

# 2012 CLASSIFIED RATE BOOK

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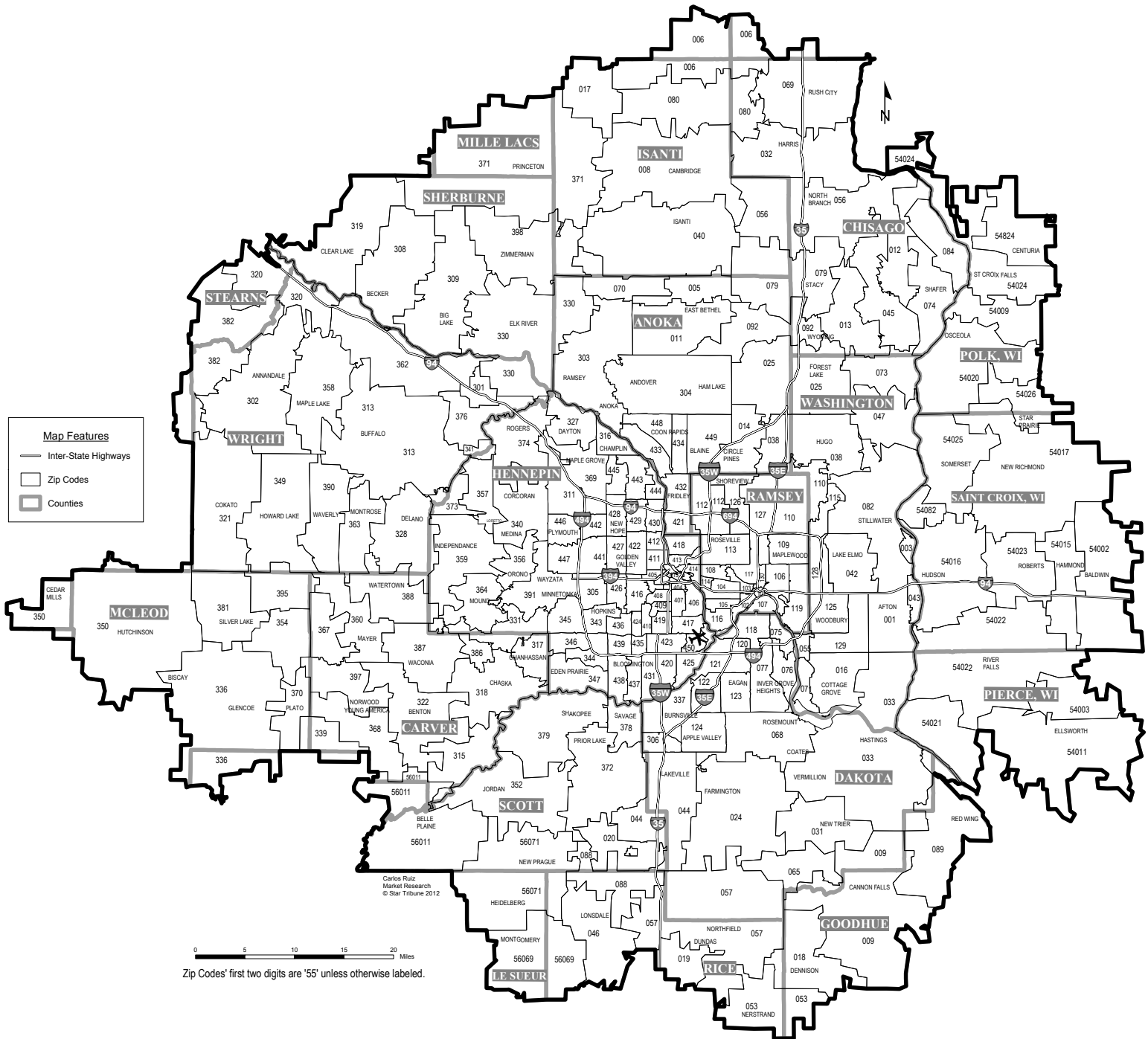
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# NEWSPAPER DESIGNATED MARKET (NDM)



## READERSHIP

	Daily Cume	Sunday Cume	Weekly Cume
Metro %	43	52	54
Metro Audience	1,062,322	1,295,180	1,324,690

Source: Scarborough Research Corp. 2011 (R1) Mpls/St. Paul CBSA

Note: Daily Cume = 5 insertions, Sunday Cume = 4 insertions, Weekly Cume = 5 daily insertions and 1 Sunday insertion

## CIRCULATION

Edition	Monday - Friday Star Tribune	Sunday Star Tribune
Metro	215,827	413,647*
Outstate	40,060	78,382
Digital	41,080	18,437
Total	296,967	510,466

Source: Star Tribune ABC Audit Report for 52 weeks ended March 27, 2011.  
\*Includes Branded Edition

# CLASSIFIED RATES

## DAILY/SUNDAY ROP RATES

Investment Level	Daily	Sunday
	Full Run Distribution	Full Run Distribution
Under \$7,500	\$186	\$307
\$7,500	179	296
\$22,500	176	293
\$50,000	173	289
\$95,000	171	284
\$160,000	169	281
\$280,000	167	278
\$450,000	165	275
\$650,000	163	272
\$1,100,000	158	268
Over \$1,100,000	Call	Call

Your ad runs online at StarTribune.com on the day it's published in the newspaper.

*\*Thanksgiving Day and other designated holidays are charged the Sunday rate.*

## COLOR RATES

Publication Day	Retail Full Run/Metro	
	Black Plus 1 Color	Black Plus 2-3 Colors
Sunday	\$2,890	\$6,965
Monday-Saturday	2,365	5,355

*For special ink charges and double truck color premium, please contact your Star Tribune representative.*

**For all products, ad orders are non-cancelable after the space deadline and the Advertiser/ Agency will be charged for the space regardless of whether the advertisement is published.**

## DAILY AND SUNDAY CLASSIFIED RATES

Classified is the #1 destination for consumers and service providers to buy and sell their goods in print and online. 24-hour service is available via web order entry (StarTribune.com/placeads) or by calling 612-673-7000. Star Tribune classified is the best resource to promote your products and services.

### DAILY/SUNDAY RATES

Includes categories at right (except Obituaries and Legal Notices listed below)

Contracts	Daily	Sunday
Open	\$18.55	\$32.45
\$2,000	13.80	18.55
\$4,000	13.40	18.00
\$8,000	13.00	17.65
\$15,000	12.80	17.30
\$29,000	12.40	16.70
\$43,000	12.20	16.50
\$57,000	12.00	16.25
\$112,000	11.75	15.85
Over \$125,000	Call	Call

To place an ad full run, add \$1.50 per line, per day.

#### Classified Categories

Antiques & Collectibles
Auctions & Events
Business & Financial Opportunities
Childcare Wanted/Available
Community Announcements
Equipment & Supplies
Funeral Notices
Garage Sales
General & Public Notices
Health Services
Home & Commercial Services
Household
Miscellaneous Merchandise
Personal & Misc. Services
Pets & Livestock
Professional Services
Sports
Vacations

### COLOR RATES

Minimum display sizes: for a black plus one color ad: 56 lines; for a black plus 2-3 color ad: 882 lines.

Publication Day	Black Plus 1 Color	Black Plus 2-3 Colors
Sunday	\$2,890	\$6,965
Monday-Saturday	2,365	5,355

For special ink charges and double truck color premium, please contact your Star Tribune representative.

### OBITUARY RATES

\$10.75 per line; \$6.50 per line on multiple insertions

### LEGAL NOTICE RATE

\$5.50 per line; online is available at no additional charge

## AUTOMOTIVE RATES

Star Tribune provides consumers with the most comprehensive automotive coverage in the Twin Cities. This creates an ideal marketplace for your advertising.

**RATES FOR CLASSIFICATIONS: 900, 901, 903, 905, 909, 917, 921, 946, 947, 950, 957, 965, 968, 991 AND 181 (AUTO LOANS)**

### MONTHLY SUBSCRIPTION PRICING

#### MODULE A – 1-COLUMN X .17"

Number of Ads Per Day	Number Days Per Week	Total Price Per Month
15	3	\$2,162
15	7	3,557
30	3	3,850
30	7	6,673
60	3	6,916
60	7	12,497
100	3	10,464
100	7	19,765

Ads running 3 days per week will run Friday through Sunday.

