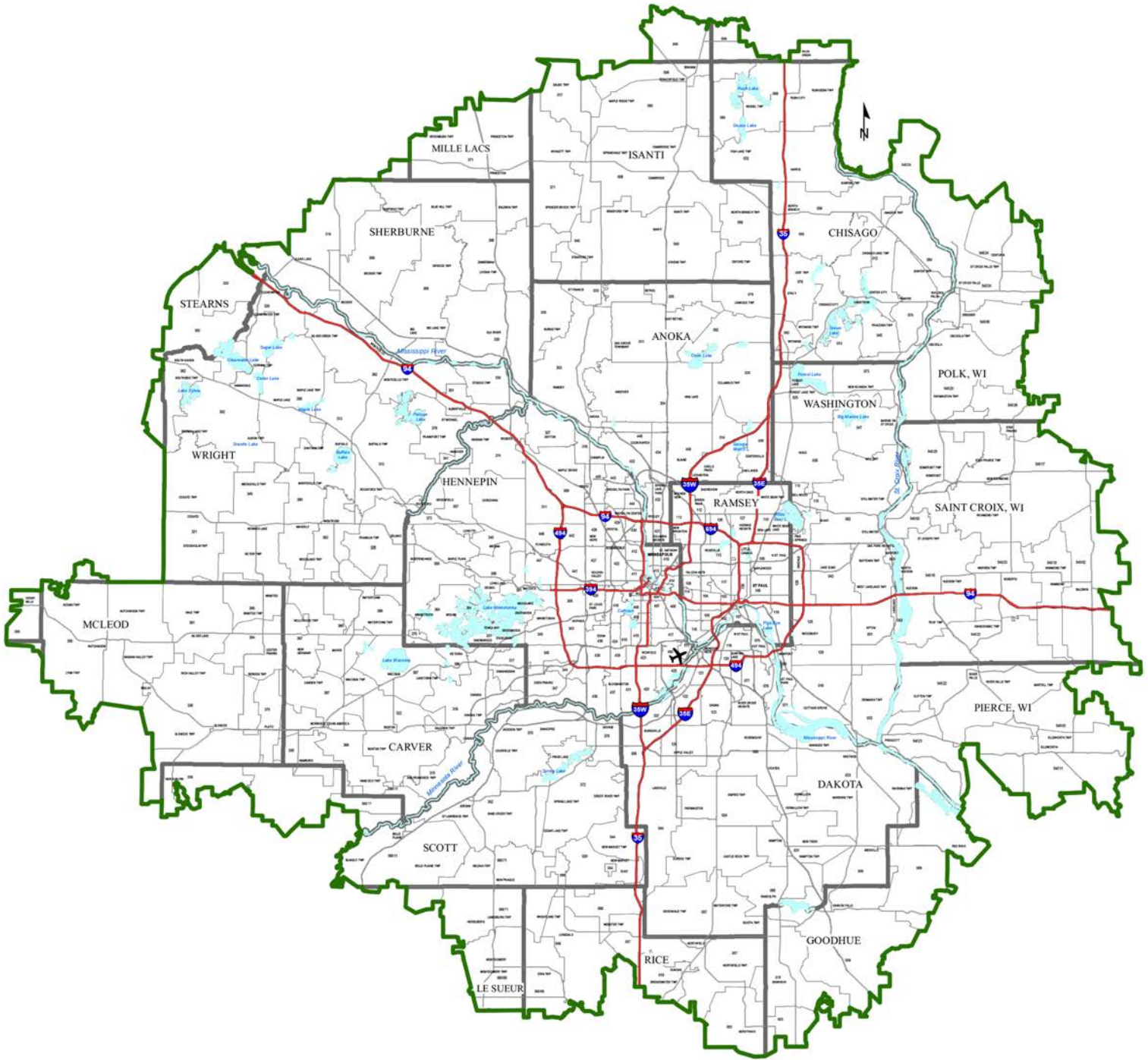
Brian Kennett.....Brian.Kennett@startribune.com
Vice President, Digital Sales..... 612-673-4899

