2022 DISPLAY RATE BOOK

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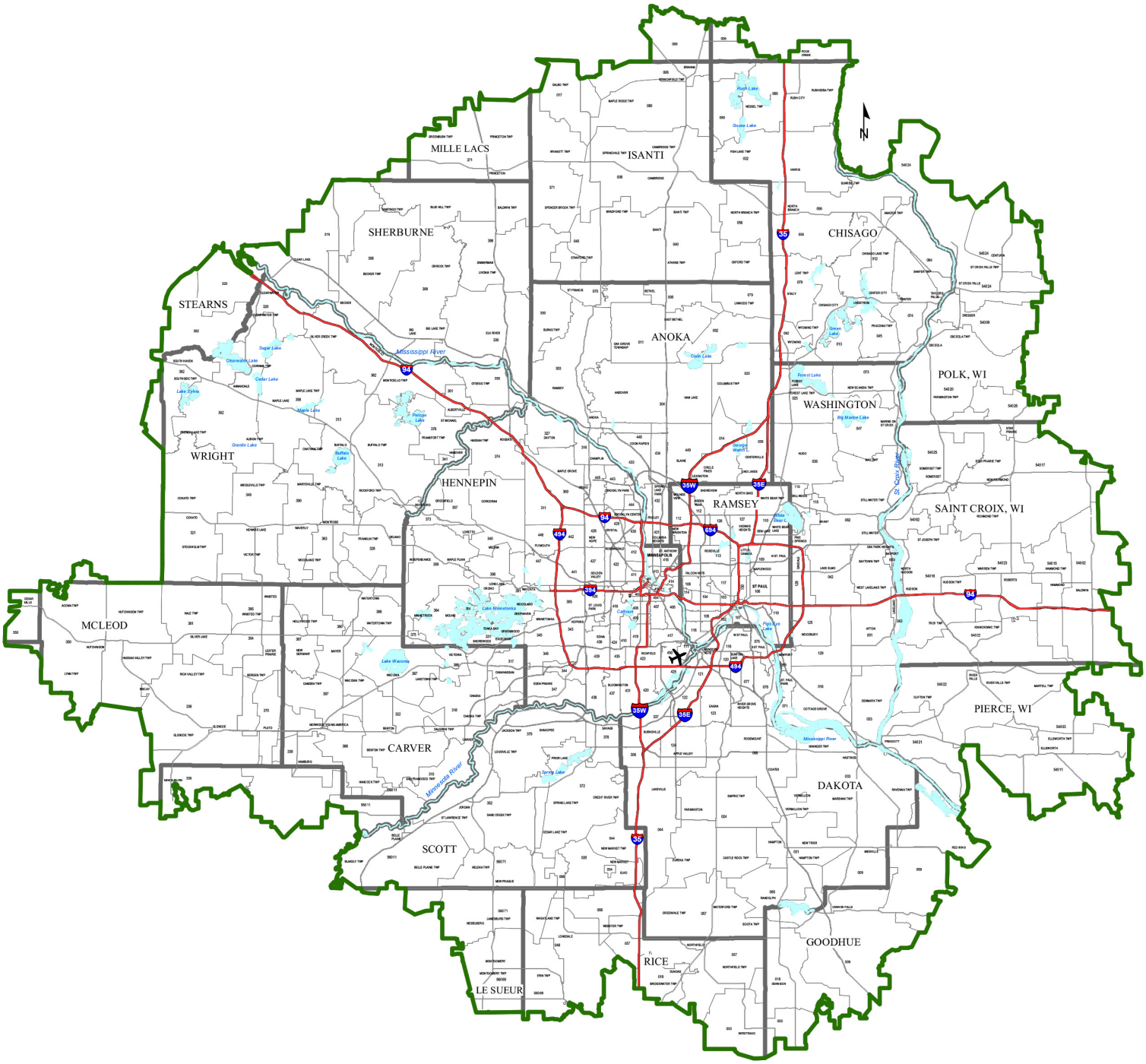
**Rates are subject to change.*

NEWSPAPER DESIGNATED MARKET (NDM)



