

Twin Cities Values

Jacket Display Advertising

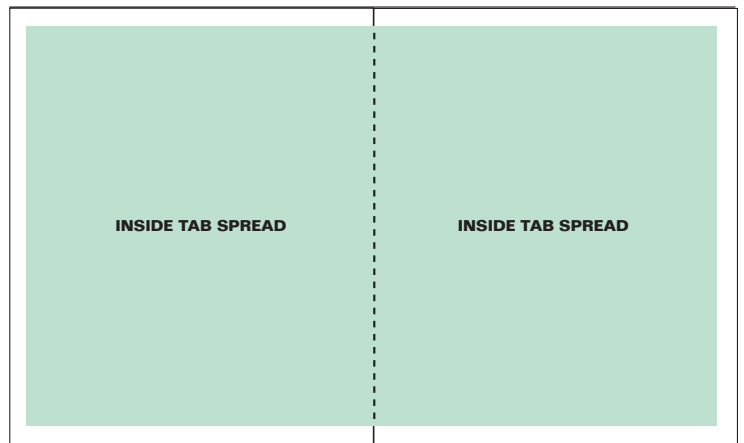
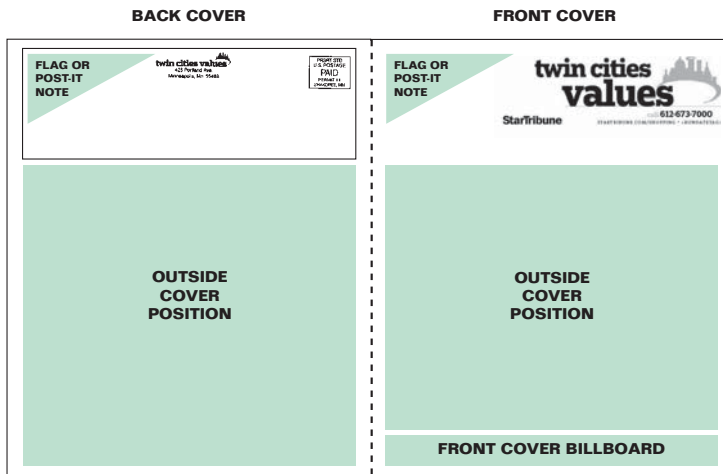
Deadlines • Rates • Mechanicals

2008 RATES

PREMIUM POSITIONS	SIZE	COST
Outside Cover Position	5 col. x 7.75"	\$15,450
Double Truck	10 col. X 11"	\$14,000
Inside Full Tab Page	5 col. X 11"	\$6,500
Post-it® Note Pick-up (Front or Back)	3" x 3"	\$3,600
Flag Position (Front or Back)	2" x 2"	\$2,575
Billboard Position (Front Only)	5 col. X .75"	\$1,550

All premium positions include 4 color.

MECHANICALS



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2008 DEADLINES

In-Home Date	Space Res./ 1-Proof, 3 pm	Final Changes Due, 3 pm	In-Home Date	Space Res./ 1-Proof, 3 pm	Final Changes Due, 3 pm
Jan 5	Dec 27	Dec 31	July 5	June 26	June 30
Jan 12	Jan 3	Jan 7	July 12	July 3	July 7
Jan 19	Jan 10	Jan 14	July 19	July 10	July 14
Jan 26	Jan 17	Jan 18	July 26	July 17	July 21
Feb 2	Jan 24	Jan 28	Aug 2	July 24	July 28
Feb 9	Jan 31	Feb 4	Aug 9	July 31	Aug 4
Feb 16	Feb 7	Feb 11	Aug 16	Aug 7	Aug 11
Feb 23	Feb 14	Feb 18	Aug 23	Aug 14	Aug 18
Mar 1	Feb 21	Feb 25	Aug 30	Aug 21	Aug 25
Mar 8	Feb 28	Mar 3	Sept 6	Aug 28	Aug 29
Mar 15	Mar 6	Mar 10	Sept 13	Sept 4	Sept 8
Mar 22	Mar 13	Mar 17	Sept 20	Sept 11	Sept 15
Mar 29	Mar 20	Mar 24	Sept 27	Sept 18	Sept 22
Apr 5	Mar 27	Mar 31	Oct 4	Sept 25	Sept 29
Apr 12	Apr 3	Apr 7	Oct 11	Oct 2	Oct 6
Apr 19	Apr 10	Apr 14	Oct 18	Oct 9	Oct 13
Apr 26	Apr 17	Apr 21	Oct 25	Oct 16	Oct 20
May 3	Apr 24	Apr 28	Nov 1	Oct 23	Oct 27
May 10	May 1	May 5	Nov 8	Oct 30	Nov 3
May 17	May 8	May 12	Nov 15	Nov 6	Nov 10
May 24	May 15	May 19	Nov 22	Nov 13	Nov 17
May 31	May 22	May 23	Nov 29	Nov 20	Nov 24
June 7	May 29	June 2	Dec 6	Nov 27	Dec 1
June 14	June 5	June 9	Dec 13	Dec 4	Dec 8
June 21	June 12	June 16	Dec 20	Dec 11	Dec 15
June 28	June 19	June 23	Dec 27	Dec 18	Dec 22

ADVERTISE TODAY BY CALLING YOUR STAR TRIBUNE
REPRESENTATIVE OR 612-673-4000.

StarTribune
MINNEAPOLIS • ST. PAUL