Jason Cole..... Jason.Cole@startribune.com
Vice President, Sales.....612-673-7715

For General Advertising
 Information, call
612-673-7009

**Rates are subject to change.*

NEWSPAPER DESIGNATED MARKET (NDM)



READERSHIP

	Daily Cume	Sunday Cume	Weekly Cume
Metro %	25.6%	33.8%	31.6%
Metro Audience	730,652	966,960	902,426
DMA %	22.5%	30.0%	27.4%
DMA Audience	861,491	1,146,644	1,049,876

Source: Nielsen Scarborough 2022-R2

Note: Daily Cume = 5 insertions, Sunday Cume = 4 insertions, plus eEdition
Weekly Cume = 5 daily insertions and 1 Sunday insertion, plus eEdition

CIRCULATION

Star Tribune	Sunday	Avg Monday - Friday
Print	224,142	106,758
Digital Replica	20,039	20,184
Digital Nonreplica	77,226	95,132
Total Circulation (Excluding Affiliated Publications)	321,407	222,074
StribExpress	97,013	
Total Combined Average Circulation	418,420	222,074

Source: AAM News Media Audit, 12 months ended March 31, 2022

DISPLAY ADVERTISING RATES

DAILY/SUNDAY DISPLAY RATES

Contract Level	Full Run Distribution		TCV Saturation**
	Daily*	Sunday*	
Open	\$199	\$325	\$10
\$10,000	169	275	9
100,000	149	249	8
250,000	139	229	7
750,000	119	199	6

*Per column inch rate, black and white. Thanksgiving Day and other designated holidays are charged the Sunday rate.

** TCV Saturation (416K additional homes) is good for 1/4 Page, 1/2 Page and Full Page ROP Buys. Rates for the inside pages only.

EARLY WEEK RATES (MON/TUES)

30% off Daily Display rates based on the earned contract level 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 501C3 verification.

RELIGION RATES

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

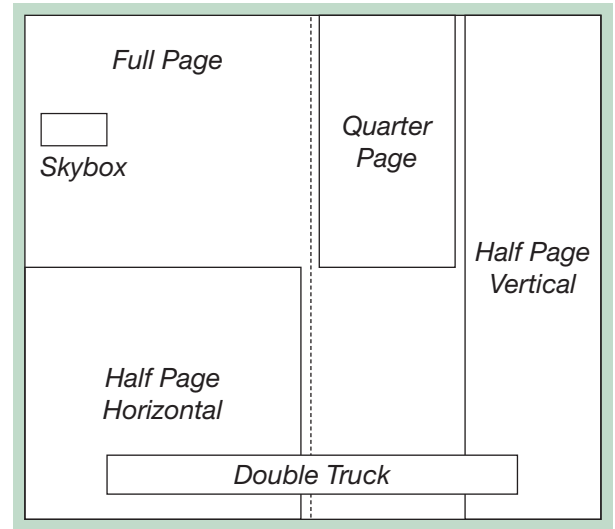
FREQUENCY DISCOUNTS

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"