READERSHIP

	Daily Cume	Sunday Cume	Weekly Cume
Metro %	24	34.8	32.8
Metro Audience	681,076	984,799	928,673
Metro + State %	21.4	30.8	28.9
Metro + State Audience	807,591	1,160,843	1,088,552

Source: Scarborough 2021-R2; Copyright © 2021 Scarborough

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	247,309	117,826
Digital Replica	23,975	24,207
Digital Nonreplica	79,896	100,237
Total Circulation (Excluding Affiliated Publications)	351,180	242,270
StribExpress	96,700	
Total Combined Average Circulation	**447,880**	**242,270**

Source: AAM News Media Audit, 12 months ended March 31, 2021

DISPLAY ADVERTISING RATES

DAILY/SUNDAY DISPLAY RATES

Contract Level	Full Run Distribution Daily*	Sunday*	TCV Saturation**
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 (420K 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 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"

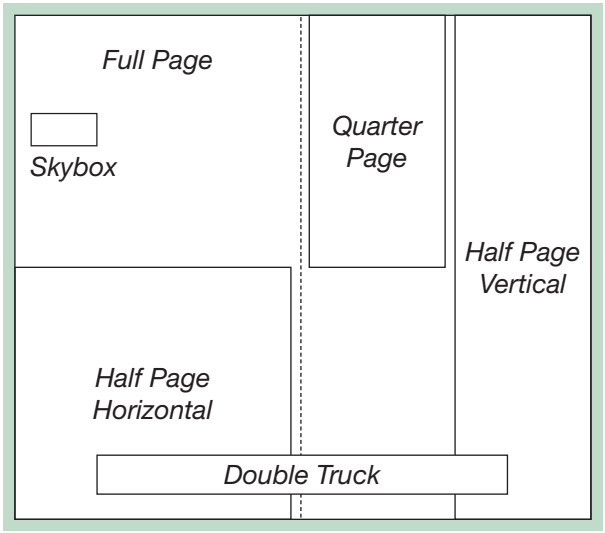
Half Page Vertical = 3 columns (5.166") x 20.5"

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"

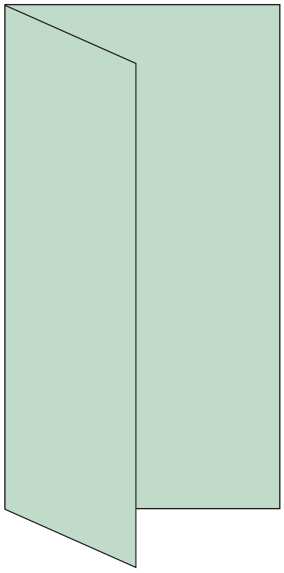


RATES

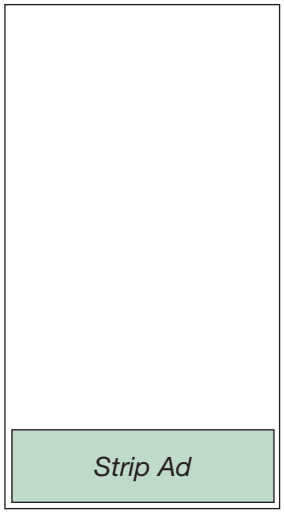
Product	Rate
Strip Ad – Main News (Sunday)	$15,900
Strip Ad – Main News (Daily)	10,500
Strip Ad – Other Sections (Sunday)	10,000
Strip Ad – Other Sections (Daily)	6,500
Main News Spadea (Sunday)	79,995
Main News Spadea (Daily)	59,995

