

# 2015 DISPLAY RATE BOOK

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 Information, call  
**612-673-7009**

*\*Rates are subject to change.*



# DISPLAY ADVERTISING RATES

## DAILY/SUNDAY DISPLAY RATES

Level	Full Run Distribution	
	Daily	Sunday
Open	\$205	\$335
10,000	195	320
50,000	190	310
100,000	185	300
250,000	175	290
500,000	165	280
750,000	155	270

*\*Thanksgiving Day and other designated holidays are charged the Sunday rate.*

## COLOR RATES

Publication Day	Retail Full Run/Metro	
	Black Plus 1 Color	Black Plus 2-3 Colors
Sunday	\$2,890	\$6,965
Monday-Saturday	2,365	5,355

*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.

## 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
<b>Monday-All sections</b>	Wed., 3 pm	Thu., 3 pm	Thu.	Fri., noon
<b>Tuesday</b>				
– A News, B News, Sports and Business (full run)	Thu., 3 pm	Fri., 3 pm	Fri.	Mon., noon
– Variety	Thu., 3 pm	Fri., noon	Fri.	Mon., noon
<b>Wednesday</b>				
– A News, B News, Sports and Business (full run)	Fri., 3 pm	Mon., 3 pm	Mon.	Tue., noon
– Extra Zones	Wed., 5 pm	Thu., 3 pm	Fri.	Mon., noon
– Variety, Home+Garden	Thur., 3 pm	Fri., 3 pm	Fri.	Mon., noon
<b>Thursday</b>				
– A News, B News, Sports and Business (full run)	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
– Vita.mn	Mon., 5 pm	Tues., noon	Tues., noon	Wed., noon
<b>Friday</b>				
– A News, B News, Sports and Business (full run)	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., 5 pm
<b>Saturday</b>				
– A News, B News, Sports and Business (full run)	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
<b>Sunday</b>				
– A News, B News (full run), Sports (full run)	Tue., noon	Thu., 3 pm	Thu.	Fri., noon
– B News 3 Zones	N/A	Wed., 3 pm	Thu.	Fri., noon
– Travel, Variety, Business, Washington and Dakota County Wraps	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.