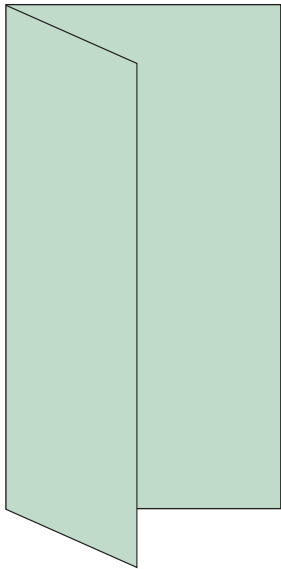


RATES

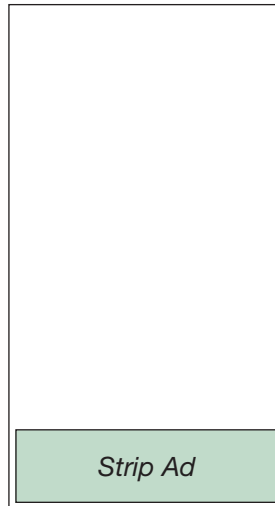
Product	Rate
Strip Ad – Main News (Sunday)	\$15,900
Strip Ad – Main News (Daily)	10,500
Strip Ad – Other Sections (Sunday)	10,000
Strip Ad – Other Sections (Daily)	6,500
Main News Spadea (Sunday)	79,995
Main News Spadea (Daily)	59,995

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

* Section Flag is not available on Main News or Comics

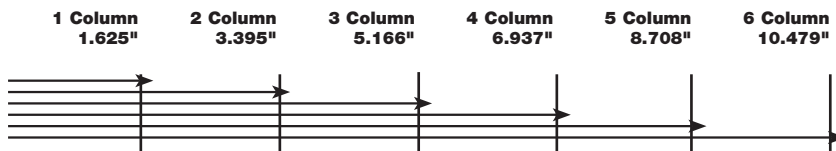


Spadea



Strip ad

STAR TRIBUNE STANDARD COLUMN MEASUREMENTS



PRE-PRINTED SUPPLEMENTS

DISTRIBUTION

Inserts are distributed with the newspaper seven days a week. Thursday and Sunday are machine inserted and the rest of the days 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 86 geographic Home Delivery zones 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/ Broadsheet	Machine Inserted Wed-Sat, Mini Zone		Carrier Handled	Machine Inserted 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

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

*These rates apply only to:

- Machine inserted rates apply only on Thursday and Sunday, and no other days of the week. All other days, carrier handled rates apply.
- 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
Monday-All sections	Wed., 3 pm	Thu., 3 pm	Thu.	Fri., noon
Tuesday				
– 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
Wednesday				
– A News, B News, Sports and Business	Fri., 3 pm	Mon., 3 pm	Mon.	Tue., noon
– Variety	Thur., 3 pm	Fri., 3 pm	Fri.	Mon., noon
Thursday				
– A News, B News, Sports and Business	Mon., 3 pm	Tue., 3 pm	Tue.	Wed., noon
– Variety	Fri., 3 pm	Mon., 3 pm	Mon.	Tue., noon
Friday				
– A News, B News, Sports and Business	Tue., 3 pm	Wed., 3 pm	Wed.	Thu., noon
– Variety	Mon., noon	Tue., 3 pm	Tue.	Wed., 5 pm
– Movie Ads	Mon., 3 pm	Wed., noon	Wed., noon	Wed., 5 pm
Saturday				
– A News, B News, Sports and Business	Wed., 3 pm	Thu., 3 pm	Thu.	Fri., noon
– Variety	Tue., 5 pm	Wed., 3 pm	Wed.	Thu., 5 pm
Sunday				
– A News and Sports	Tue., noon	Thu., 3 pm	Thu.	Fri., noon
– B News	Tue., 3 pm	Wed., 3 pm	Thu.	Fri., noon
– Variety, Science & Health and Business	Tue., noon	Wed., noon	Wed.	Thu., 5 pm
– Homes	Tue., 3 pm	Wed., 3 pm	Wed.	Thu., 5 pm

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 18). 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.

