

2020 DISPLAY RATE BOOK

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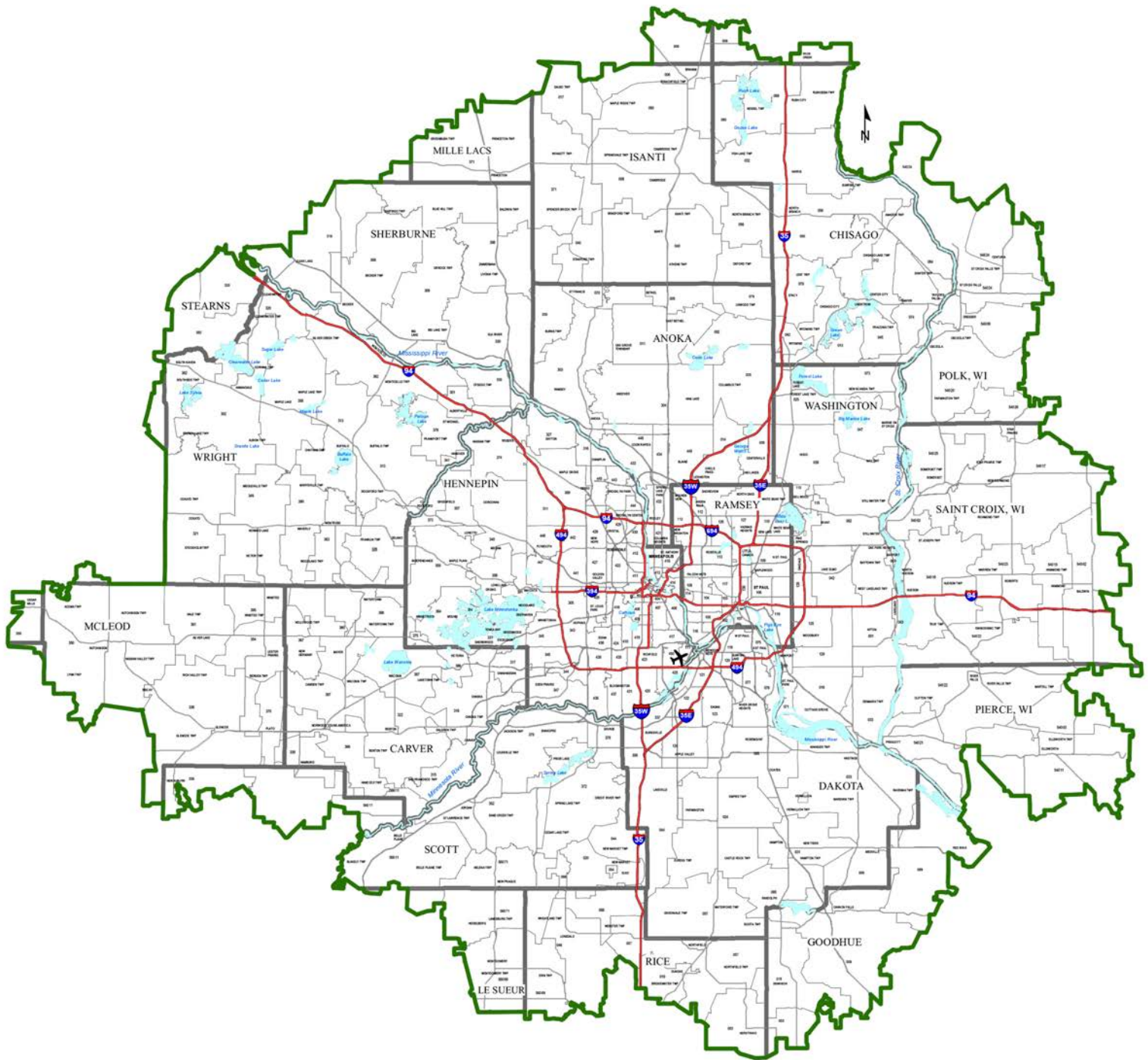
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**Rates are subject to change.*