#### MODULE B – 1-COLUMN X .25"

Number of Ads Per Day	Number Days Per Week	Total Price Per Month
10	3	\$2,162
10	7	3,557
20	3	3,850
20	7	6,673
40	3	6,916
40	7	12,497
66	3	10,350
66	7	19,567

Ads running 3 days per week will run Friday through Sunday.

### SINGLE VEHICLE PRICING

Module	3x Rates*	7x Rates*	1x Daily Rate	1x Sunday Rates
A	\$39.00	\$62.30	\$16.30	\$21.60
B	58.50	93.45	24.45	32.40
C	78.00	124.60	32.60	43.20
D	97.50	155.75	40.75	54.00
E	117.00	186.90	48.90	64.80
F	175.50	280.35	73.35	97.20
G	234.00	373.80	97.80	129.60

\*Ads must run in either 3 or 7 consecutive days.

### DISPLAY AD IN-COLUMN PRICING

Ad Size	3x Rates*	1x Daily Rates	1x Sunday Rates
1 column x 2"	\$514.80	\$215.04	\$285.12
1 column x 3"	772.20	322.56	427.68
1 column x 4"	1,029.60	430.08	570.24

\*Ads will run consecutively on Friday through Sunday. Ask your Star Tribune Sales Representative about other ad sizes.

### FRIDAY CARS ROP RATES\*

Distribution	1/8 Page	1/4 Page	1/2 Page	Full Page	6 x 10.5 Front Cover
Metro	\$998	\$1,844	\$3,487	\$6,561	\$2,662

\*Ask your Star Tribune sales representative for additional advertising positions on StarTribune.com/CarSoup.

### COLOR RATES

Publication Day	Black Plus 1 Color	Black Plus 2-3 Colors
Sunday	\$2,890	\$6,965
Monday-Saturday	2,365	5,355

Minimum ad size for color is 1/8 page; maximum size is full page.

For special ink charges and double truck color premium, please contact your Star Tribune representative.

## AUTOMOTIVE RATES (CONT.)

### ROP RATES

Investment Level	Daily	Sunday
	Full Run Distribution	Full Run Distribution
Under \$7,500	\$186	\$307
\$7,500	179	296
\$22,500	176	293
\$50,000	173	289
\$95,000	171	284
\$160,000	169	281
\$280,000	167	278
\$450,000	165	275
\$650,000	163	272
\$1,100,000	158	268
Over \$1,100,000	Call	Call

### CARS ROP AD SPECS

Ad Size	Dimensions
1/8 page	5.66" x 5.25"
1/4 page	5.66" x 10.5"
1/2 page horiz.	11.5" x 10.5"
Full page	11.5" x 21"
1/2 page vert.	5.66" x 21"

# REAL ESTATE, RENTALS, COMMERCIAL REAL ESTATE ADVERTISING

Star Tribune Homes suite of products reaches consumers when and how they want information – in the newspaper, online or on racks with our free magazines. Reach more consumers with your marketing message with the area’s largest and most trusted source of news and information.

## HOMES SUNDAY SECTION ADVERTISING

Star Tribune *Homes Sunday* is a comprehensive section full of useful information...Rent a home, buy a home, build a home or style a home; it is all available in one convenient, useful section. Include your marketing message in the best destination for home enthusiasts, Star Tribune *Homes Sunday*.

**SIGN A REAL ESTATE CONTRACT AND SAVE 50-65% FROM OPEN RATE.**

Display Ad Sizes	SPENDING LEVEL								
	\$500,000	\$200,000	\$100,000	\$50,000	\$25,000	\$12,000	\$5,000	\$1,500	OPEN*
Full Page	\$12,216.96	\$13,245.12	\$13,880.16	\$14,590.80	\$15,225.84	\$15,876.00	\$16,511.04	\$17,221.68	\$34,382.88
1/2 Page	6,320.16	6,849.36	7,182.00	7,552.44	7,885.08	8,217.72	8,550.36	8,913.24	17,796.24
1/4 Page	3,231.90	3,504.06	3,674.16	3,863.16	4,033.26	4,203.36	4,373.46	4,558.68	9,102.24
1/8 Page	1,634.85	1,770.93	1,857.87	1,952.37	2,037.42	2,124.36	2,209.41	2,303.91	4,600.26
6 X 2	1,258.56	1,365.12	1,431.36	1,503.36	1,569.60	1,635.84	1,702.08	1,775.52	3,543.84
3 X 4	1,258.56	1,365.12	1,431.36	1,503.36	1,569.60	1,635.84	1,702.08	1,775.52	3,543.84
3 X 2	629.28	682.56	715.68	751.68	784.80	817.92	851.04	887.76	1,771.92
1 X 4	433.44	469.92	492.48	517.44	540.48	563.04	586.08	611.04	1,219.68
1 X 3	325.08	352.44	369.36	388.08	405.36	422.28	439.56	458.28	914.76
1 X 2	216.72	234.96	246.24	258.72	270.24	281.52	293.04	305.52	609.84
<b>Modular Ad Sizes</b>									
Extra Large	\$171.00	\$185.40	\$194.40	\$204.30	\$213.30	\$222.30	\$231.30	\$241.20	\$481.50
Large	114.00	123.60	129.60	136.20	142.20	148.20	154.20	160.80	321.00
Medium	85.50	92.70	97.20	102.15	106.65	111.15	115.65	120.60	240.75
Small	57.00	61.80	64.80	68.10	71.10	74.10	77.10	80.40	160.50
Basic	28.50	30.90	32.40	34.05	35.55	37.05	38.55	40.20	80.25

**ADDITIONAL SAVINGS WHEN YOU PURCHASE A DISPLAY AD.**

\*Open (non-contract) modular ads now include a 7-day appearance of your ad online at StarTribune.com. For additional online advertising information see page 10.

## RENTALS AND COMMERCIAL REAL ESTATE RATES

Rental and commercial real estate advertising classifications (all 600 numbered classifications, 703 and 705) are priced by the line (see below). Minimum ad size required is 3 lines. Ads larger than 18 lines will appear as display ads at the above stated rates.

	INVESTMENT LEVEL								
	\$500,000	\$200,000	\$100,000	\$50,000	\$25,000	\$12,000	\$5,000	\$1500	OPEN*
By the line (3 line minimum)	\$9.50	\$10.30	\$10.80	\$11.35	\$11.85	\$12.35	\$12.85	\$13.40	\$26.75

\*Open (non-contract) rates include a 7-day appearance of your ad online at StarTribune.com. For additional online advertising information see page 10.

## RENTALS BACK PAGE

Showcase your properties on the back page of the *Homes Sunday* section. These 3x2 4-color positions are available for 26 or 52 consecutive weekly appearances. \$515 per insertion.

## BORDERS AND SHADING

Your ads are sure to stand out when you add a border and shading. Border rate: \$25. Bordered ads may be shaded gray for an additional \$20. Ad cannot be shaded without border. Applies to all 600 classifications plus 703 and 705.

## REAL ESTATE ADVERTISING (CONT.)

### PREMIUM POSITION ADVERTISING

With the intense competition for buyers and renters, give yourself the extra edge by adding a premium position and make your ad stand out. Front page and internal page 4-color positions are available in *Homes Sunday*. Contact your sales representative for availability and rates.

### OPEN HOUSE SHOWCASE

The leading source for Open House information, the Open House Showcase publishes weekly in *Homes Sunday*. Published in full color, ads are sorted geographically and alphabetically to make it easy for active and passive homebuyers to find what they are looking for. \$109 per listing.

### FEATURES

- A 4-color picture ad in the Open House Showcase section in *Homes Sunday*.
- All listings include location and open house hours.
- A listing in the Sunday Open House Directory
- An online link at StarTribune.com/homes
- Unique Web ID, allowing homebuyers to access additional information on each listing, including more photos.

*Note: Ads must include open house date/time and be ordered through the online ad system.*

### REAL ESTATE PHOTO ADS

Prominently feature your listing or brand yourself with our in-column photo ads. Ads sort within designated classifications (720-889). Available Monday through Sunday. \$118 per listing. See your sales representative for details.

### OPEN HOUSE DIRECTORY

This highly portable and consumer friendly directory is published on Saturday and Sunday. Maximize your open house traffic by scheduling as a stand-alone listing, or add this to an existing ad and receive a reduced rate\*.

	Open House Directory Only			Open House Directory Combo Ad*		
	Saturday	Sunday	Both	Saturday	Sunday	Both
Print Only	\$40	\$45	\$62	\$36	\$40	\$57

*\*To qualify for discount, ads must feature the same property, must appear within the same week, and be ordered at the same time.*

### REAL ESTATE WEEKEND DISCOUNT

Receive a 25% discount on your Saturday ad when you extend your reach and run Saturday and Sunday consecutively. Ad must be the same and be scheduled at the same time to qualify. See page 9 for weekday rates. Some exclusions apply.