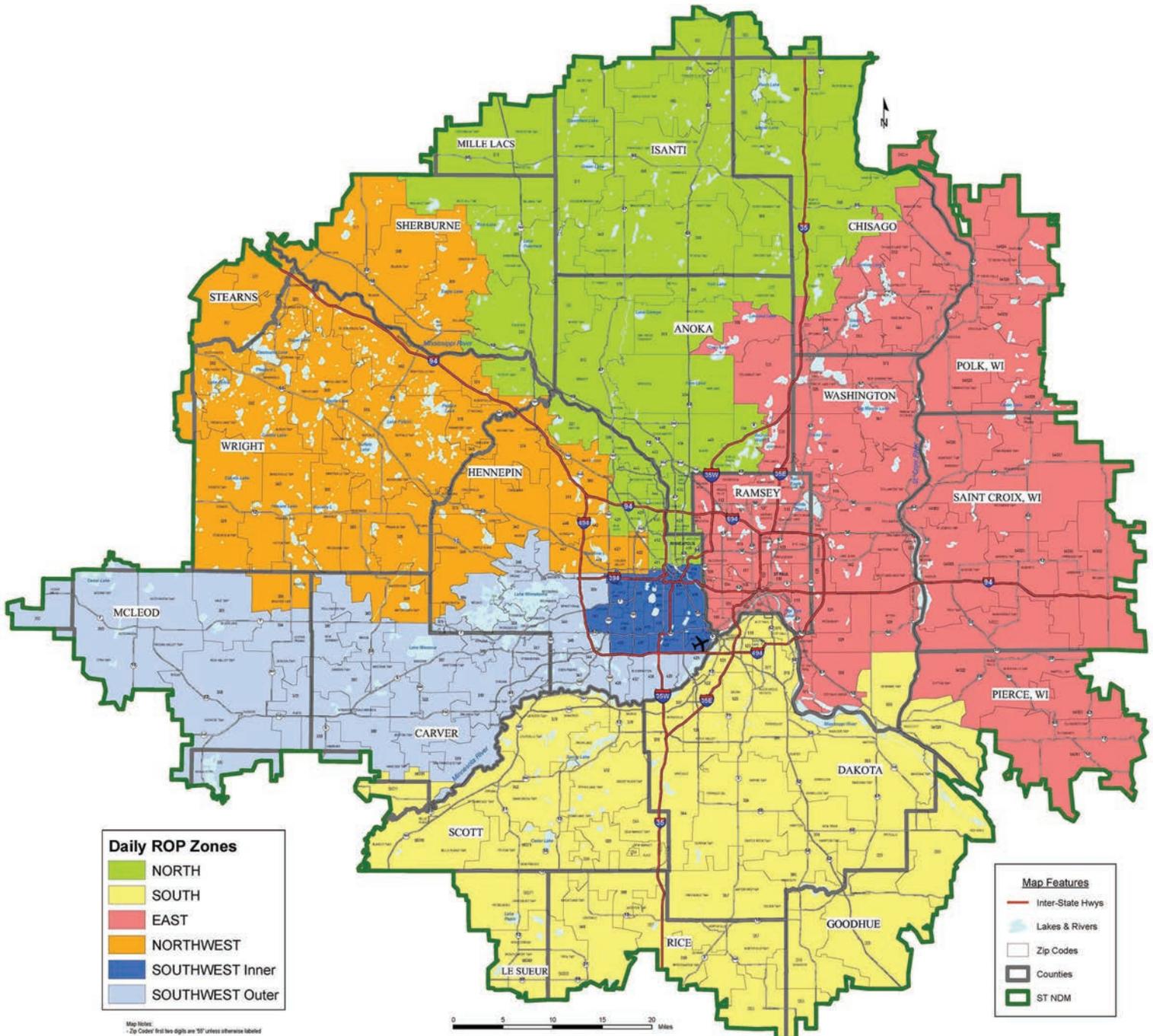
### If You Build Your Ad

- Page ready files are considered ready to publish “as is” and must comply with mechanical requirements (see page 8). 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.

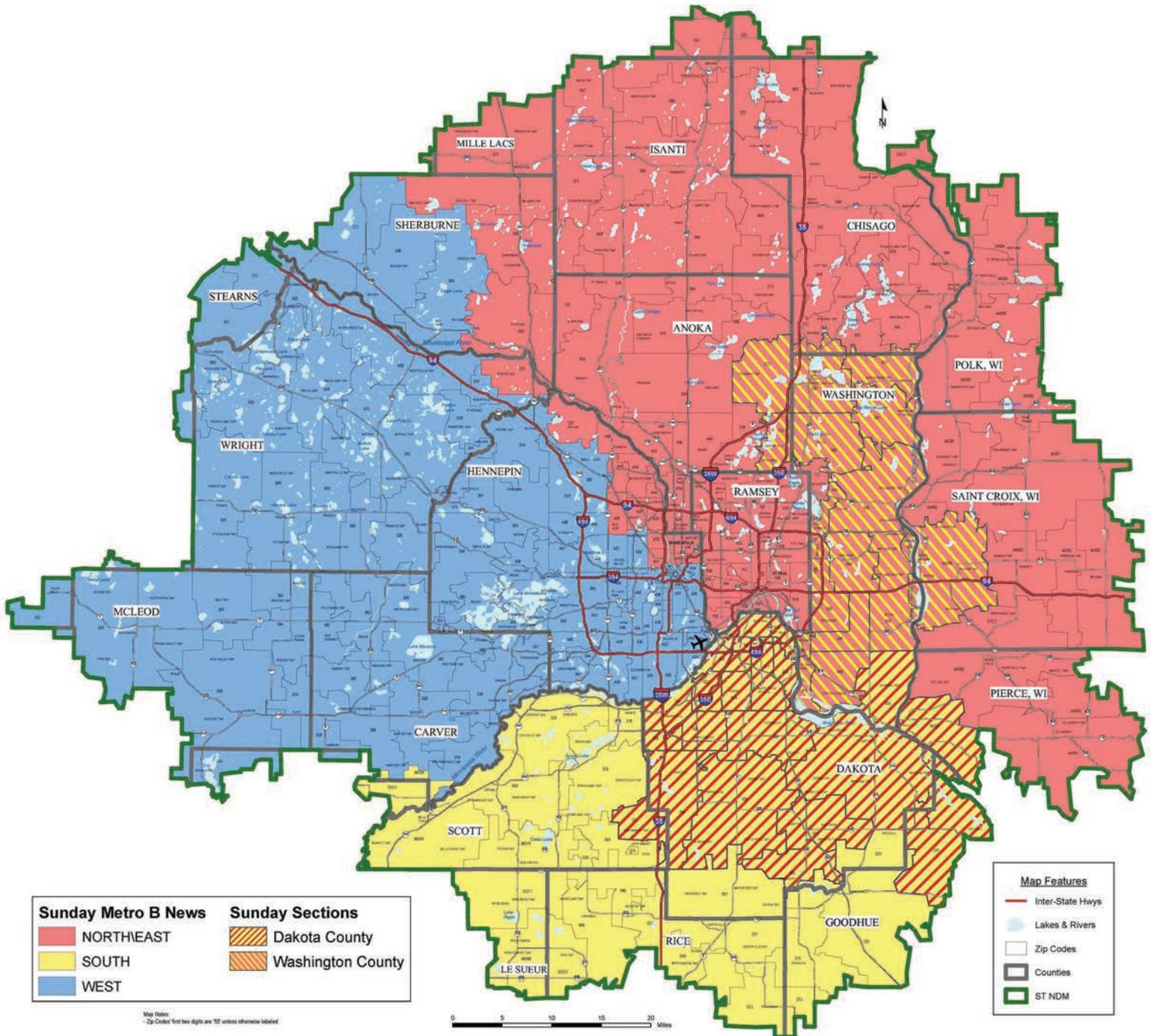
**For all products, ad orders are non-cancelable after the space deadline and the Advertiser/Agency will be charged for the space regardless of whether the advertisement is published.**