NEWSPAPER DESIGNATED MARKET (NDM)



READERSHIP

	Daily Cume	Sunday Cume	Weekly Cume
Metro %	27.9	39.1	36.7
Metro Audience	777,680	1,092,155	1,024,960

Source: Nielsen Scarborough 2019 (R1); Mpls/St. Paul CBSA

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

CIRCULATION

Edition	Monday - Friday Star Tribune	Sunday Star Tribune
Metro	123,128	360,359
Outstate	23,697	49,656
Digital (Replica)	30,103	30,047
Digital (Non-Replica)	76,117	51,575
Total	253,045	491,637

Source: Star Tribune Alliance for Audited Media Audit Report for 12 months ended March 31, 2019

Sunday: Sun Avg. Proj. Circ. including StribExpress

DISPLAY ADVERTISING RATES

DAILY/SUNDAY DISPLAY RATES

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

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

EARLY WEEK RATES (MON/TUES)

30% off open published 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 503C verification.

RELIGION RATES

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

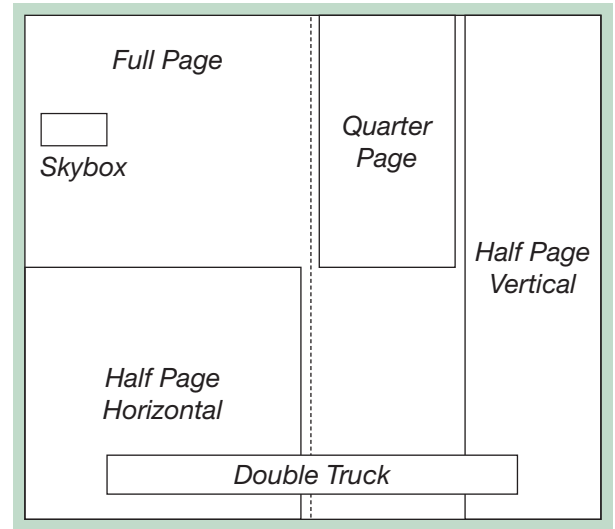
FREQUENCY DISCOUNTS

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"

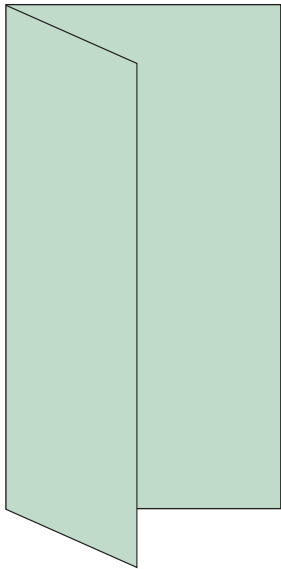


RATES

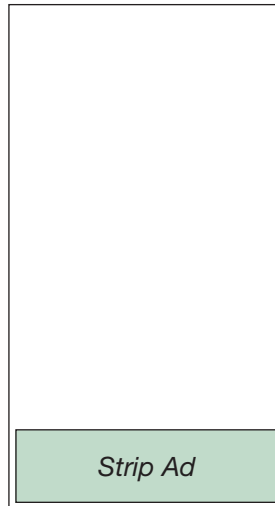
Product	Rate
Strip Ad – Main News (Sunday)	\$15,900
Strip Ad – Main News (Daily)	10,500
Strip Ad – Other Sections (Sunday)	10,000
Strip Ad – Other Sections (Daily)	6,500
Main News Spadea (Sunday)	79,995
Main News Spadea (Daily)	59,995