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

** Section Flag is not available on Main News or Comics*

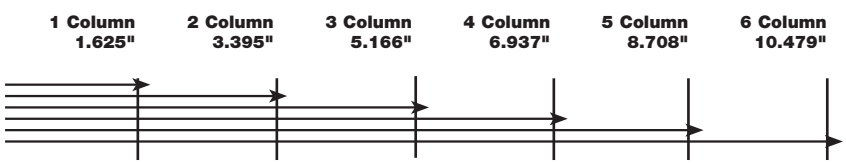


Spadea



Strip ad

STAR TRIBUNE STANDARD COLUMN MEASUREMENTS



PRE-PRINTED SUPPLEMENTS

DISTRIBUTION

Inserts are distributed with the newspaper seven days a week. 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 101 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 Thursday	Carrier Handled	Machine Inserted Sunday
2/Sgl	$46	$68	$54
4/2	64	89	74
8/4	72	99	84
12/6	78	102	87
16/8	83	107	92
20/10	87	112	97
24/12	92	117	102
28/14	97	121	106
32/16	102	126	111
36/18	105	129	114
40/20	108	133	118
44/22	111	136	121
48/24	114	140	125
52/26	118	144	129
56/28	121	148	133
60/30	125	152	137
64/32	129	156	141

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.

