

Total Market Value Pages

Deadlines • Rates • Mechanicals

MECHANICALS

- Glossy, 4-color multi-page advertising section
- Image area: Full page 8.25" x 10.875"; half page 8.25" x 5.25"
- Delivered 12 times per year in the Sunday Star Tribune and Saturday Twin Cities Values Jacket

2007 RATES

AD SIZE	COST PER THOUSAND			
	OPEN RATE	3X	6X	12X
Full page	\$14.50	\$13.75	\$13.25	\$12.75
Half page	\$9.50	\$9.25	\$8.75	\$8.50

Covers: Add \$2.00/thousand

2007 DEADLINES

IN-HOME DATE	SPACE RESERVATION	ROUGH ART DUE	FINAL ART DUE
Jan. 13-14	Nov. 15	Dec. 15	Dec. 22
Feb. 10-11	Dec. 13	Jan. 12	Jan. 19
Mar. 10-11	Jan. 10	Feb. 9	Feb. 16
Apr. 14-15	Mar. 1	Mar. 16	Mar. 23
May 12-13	Mar. 30	Apr. 13	Apr. 20
June 9-10	Apr. 27	May 11	May 17
July 14-15	June 1	June 14	June 21
Aug. 11-12	June 29	July 13	July 20
Sept. 15-16	Aug. 3	Aug. 16	Aug. 23
Oct. 13-14	Aug. 30	Sept. 14	Sept. 21
Nov. 17-18	Oct. 5	Oct. 19	Oct. 26
Dec. 8-9	Oct. 26	Nov. 9	Nov. 16

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

