



2010 online rates and mechanicals

AUDIENCE

- 98% have attended college
- 67% have incomes over \$50,000 per year
- 72% own their own homes
- 63% are 21 - 34
- 50% use site more than a few times per week
- 60% work in managerial, professional, technical, sales and administrative fields

Sources: Scarborough Research Corporation 2008 (R1) Mpls/St. Paul CBSA. Vita.mn Reader Survey, Aug. 2008. Fun seekers are defined as metro adults who have used local entertainment publications and websites.

PREMIUM AD POSITIONS

- High-visibility formats
 - Half-Page Ad
 - Multiple BigAds or BigAds
 - Leaderboards
 - Skyscraper
 - Full Banner
 - Vertical Banner
- Rich Media solutions available
- See reverse for Graphic Ad Links, Buttons and Newsletters

SECTION AVAILABILITY

A great way to reach the Vita.mn audience with specific interests.

- | | | |
|---------------|--------------|----------|
| • Home Page | • Bars/Clubs | • Tags |
| • Music | • Movies | • Guides |
| • Restaurants | • Art | • Lists |
| • Performance | | |

A 10% premium placement fee applies for all targeted positions.



UPPER RIGHT POSITION
2 CHOICES:

Half-Page Ad
(upper right position)
\$40 CPM
300 x 600 pixels

OR

BigAd
(upper right position)
\$34 CPM
300 x 250 pixels

Leaderboard \$34 CPM, 728 x 90 pixels

Vertical Banner
\$21 CPM
139 x 289 pixels

Skyscraper
\$21 CPM
120 x 600 pixels

Full Banner \$12 CPM
468 x 60 pixels

Second BigAd
\$21 CPM
300 x 250 pixels

NEWSLETTER

- Permission-based marketing messages delivered quickly and cost-effectively to target consumers who have opted to receive them
- Provides a round-up of the week's best events and links to the latest Vita.mn news
- Delivered on Thursdays

RATES

Top BigAd: \$250 per week
2nd BigAd: \$200 per week
Full Banner: \$200 per week



GRAPHIC AD LINKS

- Put your message on the section front every time, for every visitor to see
- Fixed position offers a consistent presence
- Drive traffic to your store or website
- Keep your message fresh with monthly updates

A COST-EFFECTIVE TARGETING OPPORTUNITY

- Select the section you'd like to target
- Results-oriented ad format includes one graphic of your choice and a clear call to action

RATES

- Monthly packages range from \$250 - \$500 per month*

*Contact your sales representative for pricing and availability.

BUTTON PACKAGES

- Each search return page features two button positions with up to four advertisers rotating in each section
- A great way to reach consumers with specific interests

INCLUDES ROTATION IN THESE POSITIONS

- One section of choice
- Additional impressions in rotation through any unsold buttons in any section

AD CREATIVE ACCEPTED

- GIF or JPEG
- Button dimensions: 146 x 60 pixels

RATES

- \$250 per month

AVAILABILITY

- Purchase by section on all search results pages

All other Vita.mn ad specifications apply. See StarTribune.com/uniqueads.

vita.mn

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