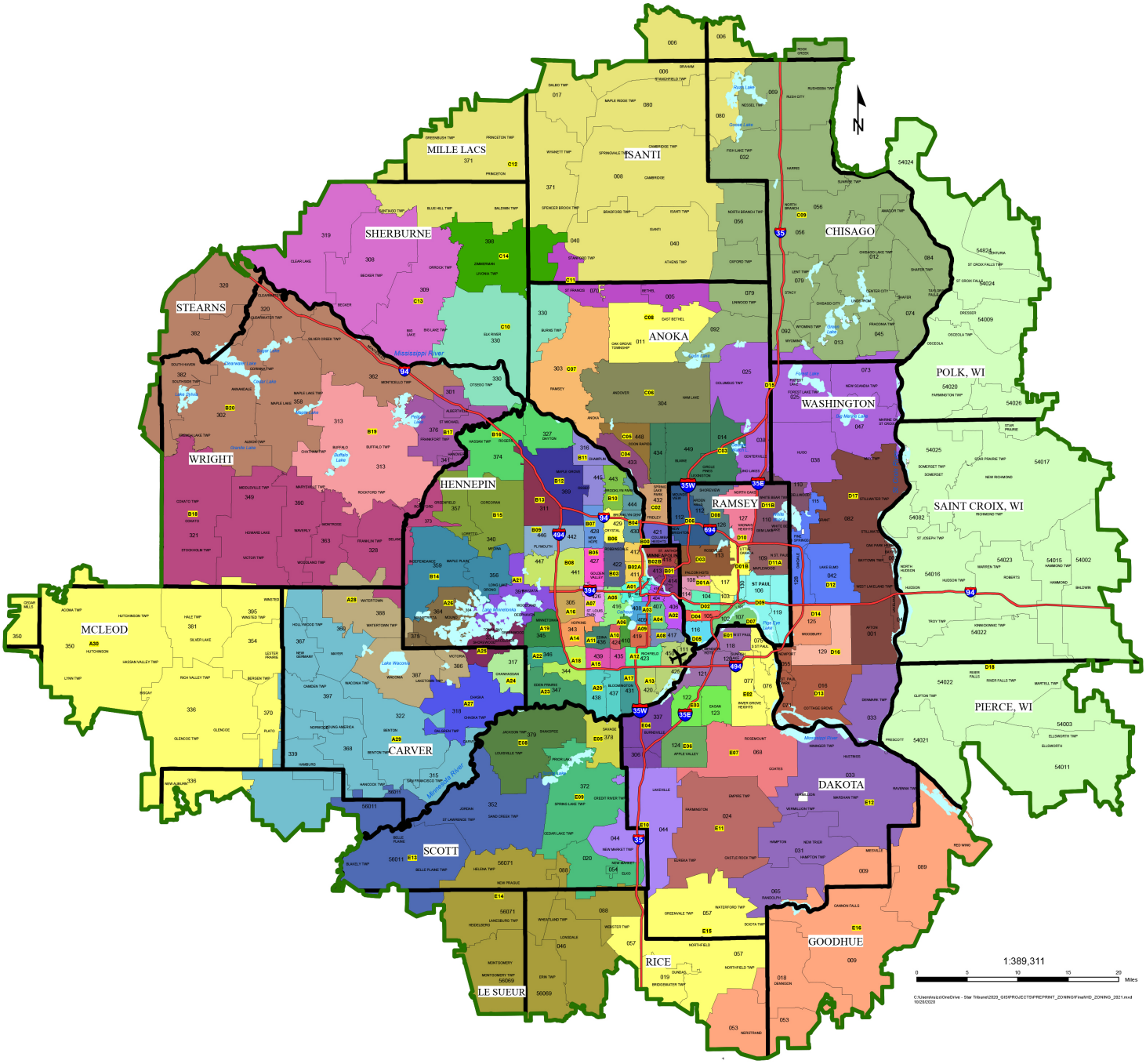
CONTENT

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

PRE-PRINTED SUPPLEMENT ZONES



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, Variety Zones and Taste	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 Outdoors	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 and Inspired	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, 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

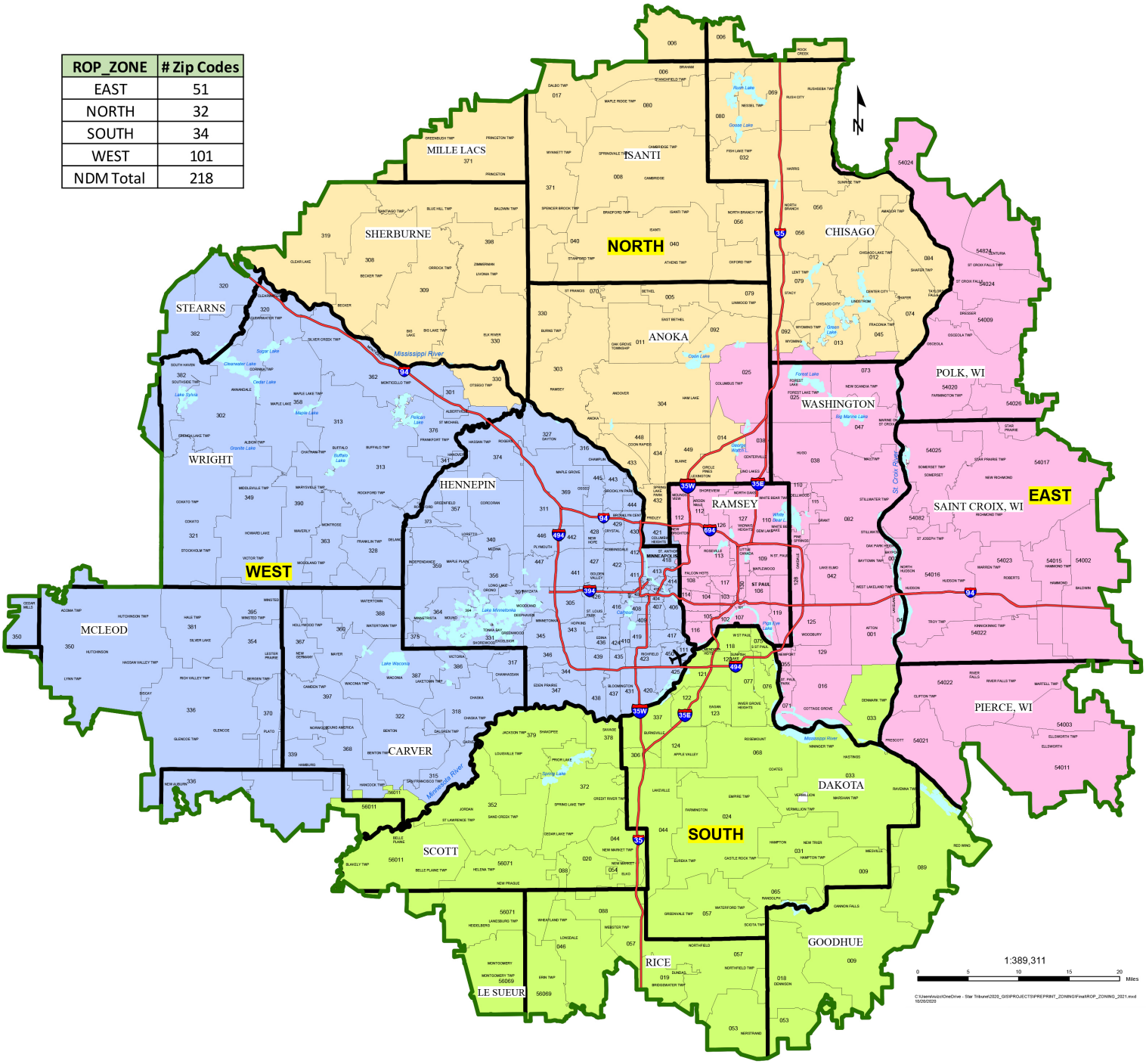
- Page ready files are considered ready to publish “as is” and must comply with mechanical requirements (see page 17). Star Tribune reserves the right to reduce the ad to fit the space ordered.
- PDF format preferred.
- CMYK color – 200 dpi for newsprint (300 dpi for commercial).
- Embedded fonts.
- 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 Variety section. Multi-zone advertising options are available for you to expand your message into other communities.