### STATEWIDE EDITION

Market your listing to an additional 78,382 households when adding the statewide edition.\* \$2.00 per line.

*(Source: Star Tribune ABC Audit for 52 weeks ended March 27, 2011.)*

## REAL ESTATE ADVERTISING (CONT.)

### DAILY REAL ESTATE RATES

Display Ad Sizes	INVESTMENT LEVEL								
	\$500,000	\$200,000	\$100,000	\$50,000	\$25,000	\$12,000	\$5,000	\$1,500	OPEN*
Full Page	\$9,767.52	\$10,599.12	\$11,098.08	\$11,672.64	\$12,186.72	\$12,700.80	\$13,214.88	\$13,774.32	\$20,623.68
1/2 Page	5,057.64	5,481.00	5,745.60	6,040.44	6,305.04	6,577.20	6,841.80	7,129.08	10,674.72
1/4 Page	2,585.52	2,804.76	2,940.84	3,092.04	3,228.12	3,364.20	3,500.28	3,647.70	5,462.10
1/8 Page	1,307.88	1,417.50	1,485.54	1,561.14	1,629.18	1,699.11	1,767.15	1,842.75	2,759.40
6 X 2	1,006.56	1,091.52	1,144.80	1,202.40	1,255.68	1,308.96	1,362.24	1,419.84	2,126.88
3 X 4	1,006.56	1,091.52	1,144.80	1,202.40	1,255.68	1,308.96	1,362.24	1,419.84	2,126.88
3 X 2	503.28	545.76	572.40	601.20	627.84	654.48	681.12	709.92	1,063.44
1 X 4	346.56	375.84	394.08	413.76	432.48	450.24	468.96	488.64	732.00
1 X 3	259.92	281.88	295.56	310.32	324.36	337.68	351.72	366.48	549.00
1 X 2	173.28	187.92	197.04	206.88	216.24	225.12	234.48	244.32	366.00
<b>Modular Ad Sizes</b>									
Extra Large	\$136.80	\$148.32	\$155.52	\$163.44	\$170.64	\$177.84	\$185.04	\$192.96	\$288.90
Large	91.20	98.88	103.68	108.96	113.76	118.56	123.36	128.64	192.60
Medium	68.40	74.16	77.76	81.72	85.32	88.92	92.52	96.48	144.45
Small	45.60	49.44	51.84	54.48	56.88	59.28	61.68	64.32	96.30
Basic	22.80	24.72	25.92	27.24	28.44	29.64	30.84	32.16	48.15

### RENTALS AND COMMERCIAL REAL ESTATE DAILY RATES

	INVESTMENT LEVEL								
	\$500,000	\$200,000	\$100,000	\$50,000	\$25,000	\$12,000	\$5,000	\$1500	OPEN*
By the line (3 line minimum)	\$7.60	\$8.24	\$8.64	\$9.08	\$9.48	\$9.88	\$10.28	\$10.72	\$16.05

### DAILY/SUNDAY ROP RATES

Investment Level	Daily Full Run Distribution	Sunday Full Run Distribution
Under \$7,500	\$186	\$307
\$7,500	179	296
\$22,500	176	293
\$50,000	173	289
\$95,000	171	284
\$160,000	169	281
\$280,000	167	278
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\$650,000	163	272
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Over \$1,100,000	Call	Call

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\*Thanksgiving Day and other designated holidays are charged the Sunday rate.

### COLOR RATES

Publication Day	Product/Zone	Black Plus 1 Color	Black Plus 2-3 Colors
Sunday	Full Run or Metro	\$2,890	\$6,965
Monday-Saturday	Full Run or Metro	2,365	5,355

For special ink charges and double truck color premium, please contact your Star Tribune representative.

## **REAL ESTATE, RENTALS AND COMMERCIAL REAL ESTATE ONLINE**

Advertising in the Star Tribune newspaper combined with StarTribune.com reaches nearly two-thirds of all metro adults in the Minneapolis and St. Paul market, more than 1.6 million adults monthly. Combining both print and online is the most effective way to reach potential clients and consumers searching for a new home.

### **AGENT MARKETING PACKAGE**

**List your entire inventory on StarTribune.com now with these online components for only \$67 per month.**

(Agent Marketing Package requires a 12-month commitment including a \$99 set-up fee.)

- **Agent Directory** includes an agent photo, broker logo, contact information, link to profile page and agent's entire listing inventory
- **Spotlight Homes** features up to 5 listings from your inventory throughout StarTribune.com/homes
- **Listing Details Page** includes detailed listings page and expanded interior/exterior features
- Complete listings include e-mail alerts, virtual tour options, community data and more (ask your Star Tribune sales representative for more details)

### **BUILDER MARKETING PACKAGE**

**List your entire inventory on StarTribune.com now with these online components for only \$255 per month.**

- **Spotlight Homes** features up to 5 listings from your inventory throughout StarTribune.com/homes
- **Listing Details Page** includes detailed listings page and expanded interior/exterior features
- Complete listings include e-mail alerts, virtual tour options, community data and more (ask your Star Tribune sales representative for more details)

### **TOP HOMES**

**This feature rotates 'run-of-site' throughout StarTribune.com giving you maximum exposure to active and passive homebuyers.**

- Each listing includes photo of property, city, price, number of bedrooms/baths, square footage, open house times (if available), and a link to property detail page
- Your Investment: \$25 for 7 days online; \$50 for 30 days online

### **ONLINE ONLY AD PACKAGES**

Advertise your property for sale on StarTribune.com/homes with up to 10 photos

- 30-days = \$70
- 120-days = \$155

### **RENTALS**

#### **Basic Online Listing - \$40 per month**

Publish your ad on StarTribune.com/rentals with up to 3 photos and basic property information (property address, property description, number of bedrooms, number of bathrooms and square footage) and receive a unique phone number to use for tracking phone calls from your ad and a unique WebID that assists renters in finding your rental property.

#### **Enhanced Online Listing - \$70 per month**

Many renters search for listings based upon the amenities available (like whether the following options are available: pets, controlled access, air conditioning, hardwood floors, eat-in kitchen or dining room, dishwasher, walk-in closets, washer/dryer in unit, laundry on-site, patio, balcony or deck, garage parking and off street parking).

By purchasing an enhanced listing, the property will be returned in more renters' searches. In addition, you will be able to upload up to 10 photos with your enhanced online listing.

#### **Rentals - Enhanced Volume Package - \$515 per month**

This package allows property management companies to put an unlimited number of communities within their portfolio online in the Enhanced Online Listing format. All the Enhanced Online Listing elements are included plus unlimited property listings for one monthly price. If you have 7 or more apartment properties, this is a great deal!

## **REAL ESTATE, RENTALS AND COMMERCIAL REAL ESTATE ONLINE (CONT.)**

### **MOBILE OPTIONS**

**StarTribune.com Mobile campaigns appear in the most appropriate size based on users' mobile device.**

- Campaigns include two components: a mobile banner and a landing page
- Price: \$15 CPM (\$250 monthly minimum)

### **TEXT CODES AND GOSITES**

**Rentals Text Codes and GoSites are the tools for your business to connect with prospects anywhere via phone, e-mail or text messaging.**

- All properties that advertise on StarTribune.com/rentals are eligible for a Basic Text Code and may also purchase a GoSite
- Upgrade to the Rentals GoSite Package for an additional monthly fee

#### **Rentals Pricing:**

- 1 GoSite – \$87 per month
- 2-9 GoSites – \$77 each per month
- 10 or more GoSites – \$67 each per month

### **OTHER ONLINE PRODUCTS AVAILABLE**

- Star Tribune Search Engine Marketing
- SearchPlus
- Button Ads on Homes Section
- Banner Advertising
- Social Networking
- Themed E-mail Programs

*Contact your sales representative for details on any of these online products.*

## HOMES MAGAZINE RATES

*Homes Magazine* is the Twin Cities' premier home buying magazine showcasing hundreds of homes for sale in the greater Minneapolis and St. Paul area. Published monthly. Distribution: 40,000+ average per issue.

### COLOR NEWSPRINT RATES

Ad	Size	1x	6x	12x
Full Page	7.3125" x 10"	\$810	\$630	\$550
1/2 Page	7.3125" x 4.9375"	575	445	390
1/4 Page	3.5625" x 4.9375"	405	310	275

Color newsprint rates include placing customer ad online at StarTribune.com/homes for 30 days.