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

* Section Flag is not available on Main News or Comics

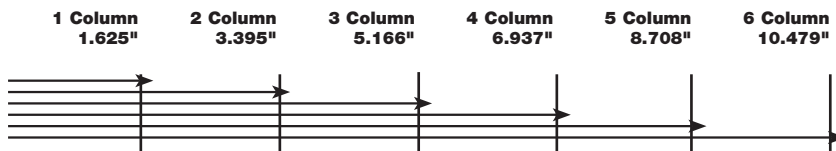


Spadea



Strip ad

STAR TRIBUNE STANDARD COLUMN MEASUREMENTS



PRE-PRINTED SUPPLEMENTS

DISTRIBUTION

Inserts are distributed with the newspaper seven days a week. Wednesday through Sunday are machine inserted. Monday and Tuesday 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 60 geographic Mini-Zones, Sunday 167 zip-zone clusters 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

Thursday can be purchased at the zip-code level if saturation program purchased (Star Tribune, Opt-In, Opt-Out).

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

*These rates apply to:

- Any supplements distributed Monday, Tuesday
- 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, Home+Garden	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
– Taste	Fri., 3 pm	Mon., 3 pm	Mon.	Tue., 5 pm
– Variety and Zones	Fri., 3 pm	Mon., 3 pm	Mon.	Tue., 5 pm
Friday				
– A News, B News, Sports and Business	Tue., 3 pm	Wed., 3 pm	Wed.	Thu., noon
– Variety and Zones	Mon., noon	Tue., 3 pm	Tue.	Wed., 5 pm
– Movie Ads	Mon., 3 pm	Wed., noon	Wed., noon	Wed., noon
Saturday				
– A News, B News, Sports and Business	Wed., 3 pm	Thu., 3 pm	Thu.	Fri., noon
– Cars	Tue., noon	Wed., 5 pm	Wed.	Thu., 5 pm
– 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
– Travel, Variety and Business	Tue., noon	Wed., noon	Wed.	Thu., 5 pm
– OpEx	Tue., noon	Thu., 3 pm	Thu.	Fri., noon

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.