ROP_ZONE	# Zip Codes
EAST	51
NORTH	32
SOUTH	34
WEST	101
NDM Total	218



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	15,059	94,119
North	11,066	100,989
South	14,403	61,881
West	56,056	294,540

Circulation Source: Applied estimate of 2021 Audit
Readership Source: Scarborough 2021 (R2)

2022 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 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"

		Print Frequency			
Quantity	*Overrun*	*1x*	*3x*	*6x*	*12x*
20,000	$49.13	$73.63	$69.82	$66.49	$62.92
35,000	42.11	60.20	57.78	54.33	51.55
50,000	38.66	55.18	52.57	49.85	47.25
75,000	35.63	50.88	48.34	45.98	43.74
100,000	33.21	47.49	45.25	42.96	40.90
200,000	29.83	42.59	40.47	38.36	36.66
300,000	28.68	40.84	38.96	36.97	35.27
500,000	26.32	37.57	35.70	34.00	30.61

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

		Print Frequency			
Quantity	*Overrun*	*1x*	*3x*	*6x*	*12x*
20,000	$75.75	$108.17	$102.85	$97.34	$91.96
35,000	55.36	79.01	75.14	71.69	67.28
50,000	50.52	72.18	68.61	65.04	61.41
75,000	46.52	66.49	64.37	61.11	57.66
100,000	42.71	60.98	57.96	54.93	52.03
200,000	39.01	55.72	53.00	50.28	47.49
300,000	36.66	52.27	49.79	47.13	44.59
500,000	33.03	47.19	44.83	42.47	40.23

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

		Print Frequency			
Quantity	*Overrun*	*1x*	*3x*	*6x*	*12x*
100,000	$58.38	$83.37	$79.20	$75.02	$70.85
200,000	53.06	75.81	72.00	68.24	64.49
300,000	47.86	68.18	64.80	60.92	58.02
500,000	42.50	60.62	57.54	54.57	51.55

STANDARD RATES

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

		Print Frequency			
Quantity	*Overrun*	*1x*	*3x*	*6x*	*12x*
20,000	$62.13	$88.75	$85.00	$81.49	$78.05
35,000	52.82	75.32	72.30	69.39	66.61
50,000	49.25	70.60	67.64	64.98	62.38
75,000	46.22	66.07	63.53	61.11	58.69
100,000	43.92	62.62	60.38	58.14	55.90
200,000	40.29	57.60	55.54	53.54	51.73
300,000	39.14	55.90	54.03	52.03	50.34
500,000	36.91	52.64	50.82	49.07	45.68

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

		Print Frequency			
Quantity	*Overrun*	*1x*	*3x*	*6x*	*12x*
20,000	$96.98	$138.48	$133.16	$127.59	$122.33
35,000	76.53	109.26	105.39	101.52	97.59
50,000	71.81	102.55	98.86	95.29	91.72
75,000	68.73	98.13	94.68	91.36	87.97
100,000	63.65	90.93	88.15	85.18	82.22
200,000	60.14	86.09	83.31	80.47	77.68
300,000	57.90	82.52	79.98	77.32	74.96
500,000	54.27	77.38	75.08	72.72	70.54