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 two sizes: 5.5" x 11" and 8.5" 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	\$64.85	\$97.19	\$92.16	\$87.77	\$83.05
35,000	55.58	79.46	76.27	71.71	68.04
50,000	51.03	72.83	69.40	65.80	62.37
75,000	47.04	67.16	63.81	60.69	57.74
100,000	43.84	62.69	59.74	56.70	53.99
200,000	39.37	56.22	53.43	50.63	48.40
300,000	37.85	53.91	51.43	48.79	46.56
500,000	34.74	49.59	47.12	44.88	40.41

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

Quantity	Overrun	Print Frequency			
		1x	3x	6x	12x
20,000	\$99.98	\$142.79	\$135.76	\$128.49	\$121.39
35,000	73.07	104.30	99.19	94.63	88.80
50,000	66.68	95.27	90.56	85.85	81.06
75,000	61.41	87.77	84.97	80.66	76.11
100,000	56.38	80.50	76.51	72.51	68.68
200,000	51.49	73.55	69.96	66.36	62.69
300,000	48.40	69.00	65.72	62.21	58.86
500,000	43.60	62.29	59.18	56.06	53.11

STANDARD RATES

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

Quantity	Overrun	Print Frequency			
		1x	3x	6x	12x
20,000	\$82.02	\$117.15	\$112.20	\$107.57	\$103.02
35,000	69.72	99.43	95.43	91.60	87.93
50,000	65.01	93.20	89.28	85.77	82.34
75,000	61.01	87.21	83.85	80.66	77.46
100,000	57.98	82.66	79.70	76.75	73.79
200,000	53.19	76.03	73.31	70.68	68.28
300,000	51.67	73.79	71.31	68.68	66.44
500,000	48.71	69.48	67.08	64.77	60.29

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

Quantity	Overrun	Print Frequency			
		1x	3x	6x	12x
20,000	\$128.02	\$182.80	\$175.77	\$168.42	\$161.48
35,000	101.02	144.23	139.12	134.01	128.81
50,000	94.79	135.36	130.49	125.78	121.07
75,000	90.72	129.53	124.98	120.59	116.12
100,000	84.01	120.03	116.36	112.44	108.53
200,000	79.38	113.64	109.97	106.21	102.54
300,000	76.43	108.93	105.57	102.06	98.95
500,000	71.63	102.14	99.11	95.99	93.12

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.

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
Size (length x width)	3" x 3"
Paper Finish	Uncoated or Gloss
Paper Color	White, 20# Bond
Color Options	1-4 color spot, 4 color process on gloss only
Ink Colors	PMS or Process
Printing	1- or 2-sided (black ink only on 2nd side)
Front Image Area	3" x 3" Note = 2.5" x 2.625"
Back Image Area	3" x 3" Note = 2.5" x 2.625"
Minimum Quantity	25,000

- Additional Options:**
- Other color paper options
 - Flood coat background
 - Die cuts

See your sales representative for details or for bid parameters

STICKY NOTE RATES – DAILY & SUNDAY

Quantity	1 color CPM	2 color CPM	3+ colors CPM
Zoned	\$69	\$75	\$81
Full Metro	\$58	\$65	\$71

*All pricing is cost-per-thousand and includes printing & distribution
2-sided printing add \$10/m
Die cut notes add \$5/m*

DEADLINES

SPACE COMMITMENT

23 days prior to publication

MATERIALS

21 days prior to publication

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

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. See your Sales Rep for Rates and Deadlines if the Star Tribune prints the Polybag.

DEADLINES

SPACE COMMITMENT

30 days prior to publication

DELIVERY

10 days prior to publication

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	Front: 4.5" x 18.25" Inside: 6 columns (10.47") x 20" Back: 4.5" x 20"
Full Spadea	Front Flap: 4.5" x 18.25" Inside Spread: 15.645" x 20" Back: 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	Front: 6 columns (10.47") x 18.25" Back: 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

DEADLINES

ROP:

- Space Reservation: Thursday, 12 Noon (10 days prior to publication)
- Materials for Ad to be Built: Friday, 12 Noon (9 days prior to publication)
- Page Ready and Final Corrections: Monday, 12 Noon (6 days prior to publication)

Inserts:

- Standard deadlines apply

See Star Tribune sales representative about zoning options.

