



# 2010 classified rates and mechanicals

## CLASSIFIED LINER RATES

	RATE/LINE	
	PICK-UP*	NEW AD
<b>AUTO</b>	\$2.00	\$3.00
<b>RE &amp; RENTALS</b>	\$2.00	\$3.00
<b>EMPLOYMENT</b>	\$2.00	\$3.00
<b>CALL CENTER</b>	\$2.00	\$3.00

\*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.

## RENTALS & REAL ESTATE PICTURE CLASSIFIED AD RATES

(INCLUDES COLOR)

Ad Size: 2.23" x 1.5" (180 character text limit)

51x	26x	13x	1x
\$25	\$30	\$32.50	\$35

## DEADLINES

### LINER ADS

Tues., noon

### DISPLAY ADS & PICTURE CLASSIFIEDS

1 Proof: Mon., 5 p.m.

Final/No Proof: Tues., noon

Final Changes: Wed., noon

## CLASSIFIED COLUMN WIDTHS

- 1 COLUMN:** 1 3/32" (1.07")
- 2 COLUMN:** 2 1/4" (2.23")
- 3 COLUMN:** 3 13/32" (3.39")
- 4 COLUMN:** 4 9/16" (4.55")
- 5 COLUMN:** 5 23/32" (5.70")
- 6 COLUMN:** 6 7/8" (6.86")
- 7 COLUMN:** 8 1/32" (8.02")
- 8 COLUMN:** 9 3/16" (9.18")

## MECHANICALS

### RESOLUTION/LINE SCREEN:

Minimum DPI is 266;  
300 preferred

Line screen is 133

### PREFERRED FILE FORMAT:

PDF (setup available at [addesk.startribune.com/AdDesk/FilePrep/FilePrep.jsp](http://addesk.startribune.com/AdDesk/FilePrep/FilePrep.jsp))

Submit material to [addesk.startribune.com](http://addesk.startribune.com)



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3253366/12/09

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