# DAILY 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 during your best days of the week. Plus, multi-zone advertising options are available for you to expand your message into other communities.



# SUNDAY ZONED ROP ADVERTISING



# ZONED ADVERTISING OPPORTUNITIES

## WEDNESDAY EXTRA ZONES RATES

With local coverage of prep sports, government, schools, arts and more, Wednesday *Extra* sections are destinations for dedicated readers. Wednesday *Extra* sections are zoned into four geographic areas – southwest, northwest, north and south. Sections include 4-color, spot color and black/white advertising opportunities.

## THURSDAY AND FRIDAY VARIETY

Thursday’s and Friday’s *Variety* sections are zoned in the east, southwest, northwest, north and south zones. The *Variety* sections cover many topics including information on home and garden (Wednesdays), lifestyle advice for today’s metro adults (Thursdays) and what’s happening in the Twin Cities (Fridays). Sections include 4-color, spot color and black/white advertising opportunities.

## SUNDAY B NEWS

Sunday’s B News covers people, places and newsworthy events plus in-depth coverage of suburbs zoned into three geographic areas – northeast, south and west.

## SUNDAY DAKOTA COUNTY AND WASHINGTON COUNTY SECTIONS

The Star Tribune Dakota County and the Star Tribune Washington County sections each provide relevant local county content, including prep sports, Police Blotter, community events, politics, arts, schools, local news and more. Sections are broadsheet in size and include 4-color, spot color and black/white advertising opportunities.

## ZONED ADVERTISING OPPORTUNITIES

Zone	Wednesday	Thursday	Friday
East		Variety	Variety
North	Extra	Variety	Variety
Northwest	Extra	Variety	Variety
South	Extra	Variety	Variety
Southwest*	Extra		Variety
• Inner Southwest		Variety	
• Outer Southwest		Variety	

Zone	Sunday
Northeast	B News
South	B News
West	B News
Dakota	Dakota County
Washington	Washington County

\* Southwest zone is divided into Inner and Outer sub-zones in Thursday Variety

## DAILY CIRCULATION & READERSHIP

Zone	Circulation	Readership
East	23,528	82,792
North	32,969	159,915
Northwest	25,344	78,390
South	29,255	80,932
Southwest*	68,842	177,398
• Inner Southwest	37,493	111,857
• Outer Southwest	31,349	65,541