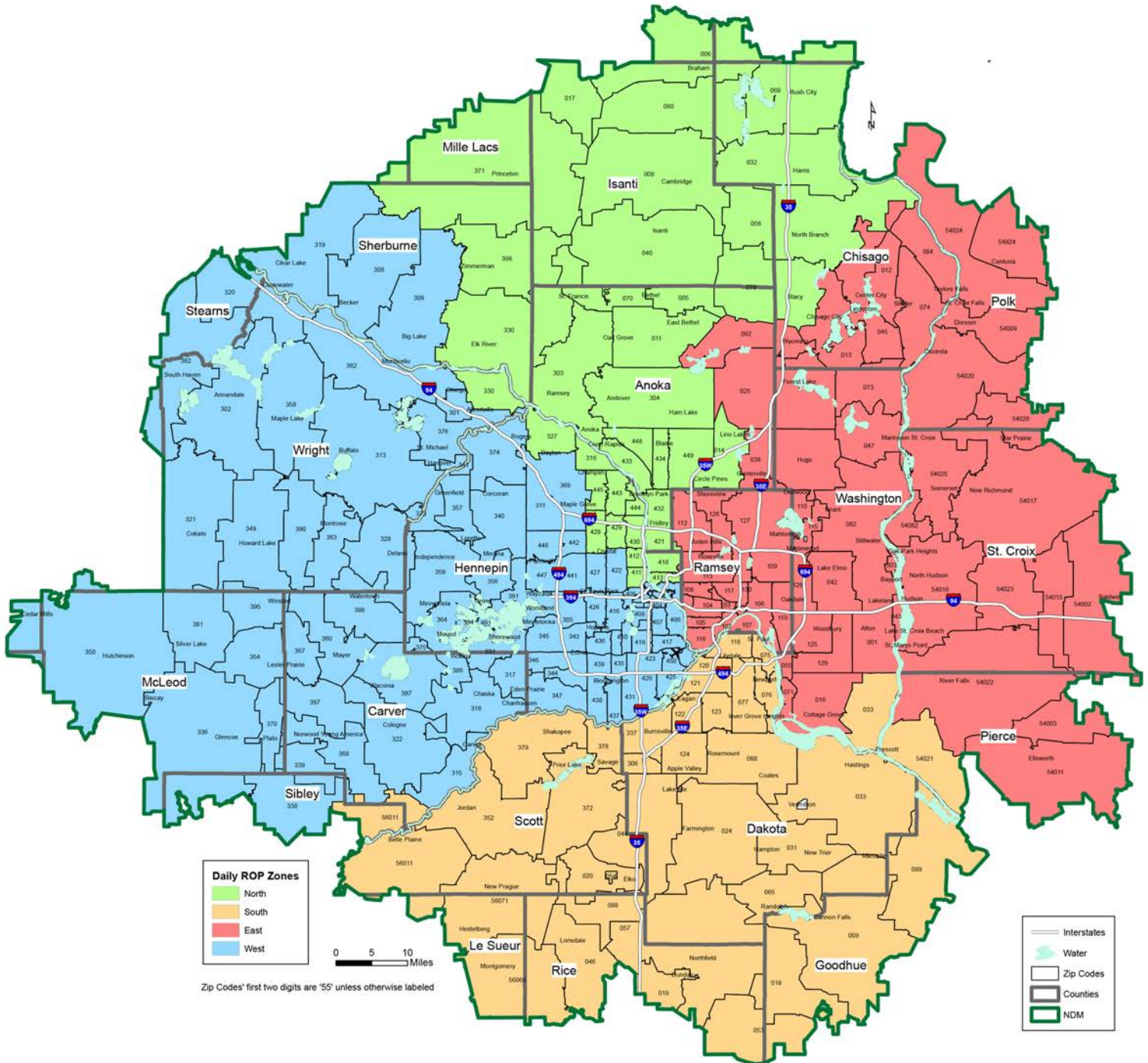
If You Build Your Ad

- Page ready files are considered ready to publish “as is” and must comply with mechanical requirements (see page 4). 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.

ZONED ROP ADVERTISING

Reaches local consumers interested in doing business in their community by allowing you to advertise in the zone that covers your market area. Only available for Thursday's *Variety* section. Multi-zone advertising options are available for you to expand your message into other communities.



ZONED ADVERTISING OPPORTUNITIES

THURSDAY VARIETY

Thursday's *Variety* section is zoned in the east, north, south and west zones. The *Variety* section covers many topics including information on home and garden, entertainment, books and lifestyle advice for today's metro adults. Section includes 4-color, spot color and black/white advertising opportunities.

ZONED ADVERTISING OPPORTUNITIES

Zone	Thursday
East	Variety
North	Variety
South	Variety
West	Variety

DAILY CIRCULATION & READERSHIP

Zone	Circulation	Readership
East	16,975	128,090
North	21,385	165,580
South	17,486	107,490
West	63,499	281,600

Circulation Source: Star Tribune Alliance for Audited Media Audit Report for 52 weeks ended March 31, 2019
Daily: Wed Avg. Proj. Circ.

Readership Source: Nielsen Scarborough 2019 R1; Mpls/St. Paul CBSA
Note: Daily Cume = 5 insertions

ZONED ROP RATES

DAILY RATE / COLUMN INCH

Zone	Thursday
East	\$28.50
North	\$38.00
South	\$31.00
West	\$59.00

DAILY 1-COLOR (PLUS BLACK) & FULL-COLOR

Zone	Thursday
East	\$300 & \$525
North	\$525 & \$975
South	\$300 & \$525
West	\$700 & \$1,200

MULTI-ZONE DISCOUNT**

Zones per day	Discounts per zone
2 or more	15%

**Discounts not applicable to color

FREQUENCY DISCOUNT**

Ads/Year	Disc %/Ad
4x	5%
13x	10%
26x	23%
39x	30%
52x	42%

DEADLINES

Publication Day/Section	Color Space Commitment	B/W Space Commitment
Thursday/Variety	Fri., 3 pm	Mon., 3 pm

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 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 with one or two of the three Star Tribune products used for distribution: Thursday or Sunday Star Tribune, StribExpress, OR Twin Cities Values.

