

2013 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 Minnesota.

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.

HOMEPAGE RATES

CREATIVE TYPE	SIZE	RATE
MedRec POS 1	300x250	\$16 CPM \$12,000 CPD
MedRec/Leader POS 2+	300x250 / 728x90	\$14 CPM \$10,000 CPD
SuperLeader/Halfpage	970x90 / 300x600	\$24 CPM \$16,000 CPD
Expanding Pencil	970x30 expanded to 970x250	\$28 CPM \$15,000 CPD
DoubleBill	970x250	\$36 CPM \$15,000 CPD
Interstitial	640x480	\$55.00 CPM
Videostitial	640x360 (Aspect ratio 16:9)	\$65.00 CPM
Hover	970x90 collapsed to 100x90	\$19,000 CPD
Skin	1600 x 800	\$15,000 CPD

RUN OF SITE RATES

CREATIVE TYPE	SIZE	RATE
Leader/MedRec/WideSky	728x90 / 300x250 / 160x600	\$9 CPM
SuperLeader/Halfpage	970x90 / 300x600	\$14 CPM
Expanding Pencil	970x30 expanded to 970x250	\$16 CPM
DoubleBill	970x250	\$19 CPM
Interstitial	640x480	\$55 CPM
Videostitial	640x360 (Aspect ratio 16:9)	\$65 CPM
Hover	970x90 collapsed to 100x90	\$25 CPM
Portrait	300x1050	\$58 CPM

VIDEO

CREATIVE TYPE	SIZE	RATE
Pre-Roll:30	min. 1024x556	\$65 CPM
Pre-Roll:15	min. 1024x556	\$52 CPM

MOBILE BROWSER - RUN OF SITE

CREATIVE TYPE	SIZE	RATE
Billboard	300x250	\$28 CPM
Banner	300x50	\$20 CPM
Interstitial	640x480	\$55 CPM

Advertise today by calling your Star Tribune representative or **612.673.4899**.

StarTribune