\* Southwest zone is divided into Inner and Outer sub-zones in Thursday Variety

## SUNDAY CIRCULATION & READERSHIP

Zone	Circulation	Readership
Northeast	157,841	420,599
South	72,634	156,582
West	194,646	398,814
Dakota	48,685	83,454
Washington	19,018	51,215

Source: Star Tribune ABC Audit Report for 52 weeks ended March 31, 2014

Sunday: Sun Avg. Proj. Circ., StribExpress Avg. Proj. Circ.

Daily: Wed Avg. Proj. Circ.

## 2015 ZONED ROP RATES

### DAILY RATE / COLUMN INCH

Zone	Wednesday	Thursday	Friday
East		\$26	\$26
North	\$36	\$36	\$36
Northwest	\$39	\$39	\$39
South	\$26	\$26	\$26
Southwest*	\$73		\$73
• Inner Southwest		\$47	
• Outer Southwest		\$33	

\* Southwest zone is divided into Inner and Outer sub-zones in Thursday Variety

### SUNDAY RATE / COLUMN INCH

Zone	B News	Dakota County	Washington County
Northeast	\$92		
South	\$48		
West	\$144		
Dakota County		\$36	
Washington County			\$21

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

Zone	Wednesday	Thursday	Friday
East		\$300 & \$525	\$300 & \$525
North	\$525 & \$975	\$525 & \$975	\$525 & \$975
Northwest	\$525 & \$975	\$525 & \$975	\$525 & \$975
South	\$300 & \$525	\$300 & \$525	\$300 & \$525
Southwest*	\$900 & \$1,690		\$900 & \$1,690
• Inner Southwest		\$500 & \$1,000	
• Outer Southwest		\$400 & \$690	

\* Southwest zone is divided into Inner and Outer sub-zones in Thursday Variety

### SUNDAY 1-COLOR (PLUS BLACK) & FULL-COLOR

Zone	B News	Dakota County	Washington County
Northeast			
South			
West			
Dakota County		\$360 & \$630	
Washington County			\$300 & \$525

### 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%

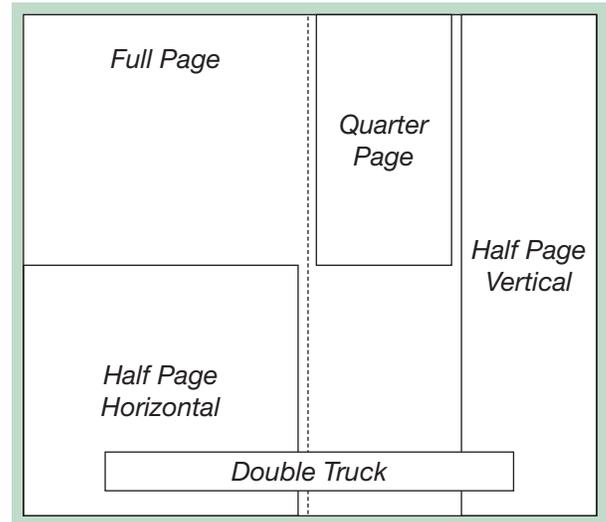
### DEADLINES

Publication Day/Section	Color Space Commitment	B/W Space Commitment
Wednesday/Extra	Wed., 5 pm	Thu., 3 pm
Thursday/Variety	Fri., 3 pm	Mon., 3 pm
Friday/Variety	Mon., noon	Tue., 3pm
Sunday/B News	N/A	Wed., 3 pm

# SAMPLE AD SIZES

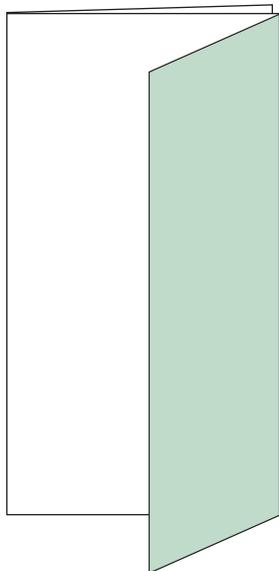
## AD SIZES

- 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"
- Gatefold** = 3 columns (5.166") x 20.5"
- Spadea** = 9 columns (15.645") x 20.5"
- Strip** Main News = 6 columns (10.479") x 1.75"  
All Other Sections = 6 columns (10.479") x 3"