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

		Print Frequency			
Quantity	*Overrun*	*1x*	*3x*	*6x*	*12x*
100,000	$83.61	$119.43	$115.37	$111.08	$106.90
200,000	78.35	111.86	108.05	104.24	100.55
300,000	73.08	104.24	100.85	97.53	94.08
500,000	67.70	96.68	93.65	90.63	87.60

Quantity based on a single print run and can be delivered over multiple dates winthin 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%

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
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	$63	$68	$74
Full Metro	53	59	65

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.

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*

DEADLINES

SPACE COMMITMENT
30 days prior to publication

DELIVERY
10 days prior to publication

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

Inserts:

- Standard deadlines apply

See Star Tribune sales representative about zoning options.

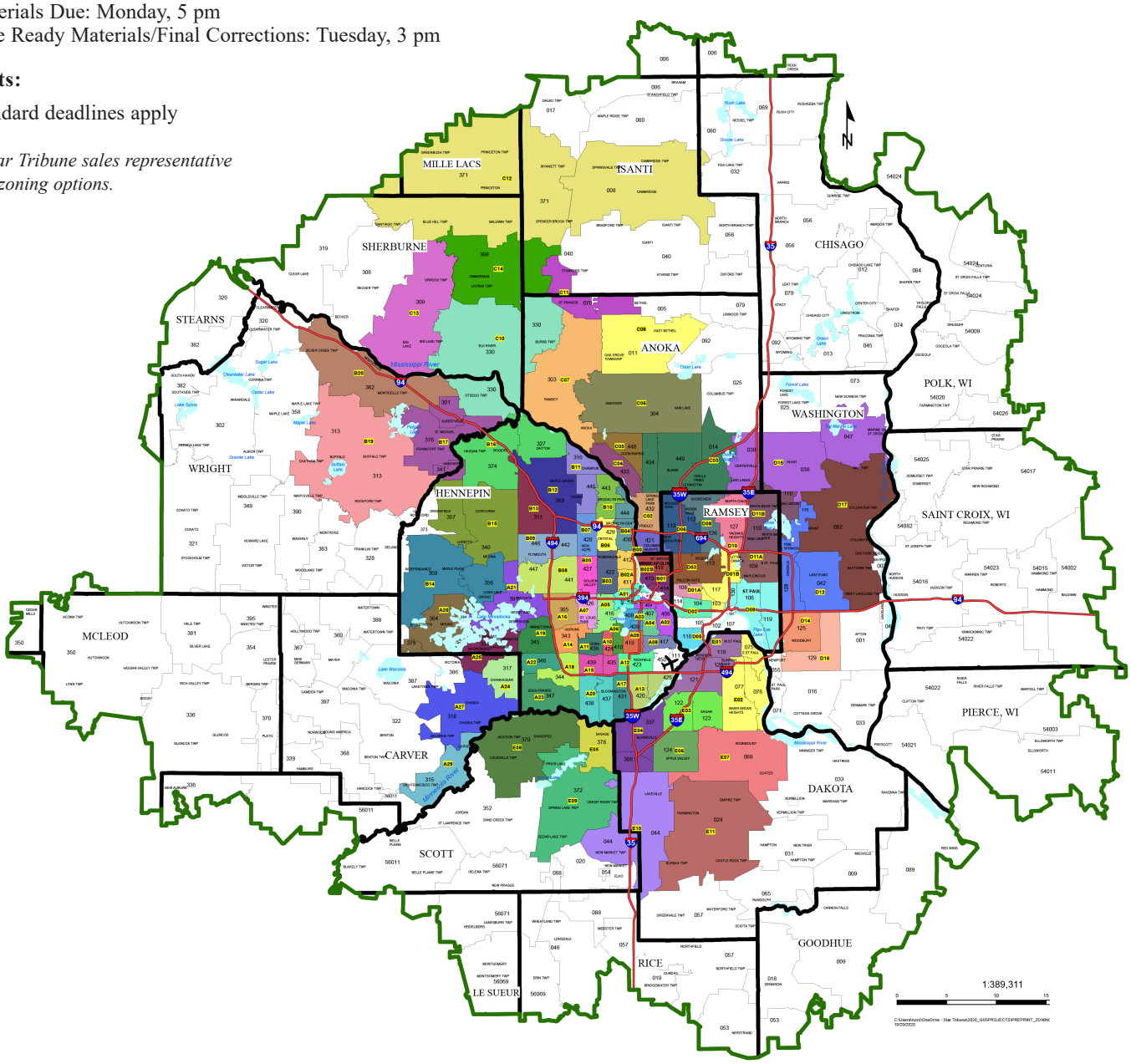
SIZES/RATES

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.

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.

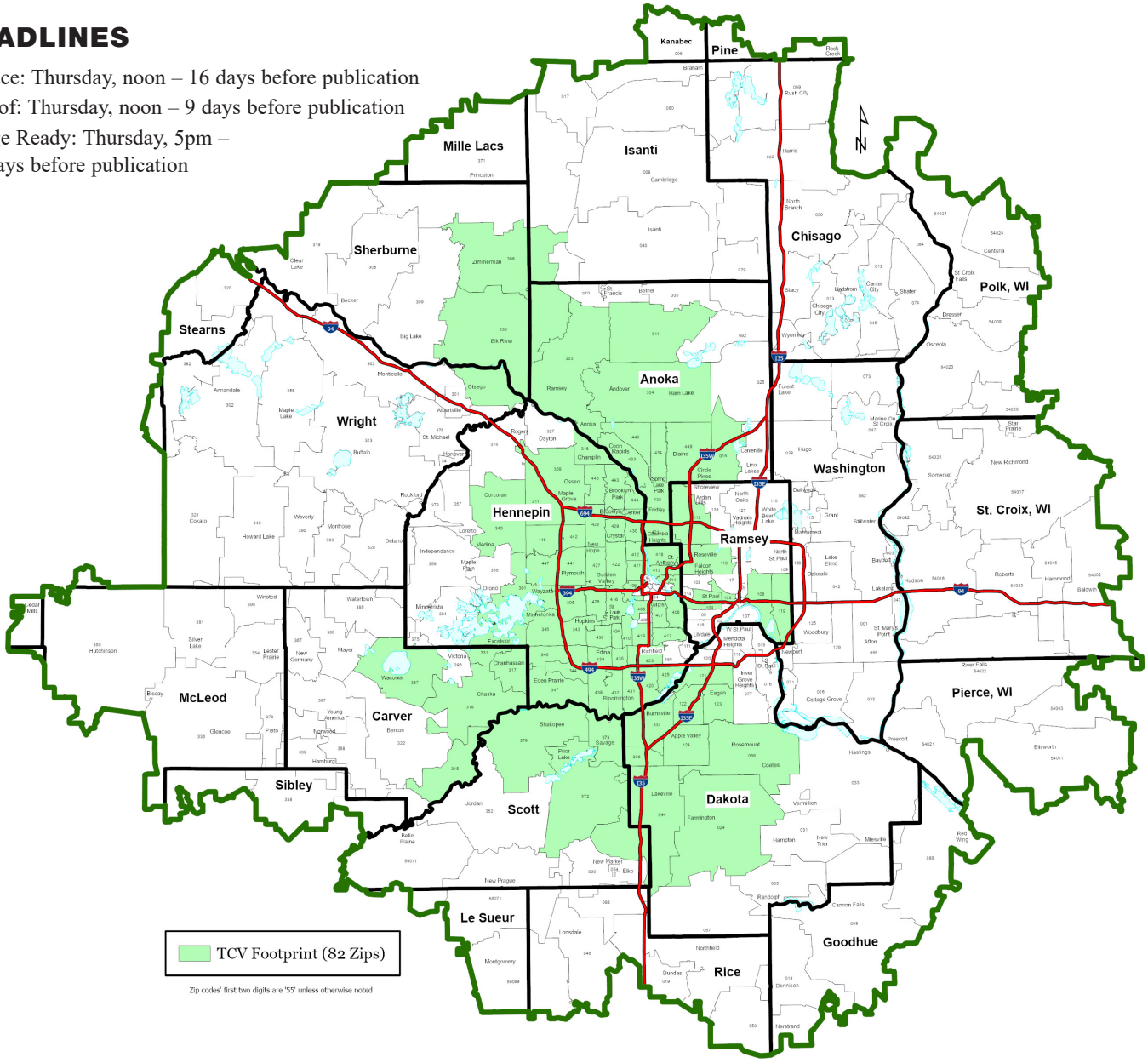
Premium Positions	Size	Open Rate
Front Cover	5 col. x 10.25"	$6,995
Back Cover Full Page	6 col. x 20.50"	8,995
Back Cover 1/2 Page Horizontal	6 col. x 10.25"	4,995
Back Cover 1/4 Page	3 col. x 10.25"	2,995
Skybox	2.5" x 1.25"	1,500