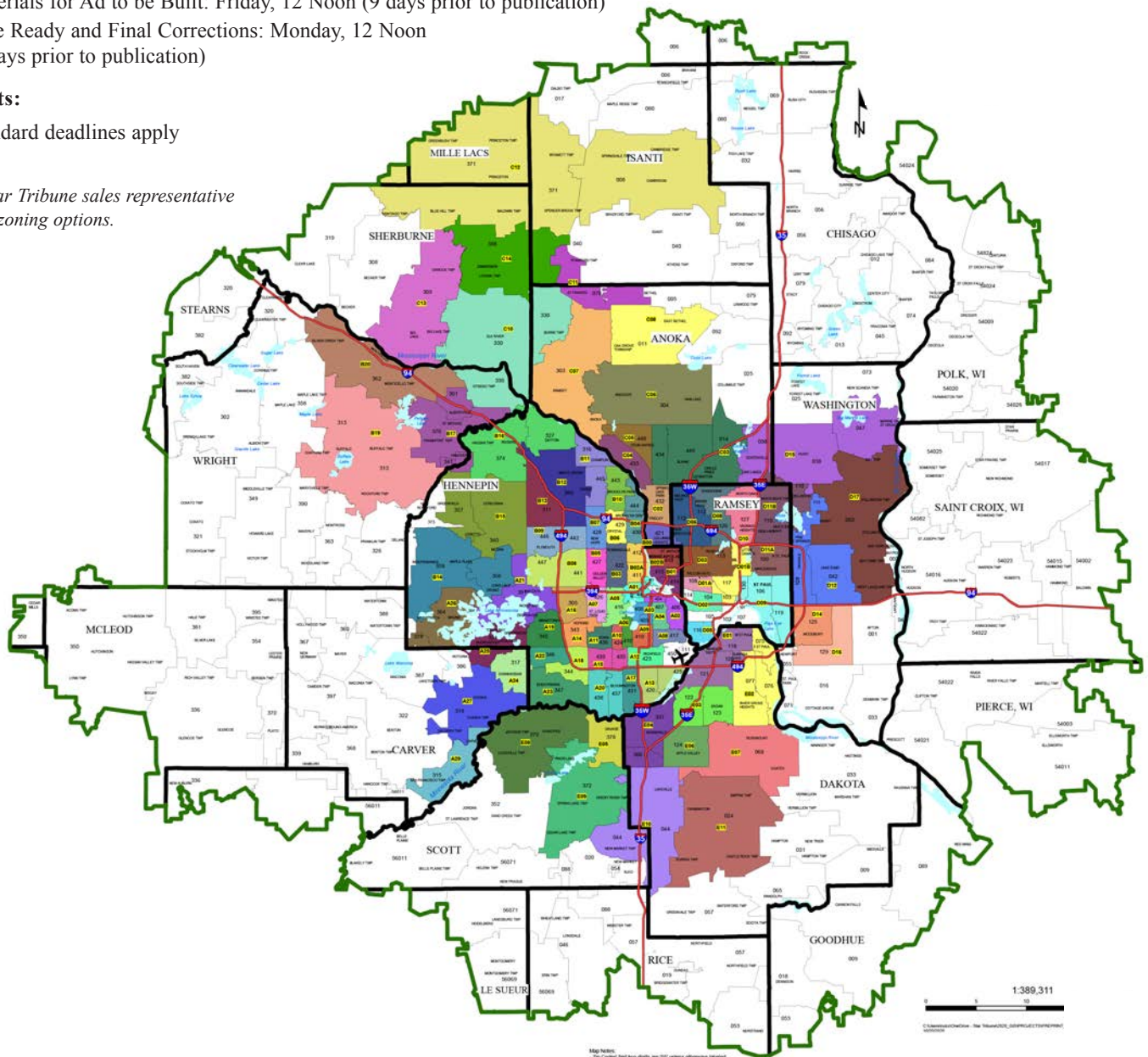
SIZES/RATES

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



TWIN CITIES VALUES

Star Tribune’s total market coverage solution offers customized distribution to deliver your ROP and insert advertising every weekend to 416k homes.