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 StribExpress minimum 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	\$40.55	\$57.95	\$54.95	\$52.30	\$49.50
35,000	33.15	47.35	45.50	42.75	40.55
50,000	30.40	43.40	41.35	39.25	37.20
75,000	28.05	40.05	38.05	36.20	34.40
100,000	26.15	37.40	35.60	33.80	32.20
200,000	23.45	33.50	31.85	30.20	28.85
300,000	22.55	32.15	30.65	29.10	27.75
500,000	20.70	29.55	28.10	26.75	24.10

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

Quantity	Overrun	Print Frequency			
		1x	3x	6x	12x
20,000	\$59.60	\$85.15	\$80.95	\$76.60	\$72.40
35,000	43.55	62.20	59.15	56.40	52.95
50,000	39.75	56.80	54.00	51.20	48.35
75,000	36.60	52.30	50.65	48.10	45.40
100,000	33.60	48.00	45.60	43.25	40.95
200,000	30.70	43.85	41.70	39.55	37.40
300,000	28.85	41.15	39.20	37.10	35.10
500,000	26.00	37.15	35.30	33.40	31.65

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

Quantity	Overrun	Print Frequency			
		1x	3x	6x	12x
100,000	\$45.95	\$65.60	\$62.30	\$59.05	\$55.75
200,000	41.75	59.65	56.65	53.70	50.75
300,000	37.65	53.65	51.00	47.95	45.65
500,000	33.45	47.70	45.30	42.95	40.55

STANDARD RATES

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

Quantity	Overrun	Print Frequency			
		1x	3x	6x	12x
20,000	\$48.90	\$69.85	\$66.90	\$64.15	\$61.45
35,000	41.55	59.30	56.90	54.60	52.45
50,000	38.75	60.80	53.25	51.15	49.10
75,000	36.40	52.00	50.00	48.10	46.20
100,000	34.55	49.30	47.50	45.75	44.00
200,000	31.70	45.30	43.70	42.15	40.70
300,000	30.80	44.00	42.50	40.95	39.60
500,000	29.05	41.45	40.00	38.60	35.95

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

Quantity	Overrun	Print Frequency			
		1x	3x	6x	12x
20,000	\$76.35	\$109.00	\$104.80	\$100.45	\$96.30
35,000	60.25	86.00	82.95	79.90	76.80
50,000	56.50	80.70	77.80	75.00	72.20
75,000	54.10	77.25	74.50	71.90	69.25
100,000	50.10	71.55	69.40	67.05	64.70
200,000	47.35	67.75	65.55	63.35	61.15
300,000	45.55	64.95	62.95	60.85	59.00
500,000	42.70	60.90	59.10	57.25	55.50

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

Quantity	Overrun	Print Frequency			
		1x	3x	6x	12x
100,000	\$65.80	\$94.00	\$90.70	\$87.45	\$84.15
200,000	61.65	88.05	85.05	82.05	79.15
300,000	57.50	82.05	79.40	76.75	74.05
500,000	53.30	76.10	73.70	71.35	68.95

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, black and white resolution: 300 dpi at 100%

Line Art: 800-1200 dpi at 100%, 150 Line screen

DEADLINES

Consult your Star Tribune sales representative.

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	Sticky Labels
Size (length x width)	3" x 3"	3" x 3"
Paper Finish	Uncoated	Gloss
Paper Color	White, Buff, 20# Bond	60# Gloss White
Color Options	1-4 color spot	1-4 color spot, 4-color process
Ink Colors	Black, Blue PMS 300, Brown PMS 168 Red PMS 185, Green PMS 347, Teal PMS 320 Purple PMS 527, Burgundy PMS 215	Same as sticky notes
Printing	1- or 2-sided	Same as sticky notes
Front Image Area	3" x 3" Note = 2.5" x 2.625"	2.5" x 2.625"
Back Image Area	3" x 3" Note = 2.5" x 2.625"	Same as sticky notes
Minimum Quantity	50,000	50,000

Additional Options:

- Ask your Star Tribune representative about other color paper options.
- Flood coat background

See your sales representative for details.