### PREMIUM POSITION RATES

	1x	12x
Front Cover*	\$890	N/A
Front Cover with 1/2 page	1,310	N/A
Front Cover with Full page	1,450	N/A
Inside Front/Back Covers		1,730
Outside Back Cover		1,825
Page 3/5/7 + 25% upcharge		

Premium positions require a 12x commitment.

\* *Front cover position deadline: 1 week prior to below deadlines.*

### HOME SERVICES MARKETPLACE

- Showcase your business in full color on this page inside *Homes* dedicated to home services
- Ad size: 1/8 page (3.56" x 2.14")
- Rate: \$75/unit with 4-color

### SINGLE UNIT COLOR PICTURE CLASSIFIED RATES

Description	Rate
Open Rate	\$37

### DEADLINES

ISSUE	ON STANDS WEEK OF	SPACE COMMITMENT 5 PM
February 2012	January 16	December 21
March 2012	February 13	January 20
April 2012	March 12	February 17
May 2012	April 16	March 23
June 2012	May 14	April 20
July 2012	June 11	May 18
August 2012	July 16	June 22
September 2012	August 13	July 20
October 2012	September 17	August 24
November 2012	October 15	September 21
December 2012	November 12	October 19
January 2013	December 10	November 16

**Front Cover Deadline:** One week prior to published deadline

## TARGETED ADVERTISING: ACTIVE ADULT & SENIOR MARKETPLACE

Representing over 25% of the total Minnesota population, and with annual consumer spending exceeding \$23.7 billion, this is an audience you definitely want to reach. Star Tribune reaches more of this audience than any other media, and offers many products targeted specifically to the active adult homebuyer.

Source: 2012 Esri.

### THE GOOD LIFE

An easy-to-read tab publication that helps seniors – and their families – find their next homes. Published 4 times annually on February 1, April 4, July 18 and October 3.

### RATES

Ad Size	Dimensions	1x	2x	4x	Grid Listings
Full Page	9.18" x 11"	\$2,835	\$2,695	\$2,550	8
1/2 Page Horiz.	9.18" x 5.5"	1,700	1,610	1,530	4
1/2 Page Vert.	4.55" x 11"	1,700	1,610	1,530	4
1/4 Page	4.55" x 5.5"	1,135	1,075	1,020	2
1/8 Page	4.55" x 2.75"	680	645	615	1
<b>Premium Position</b>					
Back Page	9.18" x 11"	\$3,915	\$3,760	\$3,605	8

- All rates include full color
- Add 25% for premium positions: Inside front, half-page vertical by crossword puzzle and inside back
- Add \$150 for each additional grid listing

### DEADLINES

Publication Date	Space Commitment/ Grid Listing Due
February 1	January 13
April 4	March 16
July 18	June 29
October 3	September 14

### CLASSIFIED ADVERTISING FOR THE GOOD LIFE

Additional advertising outlets to target *The Good Life* audience are available in the Star Tribune Classifieds product Monday through Saturday, as well as in our *Homes Sunday* section. Place your ad in classifications 626-Senior Independent Living, or 628-Senior Assisted Living and expand the viewership of your ad any day of the week. (See pages 7-9 for rate information.)

### STARTRIBUNE.COM SENIOR HOUSING ONLINE SECTION

List your property on StarTribune.com within our Senior Housing section.

#### Property Listing Features:

- Photos
- Property description
- Company logo and contact information
- Amenities and more

#### Monthly Tier Pricing:

One property - \$59  
 3-9 properties - \$149  
 10+ properties - \$249

## EMPLOYMENT ADVERTISING

Newspapers and online are the two most frequently used resources when searching for a job. Employers looking to reach highly qualified candidates turn to the Star Tribune as an effective, multi-media tool for recruiting.

### SUNDAY AND DAILY JOBS – PRINT ADVERTISING

AD SIZE	Sunday Metro Edition	BEST VALUE			Add Statewide Edition Per Ad	ROP Pickup	Weekday Only
		3 Pack Total Price	5 Pack Total Price	10 Pack Total Price			
<b>DISPLAY AD SIZES</b>							
FULL PAGE	\$15,140.00	\$43,149.00	\$68,130.00	Call	\$2,772.00	\$5,460.00	\$7,570.00
HALF PAGE	9,735.00	27,744.75	43,807.50	Call	1,386.00	2,730.00	4,867.50
QUARTER PAGE	6,760.00	19,266.00	30,420.00	Call	693.00	1,365.00	3,380.00
2 x 7"	4,725.00	13,466.25	21,262.50	\$40,162.50	462.00	910.00	2,362.50
1 x 7"	2,500.00	7,125.00	11,250.00	21,250.00	231.00	455.00	1,250.00
1 x 4"	1,450.00	4,132.50	6,525.00	12,325.00	132.00	260.00	725.00
<b>MODULAR AD SIZES</b>							
Size F	\$920.00	\$2,622.00	\$4,140.00	\$7,820.00	\$82.50	N/A	\$460.00
Size E	745.00	2,123.25	3,352.50	6,332.50	66.00	N/A	372.50
Size D	565.00	1,610.25	2,542.50	4,802.50	49.50	N/A	282.50
Size C	380.00	1,083.00	1,710.00	3,230.00	33.00	N/A	190.00
Size B	227.00	646.95	1,021.50	1,929.50	19.25	N/A	113.50
Size A	101.00	287.85	454.50	858.50	8.25	N/A	50.50

- Job packs will be billed at the total package price and must publish within one calendar year of the purchase date, and are available for Sunday only advertising. Larger and multi-size packages available upon request.
- Third party job fair rates are available from your sales representative. Call today!
- See page 21 for modular sizes.

### ENHANCEMENTS TO SUNDAY PRINT ADVERTISING

#### ONLINE ENHANCEMENTS

To receive the maximum response to your advertising, add one of the following online packages to your Sunday Ad:

Standard Pack		Basic Pack	
30-days	\$350	30-days	\$270
7-days	260		

\*Standard includes: [StarTribune.com/jobs](http://StarTribune.com/jobs),  
TopJobs, DRS Network

\*[StarTribune.com/jobs](http://StarTribune.com/jobs)

**Spotlight Ad:** Your online ad will appear on [StarTribune.com/jobs](http://StarTribune.com/jobs) and on the right rail of the search results page. Spotighting is available with your Sunday print and online package purchase for an additional \$60.

**After College:** add your posting to the largest career network specializing in recruitment at the college and alumni level. \$45

**Vita.mn:** Highlight your job on Vita.mn, the best local, social, entertainment website in the Twin Cities. \$30/\$45

#### PRINT PREMIUM POSITIONS

**Front Page Advertising:** With the intense competition for top talent, make sure you give yourself the extra edge by adding a premium position and ensuring your ad stands out. Front page four color positions are available in Sunday Jobs. Contact your sales representative for availability and rates.

## EMPLOYMENT ADVERTISING (CONT.)

### VITA.MN

Vita.mn is the most useful entertainment and lifestyle guide in the Twin Cities. Reach a young, professional audience and find the quality candidates you're searching for today.

#### VITA.MN @WORK:

- 2-column x 1.75" ad: \$182

#### VITA.MN CLASSIFIEDS:

Display Ad Sizes	Pick-up Sunday Ad	Vita.mn Only
1/4 Page	\$823	\$1,234
2 x 7"	559	838
1 x 7"	279	419
1 x 4"	198	327
Modular Ad Sizes*	Pick-up Sunday Ad	Vita.mn Only
Size F	\$140	\$210
Size E	109	164
Size D	79	120
Size C	55	84
Size B	34	51
Size A	14	22

\*See page 21 for Jobs modular ad size dimensions.

#### VITA.MN ONLINE:

Highlight your job on Vita.mn, the best local, social, entertainment website in the Twin Cities market!

- with Star Tribune Sunday: \$30/\$45
- with StarTribune.com only: \$65  
\*Requires posting on StarTribune.com

## JOBS ONLINE

Star Tribune Jobs Online provides employers with the flexibility and cost-effectiveness needed in today's challenging marketplace. Jobs Online is the #1 online employment resource in Minnesota, attracting local job seekers to the website by providing comprehensive local employment content, education and business information. This ensures strong traffic and a steady candidate flow.

Star Tribune Jobs Online offers a complete suite of recruitment products to reach active and passive candidates including Job Packs, Resume Database, Extended Reach opportunities, Banner Advertising and Search Engine Marketing programs.