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.

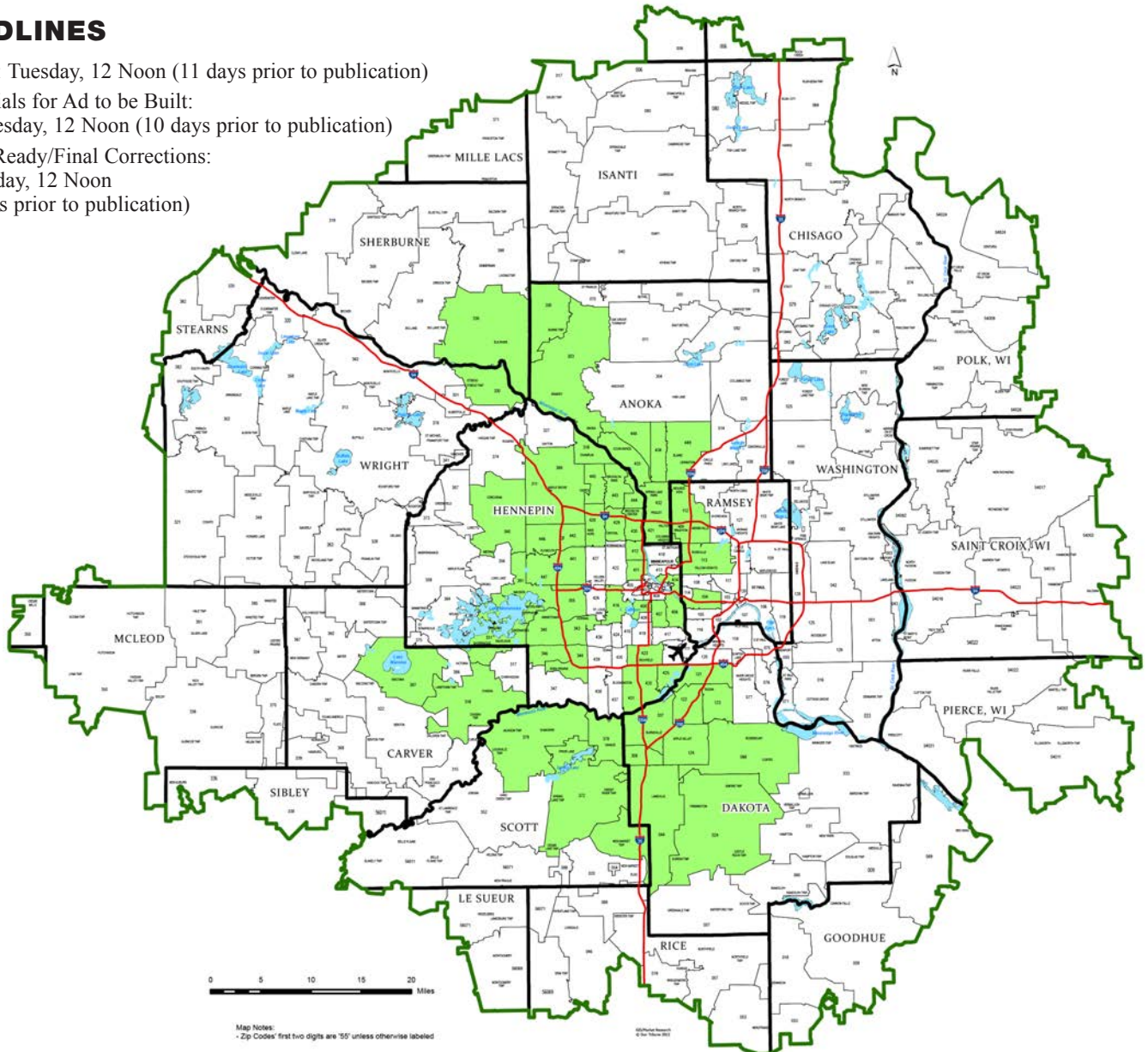
Premium Positions	Size	Open Rate
Front Cover	5 col. x 10.25"	\$6,995
Back Cover Full Page	6 col. x 20.50"	8,995
Back Cover 1/2 Page Horizontal	6 col. x 10.25"	4,995
Back Cover 1/4 Page	3 col. x 10.25"	2,995
Skybox	2.5" x 1.25"	1,500