**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: Thursday, noon – 16 days before publication
- Proof: Thursday, noon – 9 days before publication
- Page Ready: Thursday, 5pm – 9 days before 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 197K 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 2	February 14	February 18	March 20
June	March 30	May 4	May 16	May 20	June 19
September	June 29	July 27	August 8	August 12	September 11
November	September 7	October 5	October 17	October 21	November 20

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)*	$12,760	$10,205
Back page	8.5" x 10.25" (live area) 9" x 10.75" (add 1/8" for bleed)	$9,925	$7,940
Inside Front/Back	8.5" x 10.25" (live area) 9" x 10.75" (add 1/8" for bleed)	$8,860	$7,090
Full page	8.5" x 10.25" (live area) 9" x 10.75" (add 1/8" for bleed)	$7,090	$5,670
Half page	Horizontal: 8.5" X 4.885" Vertical: 4.1771" X 9.9167"	$4,255	$3,400
1/3 page	Horizontal: 8.5" X 3.208" Vertical: 2.7361" X 9.9167"	$3,400	$2,720
1/6 page	Horizontal: 8.5" X 1.531" Vertical: 1.2951" X 9.9167"	$2,055	$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)*	$7,200	$7,200
1 Pg Content Package	8.5" x 10.25" (live area) 9" x 10.75" (add 1/8" for bleed)	$3,900	$3,900

*** 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
Page 2 & 3	2-page spread
Index Page	1/3-page vertical
Editors Page	1/3-page horizontal
Adjacent to Editor Page	Full Page
Noteworthy (Local Entertainment)	1/3-page H***

Ad Position	Size
Food & Drink	1/3-page V or H***
Style & Shopping	1/3-page V or H***
Home & Garden (March issue)	1/3-page V or H***
State Secrets	1/3-page V or H***
Afraid to Ask	1/3-page V or H***

Ad Position	Size
Throwback	1/3-page V or H***
Minnesota Puzzle Answer Page	1/4 or 1/2 Page V***
Inside Back	Full Page
Back Page	Full Page

****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

Page Rate	Dimensions and Color	1x	6x
Back Page	**5 col (9.47") x 10.25", 4-color**	$675	$550
Inside Page	**5 col (9.47") x 10.25", 4-color**	$500	$400
Print & Deliver Insert	**8.5" x 11", 4-color**	$1,800*	Contact Rep

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

DEADLINES

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

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

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.

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.

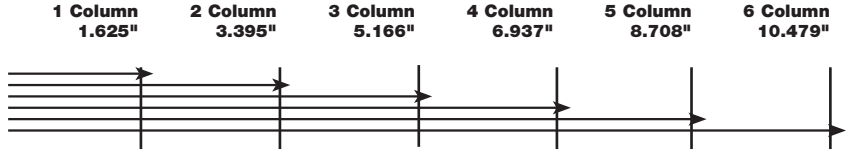
RESOLUTION

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