### JOB PACKS

All job postings appear for 30 days on Star Tribune.com/jobs. Unlimited text and editing capabilities.

# of Postings	Rate
Single	\$350 each
3 Pack	310 each
5 Pack	285 each
10 Pack	260 each
25 Pack	210 each
50 Pack	170 each
100 Pack	140 each

### EXTEND YOUR REACH

Maximize your reach, minimize your work! We can add the following enhancements to your posting to get you the best possible results with one phone call!

**TopJobs** – Reach passive job seekers when you post to over 6 million unique visitors per month on StarTribune.com.

**Vita.mn** – Highlight your job on Vita.mn, the best local, social, entertainment website in the Twin Cities market!

**Diversity Network** – Post your recruitment ad on the most active websites for diverse professionals, including DiversityInc.com, HBCU.com and Babbalu.com.

**AfterCollege.com** – Add your posting to the largest career network specializing in recruitment at the college and alumni level.

**Spotlight Enhancement** – Your posting appears on the right-side of the search results page. \$60

**Keyword Sponsorship** – Optimize your posting with keywords so your listing appears at the top of job search results. \$100

**BoxTops** – Increase your exposure with our BoxTop banner ads. BoxTops appear on the Jobs homepage. \$125

**Employment Branding** – Enhance your employer brand by adding your logo, company colors and additional artwork to your postings. \$100/month (3 month minimum)

### FIND THE RIGHT CANDIDATE

Need additional help finding just the right candidate? Search our newly updated database of highly qualified local candidates.

Access	Rate
2 weeks	\$425
1 month	800
3 months	2,050
6 months	4,000
1 year	7,200

### ONLINE POSTING PACKAGES/SUBSCRIPTIONS

These packages, designed for companies with continual recruiting needs, include unlimited job postings, unlimited seats to access resumes within our private resume database, job wrapping\* and a Featured Employer listing for the duration of the subscription.

Duration	Rate
3 months	\$4,000
6 months	7,900
1 year	13,900

\***Job Wrapping** – we automatically pull job postings from your website or process a feed 5 times per week with no additional work for you.

### BANNER ADVERTISING

Online advertising is available throughout Startribune.com. You can target the active jobseeker on the Jobs Channel or market your message to the passive candidates via the #1 local online source for news.

**Impact Packs:** These turnkey, easy to execute programs run throughout the Jobs Channel.

Each package includes both Leaderboard and BigAd positions, and lasts one week running over 7 consecutive days, delivering your message on a timely basis. Maximize exposure while you minimize waste!

Impressions	Rate
100,000	\$1,500
200,000	2,500
400,000	4,400

Customize your own banner campaign:

Product	Rate
BigAd	\$23 CPM
Leaderboard	23 CPM

### TARGETED PROGRAMS

Star Tribune can target your recruitment message to candidates based on job search behavior.

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## **JOBS ONLINE (CONT.)**

### **HEALTH CARE CHANNEL**

Our Healthcare Channel is a targeted destination for Employers and Jobseekers in the Healthcare Industry. [Startribune.com/jobs](http://Startribune.com/jobs) Healthcare Channel is an online resource for healthcare recruiters offering a turnkey, single-solution for reaching the greatest number of active and passive healthcare job seekers in Minneapolis/St. Paul.

Reach RNs, LPNs, PTs and more using Banner advertising, Who's Hiring Buttons, Targeted Banners and more! Call your sales rep today for availability and rates.

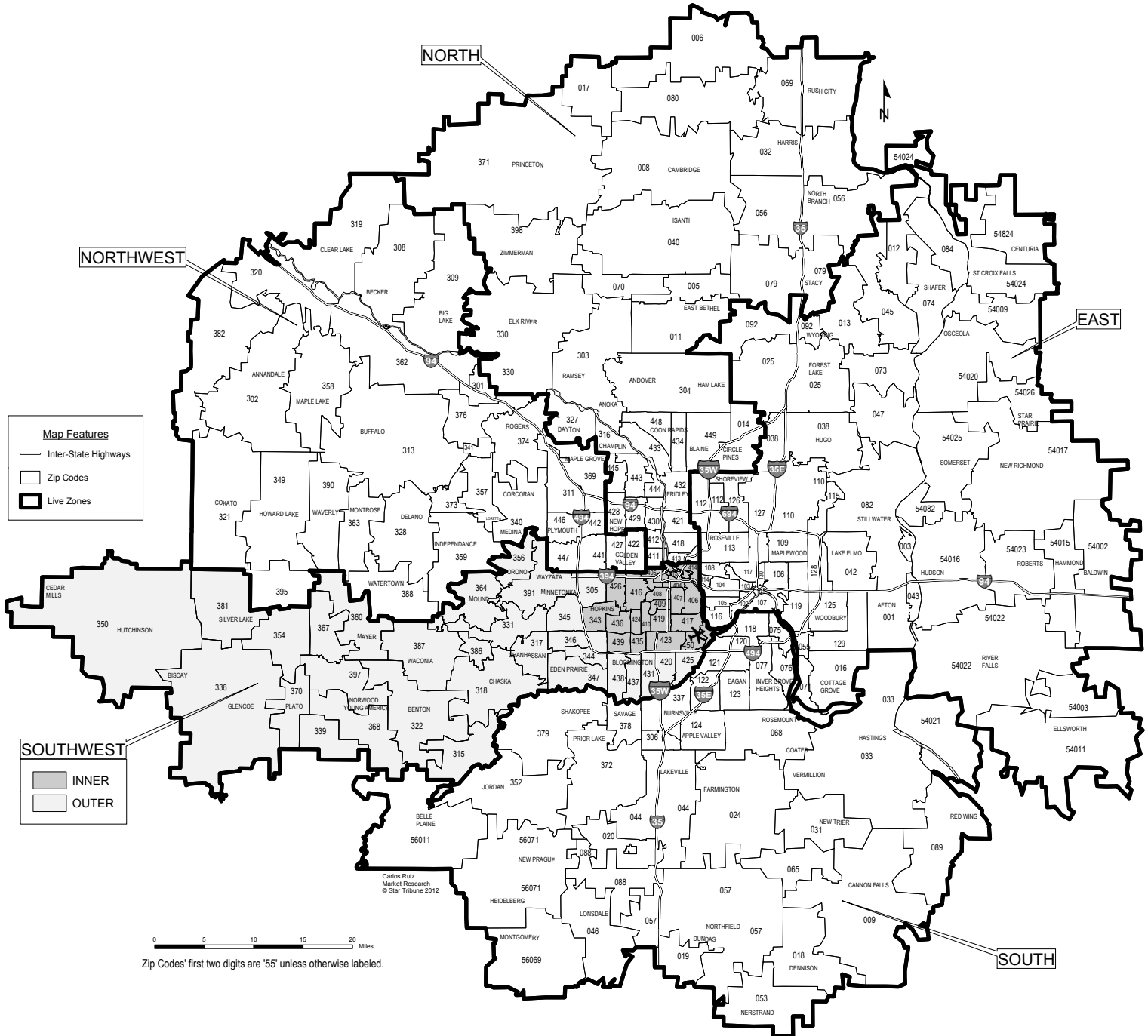
### **RECRUITMENT ADVERTISING AGENCY COMMISSION**

Local classified rates for classifications 500T-550 are commissionable at 15% to recognized 4A rated advertising agencies. Eligibility for commission for new advertisers totaling \$10,000 annually. Orders are commissionable retroactively to January 1.

Agencies must have more than four Star Tribune clients and must submit camera ready display ads and liners in type written format or use remote entry technology and must maintain current credit terms. In house agencies do not qualify for commission.

# GEOGRAPHIC TARGETED PRINT ADVERTISING

Reaches local consumers interested in doing business in their community by allowing you to advertise in the zone that covers your market area during your best days of the week. Plus, multi-zone advertising options are available for you to expand your message into other communities.



## WEDNESDAY EXTRA ZONES RATES

With local coverage of prep sports, government, schools, arts and more, Wednesday *Extra* sections are destinations for dedicated readers. Wednesday *Extra* sections are zoned into four geographic areas – southwest, northwest, north and south. Sections include 4-color, spot color and black/white advertising opportunities.

## WEDNESDAY, THURSDAY AND FRIDAY VARIETY

Wednesday's *Variety* section is zoned in the east, and Thursday's and Friday's *Variety* sections are zoned in the east, southwest, northwest, north and south zones. The *Variety* sections cover many topics including information on home and garden (Wednesdays), lifestyle advice for today's metro adults (Thursdays) and what's happening in the Twin Cities (Fridays). Sections include 4-color, spot color and black/white advertising opportunities.