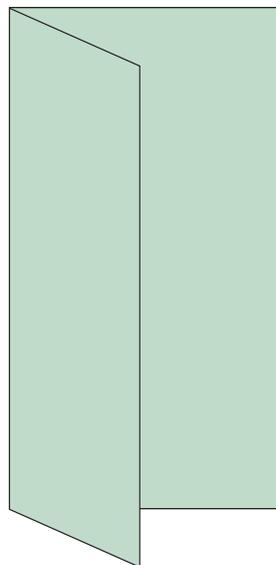


## RATES

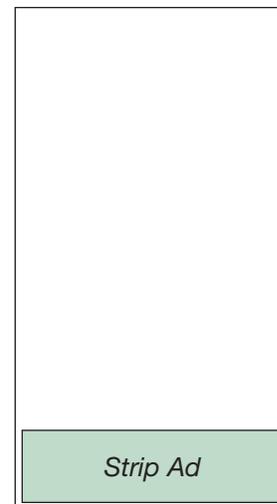
Product	Rate
Strip Ad – Main News (Sunday)	\$26,500
Strip Ad – Main News (Daily)	19,885
Strip Ad – Other Sections (Sunday)	15,165
Strip Ad – Other Sections (Daily)	7,575
Main News Spadea (Sunday)	96,795
Main News Spadea (Daily)	71,550
Embedded Spadea (Sunday)	77,400
Embedded Spadea (Daily)	57,240



**Gatefold**

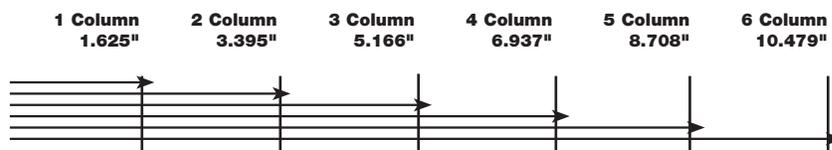


**Spadea**



**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	\$48	\$57	\$75	\$67	\$85
4/2	66	82	92	82	102
8/4	76	88	102	88	107
12/6	82	92	107	92	112
16/8	87	97	112	97	117
20/10	92	102	117	102	122
24/12	97	107	122	107	128
28/14	102	112	128	112	133
32/16	107	117	133	117	138
36/18	112	122	138	122	143
40/20	117	128	143	128	148
44/22	122	133	148	133	153
48/24	128	138	153	138	158
52/26	133	143	158	143	163
56/28	138	148	163	148	168
60/30	143	153	168	153	175
64/32	148	158	175	158	182

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

# SUNDAY COMICS

## DISTRIBUTION

Full Run distribution. 4-color printed on newsprint.

## COMIC GATEFOLDS

A Gatefold is attached to the right-hand side and folds back across the front of the Sunday Comics section. 4-color, two sides. Image is 4.5" x 20"

Open rate	\$20,900
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## DEADLINES

**Space Commitment:** Friday, 23 days prior to publication

*Holidays affect deadlines. Please check with your sales representative.*

## 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
Quarter	2.0625" x 8.15625" x 20"
Half	4.875" x 5.1875" x 20"
Inside Spread	10.5" x 20"

2 Page Spadea	Rates
Open rate	\$25,125

## 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"

4 Page Tabloid	Rates
Open rate	\$25,125

*For additional prices contact your Star Tribune representative.*

## DEADLINES

**Space Commitment:** Monday, 27 days prior to publication

*Holidays affect deadlines. Please check with your sales representative.*

## 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
Less than 100k	\$70	\$75	\$81
100k+	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

### 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*

# STRIBEXPRESS – SUNDAY

*StribExpress* is a six page, preprinted broadsheet delivered by Star Tribune carriers FREE on Sundays to **85,000** 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"): \$2,000
- 1/2 page, image size: (10.479" x 10.25"): \$1,350

