

2012 Digital Rate Card

With over 41 percent of all local Web site visits and over 7 million unique users per month, StarTribune.com is the essential way to reach Minneapolis/St. Paul.

Basic rates follow – but with all the solutions we have to meet your objectives, there’s just no way to fit them on one rate card. Call 612.673.4899 to get a solution customized to your needs.

Display

Deliver your message by running a display ad on StarTribune.com – based on your objectives, run your ad across the site or target a specific audience.

	Halfpage	Leaderboard	Top BigAd	2 nd BigAd	Description
Spec	300 x 600	728 x 90	300 x 250	300 x 250	All ads support rich media. Prices available on request.
Run-of-site	\$22	\$15	\$15	\$7	Ads run on all pages across StarTribune.com
Standard Targeting	\$31	\$19	\$19	\$10	Includes geo-targeting and all sections featured in News, Sports, Local, Classifieds, and Business
Premium Targeting	\$33	\$22	\$22	\$15	Includes all sections in Lifestyle, Entertainment, and Weather

Homepage

Reach 250k people in one day by placing your ad on the StarTribune.com homepage.

Ad Format	Rate Card	Size
Doublebill	\$20,000	960 x 250
Hover Ad	\$20,000	1016x90 unit that can be collapsed to a 100x90 size.
Auto Expanding Pencil	\$12,000	960 x 300 (expanded) 50 x 39k (retracted)
Half Page Ad	\$12,000	300 x 600
BigAd 1	\$10,000	300 x250
BigAd 2	\$ 5,000	640 x 480
Skin	\$12,000	300 x 70

Additional Formats

Consider preroll video ads or mobile as a great way to extend your campaign reach.

- Preroll CPM: \$25
- Mobile CPM: \$15

Sources: Omniture December 2010; Experian Hitwise, "Most Popular Websites in Local Media"