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

Interior Positions	Open Rate (BW)	Open Rate (4C)
Inside Full Page	\$3,375	\$4,500
Inside 1/2 Page	2,025	2,700
Inside 1/4 Page	1,215	1,620

DEADLINES

- Space: Tuesday, 12 Noon (11 days prior to publication)
- Materials for Ad to be Built: Wednesday, 12 Noon (10 days prior to publication)
- Page Ready/Final Corrections: Thursday, 12 Noon (9 days prior to publication)



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 152K delivered quarterly to select Sunday Star Tribune subscribers.

DEADLINES

Issue	Premium Positions	Space Commitment	Materials Due	Digital Ads/ Final Corrections	Publication
March	January 5	February 1	February 13	February 17	March 19
June	March 29	May 10	May 22	May 26	June 25
September	June 29	July 26	August 7	August 11	September 10
November	September 7	October 4	October 16	October 20	November 19

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

Ad	Size	1x	4x
Center Spread/2 pages	18" x 10.75" (add 1/8" for bleed)*	\$14,040	\$10,205
Back page	8.5" x 10.25" (live area) 9" x 10.75" (add 1/8" for bleed)	\$10,920	\$7,940
Inside Front/Back	8.5" x 10.25" (live area) 9" x 10.75" (add 1/8" for bleed)	\$9,750	\$7,090
Full page	8.5" x 10.25" (live area) 9" x 10.75" (add 1/8" for bleed)	\$7,800	\$5,670
Half page	Horizontal: 8.5" X 4.885" Vertical: 4.1771" X 9.9167"	\$4,680	\$3,400
1/3 page	Horizontal: 8.5" X 3.208" Vertical: 2.7361" X 9.9167"	\$3,745	\$2,720
1/6 page	Horizontal: 8.5" X 1.531" Vertical: 1.2951" X 9.9167"	\$2,265	\$1,645

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

ADVERTORIAL MARKETING RATES**

Print	Dimensions	1x	4x
2 Pg Content Package	18" x 10.75" (add 1/8" for bleed)*	\$8,900	\$8,900
1 Pg Content Package	8.5" x 10.25" (live area) 9" x 10.75" (add 1/8" for bleed)	\$4,800	\$4,800

** Pricing does not include content creation. Foundry 425, Star Tribune's content agency, can help you with content creation. Prices vary. Add 72 hours to materials deadline for review. Advertorial content needs to be clearly and consistently differentiated from Star Tribune editorial content. Ask your Sales Rep for the details.

PREMIUM POSITIONS

Ad Position	Size	Ad Position	Size	Ad Position	Size
Page 2 & 3	2-page spread	Food & Drink	1/3-page V or H***	Throwback	1/3-page V or H***
Index Page	1/3-page vertical	Style & Shopping	1/3-page V or H***	Minnesota Puzzle Answer Page	1/4 or 1/2 Page V***
Editors Page	1/3-page horizontal	Home & Garden (March issue)	1/3-page V or H***	Inside Back	Full Page
Adjacent to Editor Page	Full Page	State Secrets	1/3-page V or H***	Back Page	Full Page
Noteworthy (Local Entertainment)	1/3-page H***	Afraid to Ask	1/3-page V or H***		

***News will determine whether the 1/3-page will be vertical or horizontal before each issues deadlines based on News content requirements

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

Ad	Size	Color	1x	6x
Back Page	5 col (9.47") x 10.25"	4-color	\$675	\$550
Inside Page (pg 2)	5 col (9.47") x 10.25"	4-color	\$500	\$400
Print & Deliver Insert	8.5" x 11"	4-color	\$1,800*	Ask your representative

*Includes printing 20k inserts and distribution within The Washington Post National Weekly

DEADLINES

- Space: Monday 12 Noon (6 days prior to publication)
- Materials: Tuesday 5pm (5 days prior to publication)
- Page Ready Materials/Final Corrections: Wednesday (4 days prior to publication)

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.