### Inserts/Supplements:

- Standard Sunday rates apply

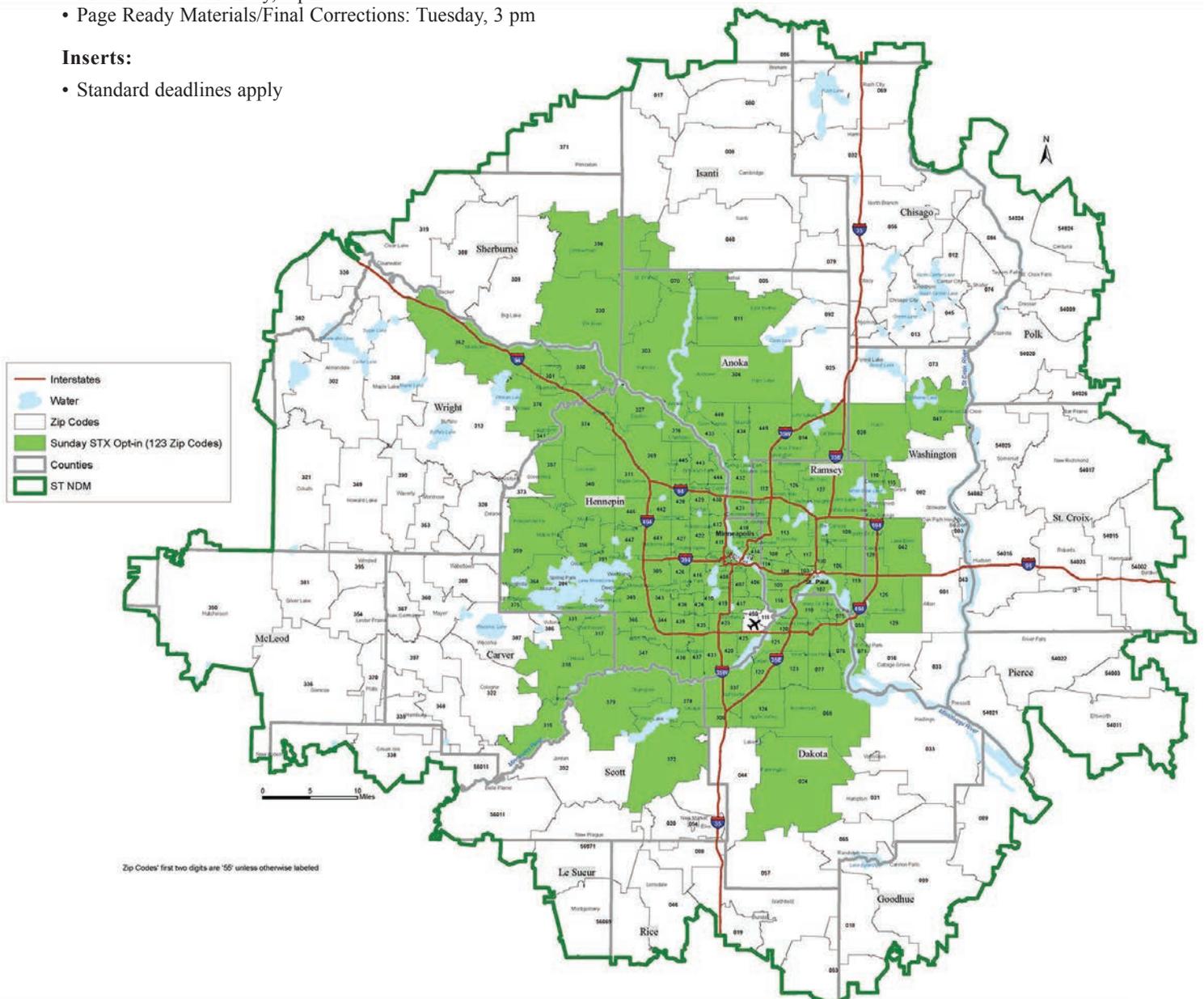
## DEADLINES

### 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	\$48
4/2	66
8/4	76
12/6	82
16/8	87
20/10	92
24/12	97
28/14	102
32/16	107
36/18	112