## SUNDAY B NEWS

Sunday's B News covers people, places and newsworthy events plus in-depth coverage of suburbs zoned into five geographic areas – east, southwest, northwest, north and south.

## WRAPS

The Star Tribune Dakota County Wrap and the Star Tribune Washington County Wrap each provide relevant local county content, including prep sports, Police Blotter, community events, politics, arts, schools, local news and more. Wraps are broadsheet in size and include 4-color, spot color and black/white advertising opportunities.

## ZONED ADVERTISING OPPORTUNITIES

Zone	Wednesday	Thursday	Friday	Sunday
East	Variety	Variety	Variety	B News
North	Extra	Variety	Variety	B News
Northwest	Extra	Variety	Variety	B News
South	Extra	Variety	Variety	B News
Southwest	Extra	Variety	Variety	B News
Inner Southwest	N/A	Variety	N/A	N/A
Outer Southwest	N/A	Variety	N/A	N/A

## CIRCULATION AND READERSHIP

Zone	Daily		Sunday	
	Circulation	Readership	Circulation	Readership
East	33,568	86,835	47,274	102,999
North	56,869	163,597	97,559	306,222
Northwest	40,677	107,683	64,587	186,754
South	42,019	99,980	67,624	151,376
Southwest	111,753	240,700	144,289	329,957
Inner Southwest	61,099	130,482	N/A	N/A
Outer Southwest	50,654	110,218	N/A	N/A

Sources: Star Tribune ABC Audit Report for 52 weeks ended March 28, 2010; Scarborough Research Corporation 2010 (R1) Mpls/St. Paul CBSA.

# GEOGRAPHIC TARGETED PRINT ADVERTISING RATES

## SINGLE ZONE RATES

Zone	Open		4 Weeks		13 Weeks	
	Daily	Sunday	Daily	Sunday	Daily	Sunday
East	\$20	\$32	\$19	\$29	\$18	\$28
North	35	72	32	68	29	64
Northwest	41	74	39	69	37	65
South	21	45	20	42	19	40
Southwest*	67	111	64	105	61	101
Inner Southwest	41	N/A	39	N/A	37	N/A
Outer Southwest	26	N/A	25	N/A	24	N/A

\*Excludes Thursday.

## MULTIPLE ZONE RATES

Zone	Open		4 Weeks		13 Weeks	
	Daily	Sunday	Daily	Sunday	Daily	Sunday
Southwest/North	\$83	\$150	\$79	\$144	\$75	\$134
Southwest/South	74	128	69	122	65	113
Southwest/East	71	117	67	111	63	105
Southwest/Northwest	160	264	152	249	143	236
Northwest/North	61	119	57	114	55	106
Northwest/South	51	97	47	92	45	85
Northwest/East	49	85	45	82	43	77
North/South	45	96	43	91	41	84
North/East	43	84	41	81	39	76
South/East	34	62	32	59	29	55

## COUNTY WRAPS RATES

County	Open Sunday	4 Weeks Sunday	13 Weeks Sunday
Dakota	\$32	\$29	\$27
Washington	41	39	37

## 4-COLOR AND SPOT COLOR FLAT CHARGES

Zone	4-Color Cost	Spot Color Cost
East	\$525	\$300
North	975	525
Northwest	975	525
South	525	300
Southwest	1,690	900
Dakota County	630	360
Washington County	525	300

## DEADLINES

Publication Day/Section	Color Space Commitment	B/W Space Commitment
Wednesday/Variety	Fri., 3 pm	Mon., noon
Wednesday/Extra	Thu., 3 pm	Thu., 3 pm
Thursday/Variety	Mon., 3 pm	Tue., 3 pm
Friday/Variety	Mon., noon	Wed., noon
Sunday/B News	N/A	Wed., 3 pm

# CLASSIFIED AND ROP COLUMN MEASUREMENTS

## JOBS CLASSIFIED ADS

Applies to Classifications 500-550

### Modular Ad Sizes

- Size F = 2.75" x 2.5"
- Size E = 2.75" x 2"
- Size D = 2.75" x 1.5" – Example Shown
- Size C = 2.75" x 1"
- Size B = 2.75" x .625" – Example Shown
- Size A = 2.75" x .3125" – Example Shown

### Jobs Display Ads

Inside pages of Jobs sections ad size options:

- Full page = 11.5" x 21"
- Half page = 11.5" x 10.5"
- Quarter page = 5.66" x 10.5"
- 2 x 7 = 5.5" x 7"
- 1 x 7 = 2.75" x 7"
- 1 x 4 = 2.75" x 4"

## HOMES CLASSIFIED ADS

### Homes Display Ad Sizes

- Full Page = 11.5" x 21"
- 1/2 Page = 5.75" x 21" or 11.5" x 10.5"
- 1/4 Page = 5.66" x 10.5"
- 1/8 Page = 5.66" x 5.25"
- 6-column x 2" = 11.5" x 2"
- 3-column x 4" = 5.66" x 4"
- 3-column x 2" = 5.66" x 2"
- 1-column x 4" = 1.77" x 4"
- 1-column x 3" = 1.77" x 3"
- 1-column x 2" = 1.77" x 2"

### Modular Ad Sizes

Applies only to Real Estate Classifications 707-897.

- Basic = 1.77" x .25" (Example shown)
- Small = 1.77" x .5"
- Medium = 1.77" x .75" (Example shown)
- Large = 1.77" x 1"
- Extra Large = 1.77" x 1.5" (Example shown)

**Product Manager** [www.startribunecompany.com/jobs](http://www.startribunecompany.com/jobs)  
**STARTRIBUNE.COM DIGITAL MEDIA** – Star Tribune is currently looking for a Product Manager to join our digital media division. As a Product Manager, you'll be responsible for all aspects of developing banner, e-mail, search, and mobile products. Your primary focus will be on achieving goals around advertiser satisfaction, revenue, and site use. You will provide marketing leadership and expertise for sales and marketing teams. Star Tribune offers a competitive salary structure and top-notch benefits. Equal Opportunity Employer. Your primary focus will be on achieving goals around advertiser satisfaction, revenue, and site use. You will provide marketing leadership and expertise for sales and marketing teams. Star Tribune offers a competitive salary structure and top-notch benefits. If interested in this opportunity please forward your resume and apply online at [www.startribunecompany.com/jobs](http://www.startribunecompany.com/jobs). EOE.

**Size D 2.75 x 1.5"**

**Sales** [www.startribunecompany.com/jobs](http://www.startribunecompany.com/jobs)  
**STAR TRIBUNE** – Above average income! Full time pay! Seasonal, Part & Full time sales positions available. Immediate openings! Management Opportunity available. Star Tribune offers a competitive salary structure and top-notch benefits. Call today for an interview: 612-673-XXXX.

**Size B 2.75 x .625"**

**Analyst** [www.startribunecompany.com/jobs](http://www.startribunecompany.com/jobs)  
**STAR TRIBUNE** See our ad under Accounting

**Size A 2.75 x .3125"**

**ROBBINSDALE** Lee Square Co-Op.  
 Jane, Twin Oaks Realty 612-555-5555  
**2+ BR 2+ BA 1,760 SQFT \$189,000**

**Basic: 1.77" x .25"**

**MINNETONKA**  
**ST. BANFORD CONDO**  
 303 St Banford Mills Rd, #112  
 Den and Fireplace  
 Bring your pet!  
 Roger Johnson 952-555-5555  
 Yorkshire Realty  
**2+ BR 2+ BA 1,760 SQFT \$189,000**

**Medium: 1.77" x .75"**

**MPLS**  
**LUXURY HIGH-RISE LIVING**  
**Downtown/Riverfront**  
**THE VIEW CONDOS**  
 116 Third Ave South  
 Overlooking the Mississippi River  
 Stunning City views  
 Come live the lifestyle that you have been dreaming of! This exquisite site is a treat to all residents and gives you the downtown experience that you have been waiting for!  
 Call for viewing 612-555-5555  
[www.theviewlife.org](http://www.theviewlife.org)  
**2+ BR 2+ BA 1,500 SQFT \$235K+**

**Extra Large: 1.77" x 1.5"**

# CLASSIFIED AND ROP COLUMN MEASUREMENTS

## CARS CLASSIFIED ADS

Applies only to Classifications 900, 901, 903, 905, 909, 917, 921, 946, 947, 950, 957, 965, 968, 991, and 181.