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, inspired content, health and fitness – content that interests a large variety of local readers is found in the daily Variety section.

WEEKLY SECTIONS

SCIENCE + HEALTH

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

OCCASIONAL 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.

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 section offers advertisers the opportunity to reach a defined audience of outdoor enthusiasts.

ROP MECHANICAL REQUIREMENTS

ROP PRODUCTION INFO/COLOR MECHANICAL REQUIREMENTS

The following requirements apply to Star Tribune’s newsprint products – ROP, TCV and Sunday Comics. Contact your sales representative for mechanical requirements for our other products.

REPRODUCTION REQUIREMENTS

- Printing process is photo composition, web offset.
- The minimum font size recommended is 7 point for sans-serif type or 12 point for serif type (black type on white background or reversed)
- Type smaller than 12 points should not be reversed on a 4 color background
- Type smaller than 10 points should not be reversed on a single color background
- If reversing type from 4 color it is recommended that a bold font is used
- Serif and fine script type below 12 points should not be screened on any color
- For contrast and readability reverse type should not be placed on screens below 50%
- Borders smaller than 4 points should be built as a single color
- Surprinted type should be solid black and contrasted against 40% screen or less
- Reverse type should be white type on a 50% screen or higher – avoid serif fonts
- Total Area Coverage (TAC): The darkest 4-color area should not exceed 240%

RECOMMENDED SCREEN RANGES

- Images should be designed to compensate for a 28-30% dot gain.
- Reverse Color 50% to 100%.
- Overprint 10% to 40%.
- Minimum size highlight dot: Cyan 4%, Magenta 2%, Yellow 2%, Black 0%.
- Color should be gray balanced.

LINE SCREEN FOR ROP

85 line screen

ROP DEPTH REQUIREMENTS

Minimum depth is one inch on one column width.

Advertisements can be ordered in half-inch increments.

Ads exceeding 18 inches in depth are set to occupy full depth and are charged at full depth.

ELECTRONIC SUBMISSION OF COMPLETED ADS AND AD MATERIALS

We request that all electronic files be submitted to the Star Tribune via e-mails to your Sales Representative.

PREFERRED FORMATS FOR COMPLETED ADS PDFs

We ask that our customers submit Adobe Acrobat PDFs of their ads. All PDFs must be created through Adobe Distiller and, if the ad is a color ad, created in CMYK color and not RGB color. All fonts must be embedded.

IMAGES AND AD COMPONENTS

Images and ad components should be submitted in TIFF, EPS, JPEG or BMP (Bitmapped) formats. Color images need to be CMYK. Black and white need to be grayscale.

RESOLUTION

Black and White – 170 dpi at 100%

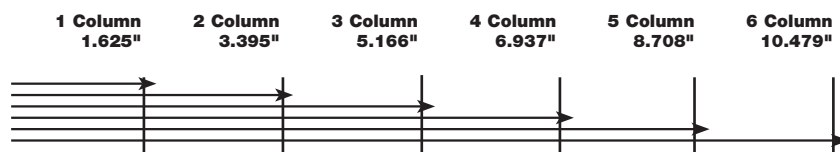
Four Color – 200 dpi at 100%

Line Art – 800 to 1200 dpi at 100%

TECHNICAL QUESTIONS

For further information, contact your sales rep or Graphic Services at 612-673-7038.

STAR TRIBUNE STANDARD COLUMN MEASUREMENTS



Double Truck = 21.7292 Inches Wide x 20.5 Inches Deep