STICKY NOTE RATES – DAILY & SUNDAY

Quantity	1 color CPM	2 color CPM	3+ colors CPM
Zoned	60	65	70
Full Metro	46	51	56

All pricing is cost-per-thousand and includes printing & distribution

2-sided printing add \$10/m

Die cut notes add \$5/m

STICKY NOTE OPTIONS

- Paper colors for sticky notes: White or Buff
- Paper color for sticky labels: White only
- Die cut notes: separate bid and specifications, please see sales representative for details

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.

DEADLINES

SPACE COMMITMENT

30 days prior to publication

DELIVERY

10 days prior to publication

DEADLINES

SPACE COMMITMENT

21 days prior to publication

MATERIALS

17 days prior to publication

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

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

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

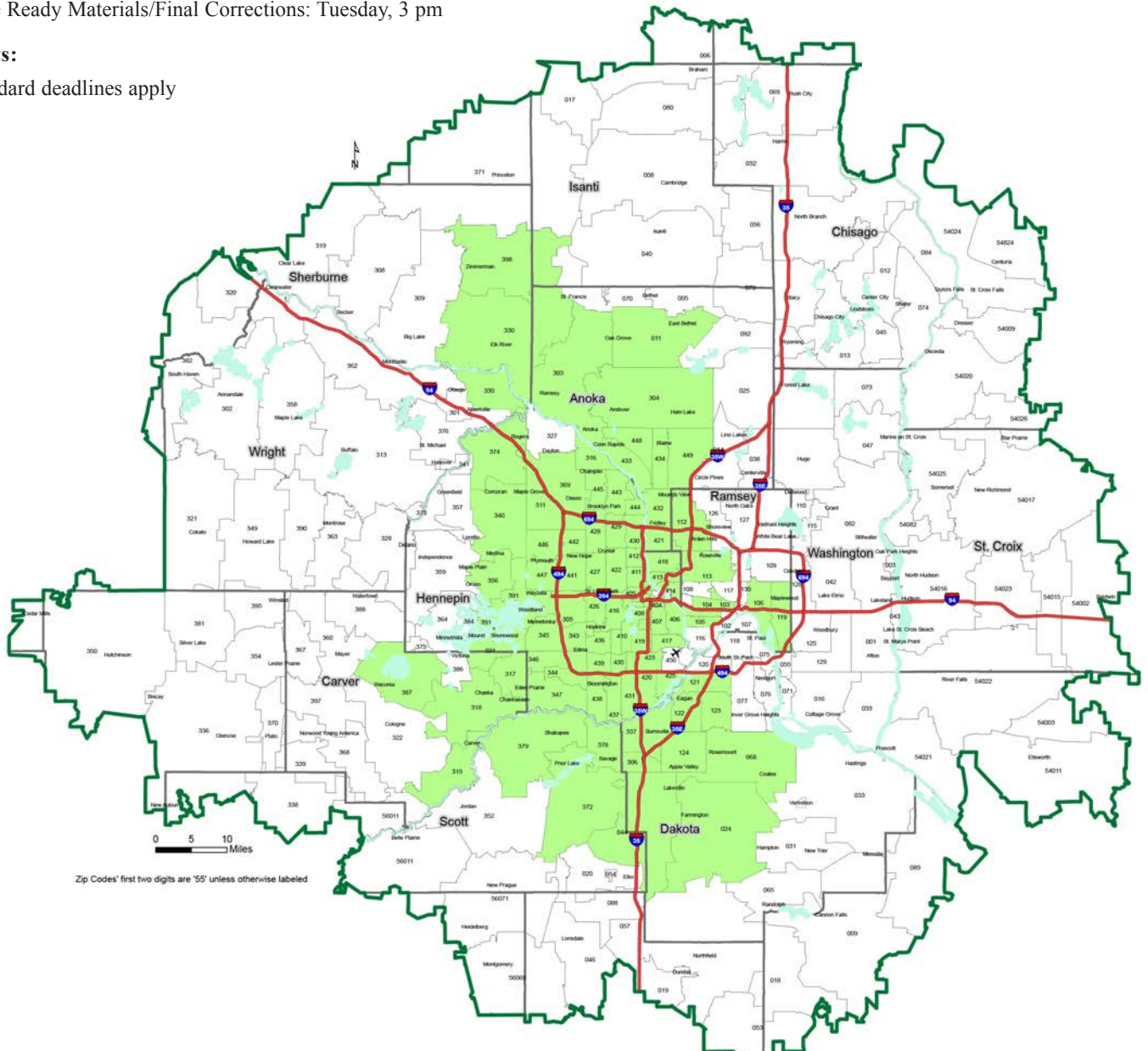
DEADLINES

ROP:

- Space commitment: Monday, 3 pm
- Materials Due: Monday, 5 pm
- Page Ready Materials/Final Corrections: Tuesday, 3 pm

Inserts:

- Standard deadlines apply



TWIN CITIES VALUES

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

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

TCV JACKET RATES

Pick up your ROP ad on a Twin Cities Values jacket.

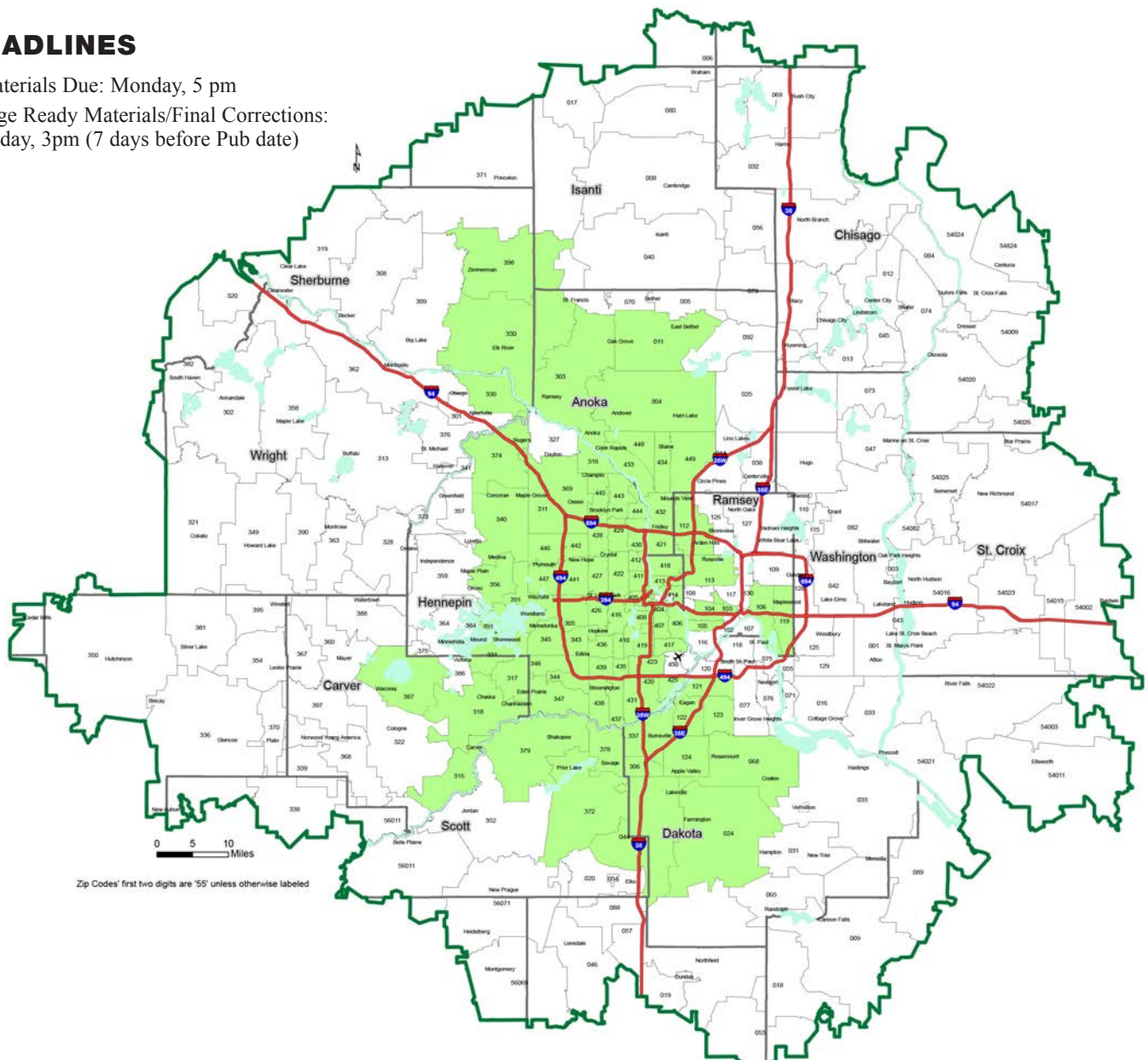
Premium Positions	Size	Rate
Front Cover	5 col. x 10.25"	\$6,995
Back Cover Full Page	6 col. x 20.50"	8,995
Back Cover 1/2 Page Horizontal	6 col. x 10.25"	4,995
Back Cover 1/4 Page	3 col. x 10.25"	2,995
Skybox	2.5" x 1.25"	1,500

