



2010 vita.mn advertising rates

Effective May 1, 2010.

The Twin Cities' most useful entertainment and lifestyle guide

Our audience is made up of fun seekers who plan social activities for their circle of friends—76% share upcoming event information found in Vita.mn with others.¹

RATES

STANDARD SIZES

	1x	4x	8x	13x	18x	26x
1/10 PAGE:	\$270	\$257	\$238	\$216	\$203	\$176
JUNIOR:	\$506	\$481	\$445	\$405	\$380	\$329
2/5 PAGE:	\$983	\$934	\$865	\$787	\$737	\$639
1/2 PAGE HORIZ:	\$1,193	\$1,133	\$1,050	\$955	\$895	\$776
3/5 PAGE:	\$1,390	\$1,321	\$1,223	\$1,112	\$1,043	\$904
FULL PAGE:	\$2,099	\$1,994	\$1,847	\$1,679	\$1,574	\$1,364

PREMIUM POSITIONS²

DOUBLE TRUCK:	\$4,048					
FRONT COVER:	\$1,643	\$1,560	\$1,445	\$1,314	\$1,232	\$1,068
INSIDE FRONT:	\$2,309	\$2,193	\$2,032	\$1,847	\$1,731	\$1,501
BACK COVER:	\$2,309	\$2,193	\$2,032	\$1,847	\$1,731	\$1,501
BOOKENDS:	\$1,113	\$1,058	\$980	\$891	\$835	\$724

INCH RATE: \$48 **VITA.MN PICK-UP INCH RATE³:** \$29

¹Vita.mn Reader Survey 2010.

²A 10% premium placement fee applies to other preferred placement positions.

³Vita.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.

All rates include 4-color.

DISTRIBUTION

50,000 copies every Thursday

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AD DIMENSIONS

STANDARD SIZES

Full Page: 5 col. (9.55") x 11.5"

3/5 Page: 3 col. (5.66") x 11.5"

1/2 Page Horiz.: 5 col. (9.55") x 5.75"

2/5 Page: 2 col. (3.72") x 11.5"

Junior: 2 col. (3.72") x 5.75"

1/10 Page: 2 col. (3.72") x 2.75"

PREMIUM POSITION SIZES

Double Truck: 10 col. (19.5") x 11.5"

Front Cover: 5 col. (9.55") X 1"

Inside Front Page: 5 col. (9.55") x 11.5"

Back Page: 5 col. (9.55") x 11.5"

Bookends: 1 col. (1.77") x 11.5"

DEADLINES

DISPLAY ADS

Monday, 5 pm prior to
publication date

COLUMN WIDTHS

1 COLUMN: 1 13/16" (1.77")

2 COLUMNS: 3 3/4" (3.72")

3 COLUMNS: 5 11/16" (5.66")

4 COLUMNS: 7 5/8" (7.61")

5 COLUMNS: 9 9/16" (9.55")

MECHANICALS

RESOLUTION/LINE SCREEN:

Minimum DPI is 266;
300 preferred

Line screen is 133

PREFERRED FILE FORMAT:

PDF (setup is available at
addesk.startribune.com/fileprep/createpdf.jps)

Submit material to
<http://addesk.startribune.com>

Double Truck:
10 col. (19.5") x 11.5"

Front Cover Ad
5 col. (9.55") x 1"

Full Page:
5 col. (9.55") x 11.5"

1/2 Page Horiz:
5 col. (9.55") x 5.75"

Facing Bookends:
1 col. (1.77") x 11.5"

3/5 Page:
3 col. (5.66")
x
11.5"

2/5 Page:
2 col.
(3.72")
x
11.5"

1/10:
2 col.
(3.72") x
2.75"

Junior:
2 col.
(3.72") x
5.75"

vita.mn

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TO INCLUDE VITA.MN IN YOUR MARKETING MIX,
CALL YOUR SALES REPRESENTATIVE OR **612-673-4966**.