All others run as standard 6-column format as shown below.

- In-column display minimum ad size for Cars Classified: 1 x 2"
- In-column display maximum ad size for Cars Classified: 1 x 10.5"
- 1 column width = 1.77"
- Front and back cover ads use standard ROP Column Measurements (shown below).

### Cars Display Ad Sizes

- Full Page = 11.5" x 21"
- Half Page = 5.66" x 21" or 11.5" x 10.5"
- 6-column x 7" = 11.5" x 7"
- 6-column x 5.25" = 11.5" x 5.25"
- 1/4 Page = 5.66" x 10.5"
- 1/8 Page = 5.66" x 5.25"
- 3-column x 7" = 5.66" x 7"

Note: For additional display ad sizes contact your Star Tribune Sales Representative.

### Modular Ad Sizes

- Size A= 1.77" x .17"
- Size B= 1.77" x .25"
- Size C= 1.77" x .34"
- Size D= 1.77" x .42"
- Size E= 1.77" x .50"
- Size F= 1.77" x .75"
- Size G= 1.77" x 1"

**2005 TOYOTA CAMRY LE** 40,000MI  
\$10,499 Private Seller 555-555-5555

**Size A 1.77" x .17"**

**2002 TOYOTA 4RUNNER 4WD**,  
Limited Edition, 6 CD changer, silver,  
leather seats. \$17,500. 555-555-5555

**Size B 1.77" x .25"**

**2004 MERCURY MOUNTAINEER**  
4x4 "Premier Edition" Lthr, pwr moon, 6  
disc, pwr seats, only 32K miles, \$14,480.  
Apple Valley LINC/MERC 555-555-5555

**Size C 1.77" x .34"**

**2001 TOYOTA 4RUNNER** 5 years  
garage stored, 24M, looks brand new,  
never driven in winter. Great gas  
mileage. \$40,000, new. Asking \$21,000  
OBO Call Jason 555-555-5555

**Size D 1.77" x .42"**

**2004 VOLVO XC90**  
AWD T6 All options! Leather, pwr  
moon, heated seats, 6 disc &  
39K miles. Sale \$21,780  
WASHBURN LINC/MERC  
Call for Details 555-555-5555

**Size E 1.77" x .50"**

**2006 Dodge Dakota Quad**  
Cab 4WD Laramie, Leather,  
Only 602 miles V8, Alloys,  
Topped, Auto, WOW \$22,977

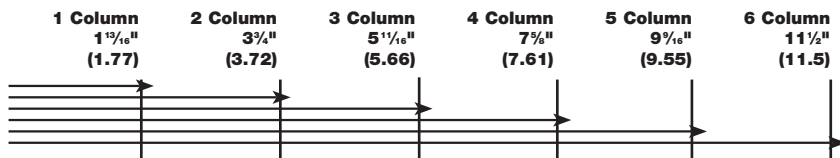
**BLOOMINGTON DODGE**  
555-555-5555

**Size F 1.77" x .75"**

**CHEV TRUCKS**  
Certified rates as low as 2.9%  
'00 1500 ExCab 4x4.....84K  
'05 1500 ExCab LS silv .....4x4  
'00 1500 ExCab LS blue.....4x4  
'06 1500 LT Crew.....4x4  
'04 2500 ExCab LS 4x4.....Like New  
'01 2500 Crew Cab black.....Like new  
OVER 25 MORE TO CHOOSE!  
HUGE SELECTION!  
Call for details  
Elk River Chevrolet 555-555-5555

**Size G 1.77" x 1"**

## STAR TRIBUNE STANDARD COLUMN MEASUREMENTS



**Double Truck = 24" Wide** – There are four suggested double truck sizes: 13 x full, 13 x 18", 13 x 14" & 13 x 10.5".

# CLASSIFIED DEADLINES

## MODULE AND LINER AD DEADLINES

Day of Week	Space Commitment
Monday	Sat 2:00 PM
Tuesday	Mon 7:00 PM
Wednesday	Mon 7:00 PM
Thursday	Tue 7:00 PM
Friday	Wed 8:00 PM
Saturday	Thu 9:00 PM
Sunday Full Run	Thu 9:00 PM
Sunday Cars, Deals, Jobs	Fri 8:00 PM
Sunday Open House Showcase	Thu NOON
Sunday Homes	Thu 9:00 PM
Sunday Open House Directory	Thu 9:00 PM

## OBITUARY DEADLINES

Day of Week	Space Commitment
Monday	Sun 2:00 PM
Tuesday	Mon 7:00 PM
Wednesday	Tue 7:00 PM
Thursday	Wed 7:00 PM
Friday	Thu 7:00 PM
Saturday	Fri 6:00 PM
Sunday	Sat 2:00 PM

## CLASSIFIED DISPLAY AD DEADLINES

Publication Day	Space Commitment
Monday	Thu 5:30 PM
Tuesday	Thu 5:30 PM
Wednesday	Fri 5:30 PM
Thursday	Mon 5:30 PM
Friday	Tue 5:30 PM
Saturday	Wed 5:30 PM
Sunday Full Run	Wed 5:30 PM
Sunday Metro	Thu 5:30 PM

### Notes

- Color deadlines are 24 hours in advance of the above deadlines.
- Sunday color deadline is Tuesday Noon.
- Double trucks are due 24 hours in advance.

### If You Build Your Ad

- PDF format preferred
- CMYK color - 300 dpi
- Embedded fonts
- Electronic files submitted through [addesk.StarTribune.com](mailto:addesk.StarTribune.com)

**For all products, ad orders are non-cancelable after the space deadline and the Advertiser/ Agency will be charged for the space regardless of whether the advertisement is published.**

## DAILY/WEEKLY NEWSPAPER FEATURES

### DAILY SECTIONS

#### MAIN NEWS

What are the most important news issues of the day? Star Tribune's main news section provides in depth coverage of local, state, regional, and global events and lets people know how it impacts them.

#### LOCAL NEWS

From local governmental, to educational issues, to the weather forecast, this section covers local and regional events that affect people's everyday lives. Sunday's Local news section is zoned into 5 geographic areas – east, north, northwest, south and southwest.

#### SPORTS

Covers professional, college and high school athletic events, as well as hunting and fishing.

#### BUSINESS

Provides forward-looking coverage of national and Minnesota industries. It also quotes the latest performance of stocks, bonds, and mutual funds. An expanded consumer business section runs on Sundays. On Mondays, Business Insider gives in-depth coverage of the thriving local business community in Minneapolis/St. Paul.

#### VARIETY

Lifestyle, human interest stories, entertainment, gardening, home improvement, health and fitness – content that interests a large variety of local readers found in the daily Variety section. Zoned in the East on Wednesday, and in East, North, Northwest, South and Southwest Thursday and Friday.

#### MERCHANDISE CLASSIFIEDS

It's where consumers go to find a wide variety of household goods, pets, local antique shops, home services and more. Published Monday-Thursday within the Business section. Also published Friday, Saturday and Sunday within the Cars section.

#### CARS

Published every Friday, Saturday and Sunday as a stand-alone section. This is the section to find the best deals on new and used cars, trucks, boats and more. Plus, the Cars section features special in-depth content covering vehicle reviews, trends, local events and more in every issue drawing readers back issue after issue.

### WEEKLY SECTIONS

#### TASTE

Entertaining. Eating in. Going out. If a consumer is looking for savory recipes, the latest gadgets in the kitchen, restaurant reviews, or great wine and food pairings it's all here every Thursday in the Taste section.

#### OPINION EXCHANGE

This Sunday section is an idea marketplace where diverse opinions across the community come together.

#### TRAVEL

From travel advice to profiles of places, to personal stories about travel. Sunday's Travel section is the destination to reach travel enthusiasts in the Twin Cities.

#### JOBS

The Jobs section, published every Sunday, is the Twin Cities most trusted source for information for jobs – it's where both active and passive job seekers turn to find hundreds of career opportunities. It also includes comprehensive local content and articles to help them land squarely on their feet.

#### HOMES SUNDAY

Published every Sunday, Homes Sunday reaches more Twin Cities adults than any other print product. As the area's most trusted source for information, it's where both active and passive home seekers turn to find hundreds of properties for sale and rent along with news content on design trends, real estate transactions and other features.

#### WEDNESDAY EXTRA

With local coverage of prep sports, government, schools, arts and more, Wednesday *Extra* sections are destinations for dedicated readers. Wednesday *Extra* sections are zoned into four geographic areas – southwest, northwest, north and south. Sections include 4-color, spot color and black/white advertising opportunities.