\*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

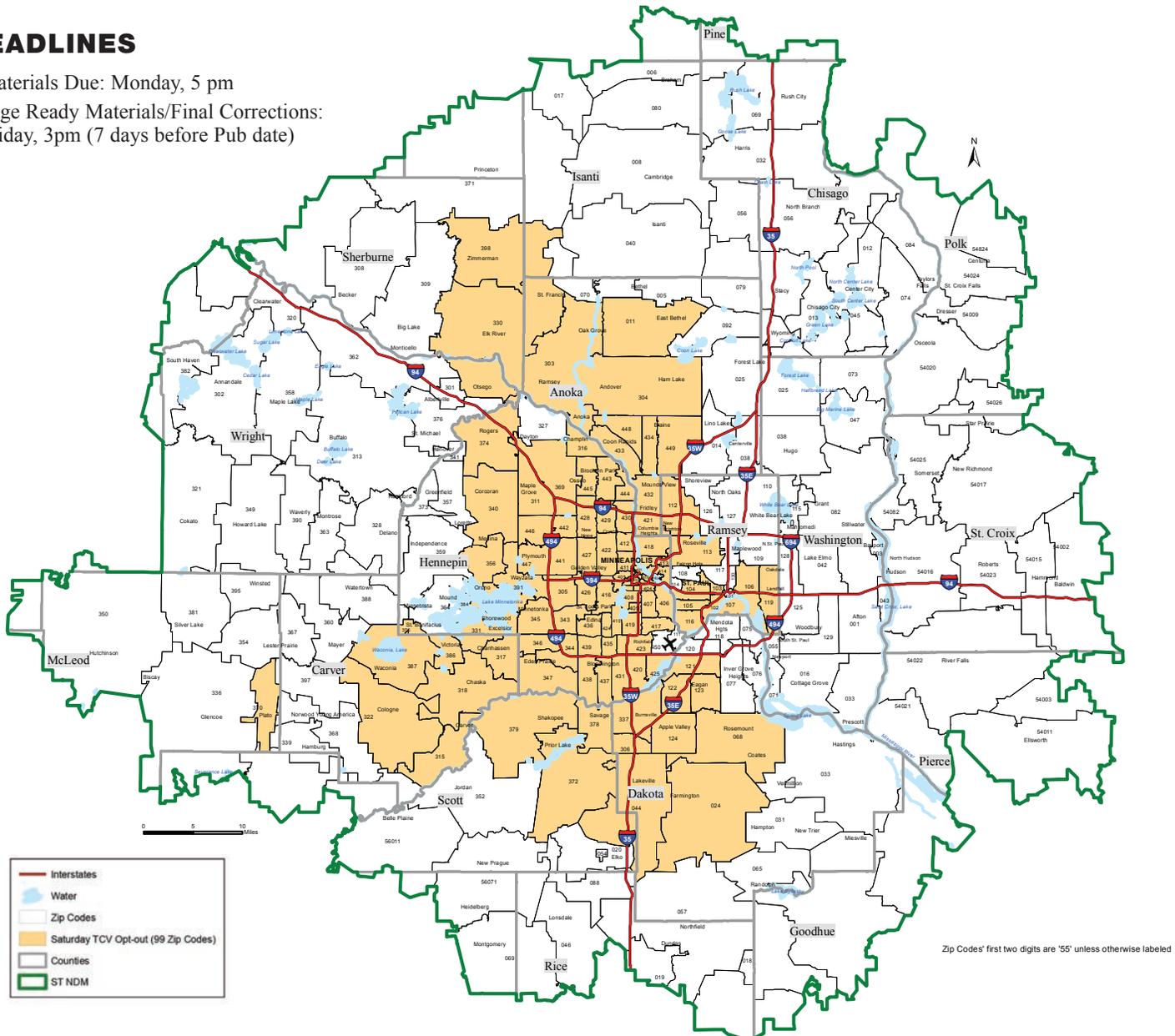
Pick up your ROP ad on a Twin Cities Values jacket.