*All front and back positions include 4-color.

*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.

DEADLINES

- Materials Due: Monday, 5 pm
- Page Ready Materials/Final Corrections: Friday, 3pm (7 days before Pub date)



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 197K delivered quarterly to select Sunday Star Tribune subscribers.

DEADLINES

Issue	Commitment	Materials	Publication
March	February 5	February 14	March 22
June	April 22	May 1	June 7
September	July 29	August 7	September 13
November	October 7	October 16	November 22

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

Ad	Size	1x	2x	4x
Full page spread with bleed	18" x 10.75" (add 1/8" for bleed)*	\$13,375	\$12,385	\$10,900
Full page	8.5" x 10.25" (live area) 9" x 10.75" (add 1/8" for bleed)	\$7,870	\$7,320	\$6,495
Half page	Horizontal: 8.5" X 4.885" Vertical: 4.1771" X 9.9167"	\$5,120	\$4,790	\$4,295
1/3 page	Horizontal: 8.5" X 3.208" Vertical: 2.7361" X 9.9167"	\$4,088	\$3,825	\$3,430
1/6 page	Horizontal: 8.5" X 1.531" Vertical: 1.2951" X 9.9167"	\$2,775	\$2,620	\$2,380

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

PREMIUM POSITION RATES

Ad	1x	2x	4x
Inside Front / Inside Back	\$10,580	\$9,900	\$8,870
Back Cover	\$11,620	\$10,850	\$9,690
Center Spread	\$15,740	\$14,640	\$12,990

- 10% additional charge for content adjacency
- 25% additional charge for table of contents adjacency

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

Full Back Page Rate	1x	6x
5 col (9.47") x 10.25", 4-color	\$675	\$550

DEADLINES

- Materials Due: Tuesday, 5 pm
- Page Ready Materials/Final Corrections: Wednesday, 5pm

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

WEEKLY 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.

OPINION EXCHANGE

This Sunday section is an idea marketplace where diverse opinions across the community come together.

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.

SCIENCE + HEALTH

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

INSPIRED

When you look for it, there's a lot of good news out there. Each Saturday, we'll present the best of what Minnesotans do. It's a chance to step back from the news of the day and see the great things Minnesotans are doing - at home and around the globe.