## VITA.MN

**PRINT: 55,000 rack distributed copies on Thursdays.** The best-organized, most-useful local entertainment pub covering bars, restaurants, movies, fashion, dating and more.

### DISPLAY ADS – STANDARD RATES

Standard Sizes	Dimensions	1x	4x	8x	13x	18x	26x
1/10 Page	2 col. (3.72") x 2.75"	\$327	\$311	\$288	\$262	\$245	\$213
Junior	2 col. (3.72") x 5.75"	612	582	539	490	459	398
2/5 Page	2 col. (3.72") x 11.5"	1,190	1,130	1,047	952	892	773
1/2 Page Horizontal	5 col. (9.55") x 5.75"	1,444	1,371	1,270	1,155	1,083	938
3/5 Page	3 col. (5.66") x 11.5"	1,682	1,598	1,480	1,346	1,261	1,093
Full Page	5 col. (9.55") x 11.5"	2,539	2,413	2,235	2,032	1,905	1,651

### PREMIUM POSITIONS

Standard Sizes	Dimensions	1x	4x	8x	13x	18x	26x
Double Truck	10 col. (19.5") x 11.5"	\$4,898					
Inside Front	5 col. (9.55") x 11.5"	2,793	\$2,654	\$2,458	\$2,235	\$2,095	\$1,816
Back Cover	5 col. (9.55") x 11.5"	2,793	2,654	2,458	2,235	2,095	1,816
Bookends	1 col. (1.77") x 11.5"	1,347	1,280	1,185	1,078	1,010	876

A 10% premium placement fee applies to other preferred placement positions. All rates include 4-color.

**INCH RATE \$58 VITA.MN PICK-UP RATE\* \$35**

### CLASSIFIED LINER AD RATES

Rate/Line	Pick-up*	New Ad
	\$3.65	\$4.85

\*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.

### REAL ESTATE & RENTALS PICTURE CLASSIFIED AD RATES (includes color)

Standard Sizes	Dimensions	1x	13x	26x	51x
Single Unit*	2.23" x 1.5"	\$39.00	\$36.00	\$33.00	\$27.00
Small Banner	4.55" x 1.5"	149.00	138.00	126.00	115.00
Large Banner	9.18" x 1.5"	327.00	303.00	278.00	327.00

\*180 character text limit.

## VITA.MN (CONT.)

### VITA.MN @WORK RATES

**@Work Print Positions**

- 2 Column x 1.75" Ad
- 5 Positions available
- \$150 Per week

### DISPLAY AND CLASSIFIED DEADLINES

1 Proof	Final/No Proof	Proof to Advertiser	Final Changes
Monday, 5 p.m.	Tuesday, noon	Tuesday, 5 p.m.	Wednesday, noon

## VITA.MN INSERT PROGRAM

### RATES

	Rate	Distribution/Minimum
Full run*	\$54 CPM	55,000 Distribution only
TIPS	54 CPM	55,000 Print & Distribute

*\*Up to 8 page insert. Call your sales representative for other insert options, distribution maps, mechanicals and complete program details*

### DEADLINES & MECHANICALS

- Preprint space reservation:** Tuesday of the week prior to insertion date
- We-print space reservation:** Four weeks prior to insertion date
- Materials to printer:** Friday prior to insertion date
- TIPS:** Refer to existing TIP deadlines & mechanicals
- Please have all inserts delivered to:** Gannett Offset  
8775 Zachary Lane North  
Maple Grove, MN 55369-4526

## SPECIALTY PUBLICATIONS

Star Tribune produces specialty publications designed to help you connect with highly targeted audiences. Offering everything from tabs to magazines, Sunday newspaper distribution to magazine rack and custom publications, these products are sure to deliver results. Dates are subject to change. For rates, deadlines, and other questions, please contact your sales representative.

Product name:	<b>Balance</b>
Description:	Minnesota's guide to healthy living
Published:	January 11, 2012
Distribution:	Full metro, 15,000 on racks
Paper, color, size:	Heavier newsprint, full color, 4 column tabloid, 9.18"x11"
Rate for FP color:	\$5,150
Digital component:	See sales representative
Deadline:	December 16, 2011
Product name:	<b>The Good Life</b>
Description:	Resource for individuals and families interested in products, services and information for active adults and seniors
Published:	February 1, April 4, July 18, October 3, 2012
Distribution:	Full metro, 15,000 on racks, expo
Paper, color, size:	Newsprint, full color, 4 column tabloid, 9.18"x11"
Rate for FP color:	See sales representative
Digital component:	See sales representative
Deadline:	January 13, March 16, June 29, September 14, 2012
Product name:	<b>Drive</b>
Description:	A guide for auto buyers and automotive enthusiasts celebrating what the automotive industry has to offer
Published:	March 7, 2012
Distribution:	Full metro
Paper, color, size:	Heavier newsprint, full color, 5 column tab, 9.55"x11"
Rate for FP color:	\$3,150
Digital component:	See sales representative
Deadline:	February 17, 2012
Product name:	<b>At Home</b>
Description:	A seasonal "How-To" guide focusing on remodeling, repairing and renovating your home
Published:	March 21, September 12, 2012
Distribution:	Full metro, 15,000 on racks
Paper, color, size:	Newsprint, full color, 5 column tab, 9.55"x11"
Rate for FP color:	\$4,700
Digital component:	See sales representative
Deadline:	March 2, August 24, 2012
Product name:	<b>Minnesota Explorer</b>
Description:	Reach travelers looking for Minnesota getaways
Published:	March 25, August 19, November 18, 2012
Distribution:	Full metro; copies also distributed by Minnesota Dept. of Tourism
Paper, color, size:	Newsprint and heavier newsprint, full color, broadsheet
Open rate:	\$335/inch B&W + color charge
Deadline:	February 3, July 6, October 5, 2012
Product name:	<b>Best of</b>
Description:	Features the "best of" in many categories for the Twin Cities
Published:	May 16, 2012
Distribution:	Full metro
Paper, color, size:	Heavier newsprint, full color, 5 column tab, 9.55"x11"
Rate for FP color:	\$4,700
Digital component:	See sales representative
Deadline:	April 27, 2012

## SPECIALTY PUBLICATIONS (CONT.)

Product name:	<b>Top Workplaces</b>
Description:	Recognizes outstanding places to work in Minnesota based on employee surveys
Published:	June 17, 2012
Distribution:	Full run
Paper, color, size:	Heavier newsprint, full color, 5 column tab, 9.55"x11"
Rate for FP color:	\$9,990
Digital component:	See sales representative
Deadline:	May 30, 2012
Product name:	<b>State Fair Guide</b>
Description:	Features the latest Fair food, calendars, best bets, entertainment, maps and more
Published:	August 19, 2012
Distribution:	Full run
Paper, color, size:	Newsprint, full color, 5 column tab, 9.55"x11"
Rate for FP color:	\$6,180
Digital component:	See sales representative
Deadline:	August 3, 2012
Product name:	<b>College Fair Guide</b>
Description:	The official program for the NACAC National College Fair held at the Minneapolis Convention Center and a great resource for students and families making educational decisions.
Published:	October 7, 2012
Distribution:	Full run, at the National College Fair
Paper, color, size:	Newsprint, full color, 5 column tab, 9.55"x11"
Rate for FP color:	\$13,365 (includes profile)
Deadline:	September 7, 2012
Product name:	<b>Giving Back</b>
Description:	A guide for readers who want to donate time or money to their community.
Published:	November 7, 2012
Distribution:	Full metro
Paper, color, size:	Newsprint, full color, five column tabloid, 9.55"x11"
Rate for FP color:	\$4,645
Digital component:	See sales representative
Deadline:	October 19, 2012
Product name:	<b>Gift Guide</b>
Description:	A guide for holiday shoppers with gift ideas for the entire family
Published:	November 15, 2012
Distribution:	Full metro
Paper, color, size:	Heavier newsprint, full color, five column tabloid, 9.55"x11"
Rate for FP color:	\$4,700
Digital component:	See sales representative
Deadline:	October 26, 2012
Product name:	<b>Homes Magazine</b>
Description:	A premier home buying magazine that features hundreds of properties for sale along with home products and services
Published:	Monthly
Distribution:	Approximately 40,000 on racks
Paper, color, size:	Newsprint, full color and B&W, glossy available
Rate for FP color:	\$810 color newsprint, 1x, 6x and 12x frequency
Deadline:	24 days prior to publication