

Total Market Value Pages

Deadlines • Rates • Mechanicals

2010 DEADLINES

IN-HOME DATE	SPACE RESERVATION	ROUGH ART DUE	FINAL ART DUE
Jan. 9-10	Dec. 2	Dec. 11	Dec. 18
Feb. 13-14	Jan. 6	Jan. 15	Jan. 22
Mar. 13-14	Feb. 3	Feb. 12	Feb. 19
Apr. 10-11	Mar. 3	Mar. 12	Mar. 19
May 8-9	Mar. 31	Apr. 9	Apr. 16
June 12-13	May 5	May 14	May 21
July 10-11	June 2	June 11	June 15
Aug. 14-15	July 7	July 16	July 23
Sept. 11-12	Aug. 4	Aug. 13	Aug. 20
Oct. 9-10	Sept. 1	Sept. 10	Sept. 17
Nov. 13-14	Oct. 6	Oct. 15	Oct. 22
Dec. 4-5	Oct. 27	Nov. 5	Nov. 12

2010 RATES

AD SIZE	COST PER THOUSAND			
	OPEN RATE	3X	6X	12X
Full page	\$15.30	\$14.50	\$13.75	\$13.25
Half page	\$9.95	\$9.70	\$9.20	\$8.95

- Covers: Add \$2/thousand
- Frequency rates available with signed contract

MECHANICALS

- Gloss, 4-color multi-page advertising section
- Finished size: 8.5" x 10.875"
- Image area: Full page 8" x 10.375"; half page 8" x 5.0625"
- Delivered 12 times per year in the Sunday Star Tribune and Saturday Twin Cities Values Jacket

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

StarTribune
MINNEAPOLIS • ST. PAUL