Premium Positions	Size	Rate
Front Cover	5 col. x 10.25"	\$7,995
Back Cover Full Page	6 col. x 20.50"	9,995
Back Cover 1/2 Page Horizontal	6 col. x 10.25"	5,450
Back Cover 1/4 Page	3 col. x 10.25"	2,995

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

## DEADLINES

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



## VITA.MN

**PRINT: 55,000 rack distributed copies on Thursdays.** The best-organized, most-useful local entertainment pub covering bars, restaurants, fashion, movies, relationships and more.

### DISPLAY ADS – STANDARD RATES

Standard Sizes	Dimensions	1x	4x	8x	13x	18x	26x	51x
1/10 Page	2 col. (3.70") x 2.56"	\$327	\$311	\$288	\$262	\$245	\$213	\$180
Junior	2 col. (3.70") x 5.12"	612	582	539	490	459	398	337
3/10 Page	3 col. (5.62") x 5.12"	905	860	800	728	684	595	488
2/5 Page	2 col. (3.70") x 10.25"	1,190	1,130	1,047	952	892	773	654
1/2 Page Horizontal	5 col. (9.47") x 5.12"	1,444	1,371	1,270	1,155	1,083	938	794
3/5 Page	3 col. (5.62") x 10.25"	1,682	1,598	1,480	1,346	1,261	1,093	925
Full Page	5 col. (9.47") x 10.25"	2,539	2,413	2,235	2,032	1,905	1,651	1,397

### PREMIUM POSITIONS

Standard Sizes	Dimensions	1x	4x	8x	13x	18x	26x	51x
Double Truck	10 col. (20.47") x 10.25"	\$4,898						
Inside Front	5 col. (9.47") x 10.25"	2,793	\$2,654	\$2,458	\$2,235	\$2,095	\$1,816	\$1,536
Back Cover	5 col. (9.47") x 10.25"	2,793	2,654	2,458	2,235	2,095	1,816	1,536
Bookends	1 col. (1.778") x 10.25"	1,347	1,280	1,185	1,078	1,010	876	741

A 10% premium placement fee applies to other preferred placement positions. All rates include 4-color.

**INCH RATE \$58 VITA.MN PICK-UP RATE\* \$35**

### CLASSIFIED LINER AD RATES

Rate/Line	Pick-up*	New Ad
	\$3.00	\$4.00

\*Vita.mn pick-up rate applies to any ad running in the Star Tribune newspaper within a 7-day window prior to or following insertion in Vita.mn. Ads must be ordered at the same time.

### REAL ESTATE & RENTALS PICTURE CLASSIFIED AD RATES (includes color)

Standard Sizes	Dimensions	1x	13x	26x	51x
Single Unit*	2.23" x 1.5"	\$39.00	\$36.00	\$33.00	\$27.00
Small Banner	4.55" x 1.5"	149.00	138.00	126.00	115.00
Large Banner	9.18" x 1.5"	327.00	303.00	278.00	327.00

\*180 character text limit.

## VITA.MN (CONT.)

### VITA.MN @WORK RATES

#### @Work Print Positions

- 2 Column x 1.75" Ad
- 5 Positions available
- \$185 Per week

### DISPLAY AND CLASSIFIED DEADLINES

<b>1 Proof</b>	<b>Final/No Proof</b>	<b>Proof to Advertiser</b>	<b>Final Changes</b>
Monday, 5 p.m.	Tuesday, noon	Tuesday, 5 p.m.	Wednesday, noon

## 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. Sunday's *metro* news section is zoned into 5 geographic areas – east, north, northwest, south and southwest.

#### 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. Zoned in the east on Wednesday, and in east, north, northwest, south and southwest Thursday and Friday.

### 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.

#### WEDNESDAY EXTRA

With local coverage of prep sports, government, schools, arts and more, Wednesday *Extra* sections are destinations for dedicated readers. Wednesday *Extra* sections are zoned into four geographic areas – southwest, northwest, north and south. Sections include 4-color, spot color and black/white advertising opportunities.

#### OUTDOORS WEEKEND

Coming to you every Friday, this section is designed to reflect – and to stoke – local passions for the outdoors. This four page 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.