

2012 DISPLAY RATE BOOK

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GENERAL RATES

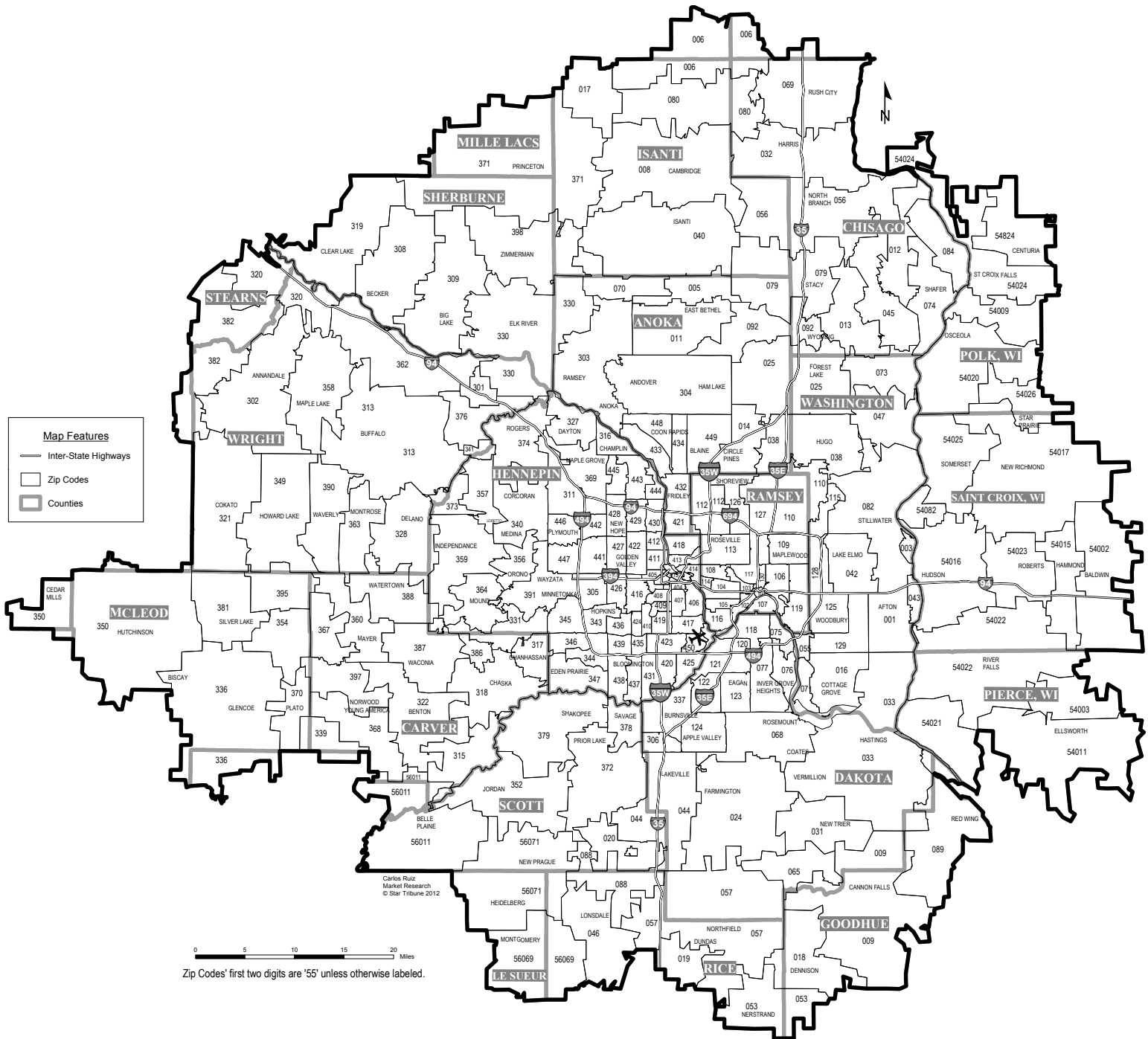
For non-contract advertising that is brokered, or placed by firms outside of the 5-state local market of Iowa, North Dakota, Minnesota, South Dakota and Wisconsin, please contact your Star Tribune sales representative.

REPRESENTATIVES

Represented in Canada by:
 American Publishers Rep
 Toronto, Canada
 Phone: 416-363-1388

For General Advertising
 Information, call
612-673-7009

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

DISPLAY ADVERTISING RATES

DAILY/SUNDAY DISPLAY 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
\$450,000	165	275
\$650,000	163	272
\$1,100,000	158	268
Over \$1,100,000	Call	Call

GENERAL RATES

For non-contract advertising that is brokered, or placed by firms outside of the 5-state local market of Iowa, North Dakota, Minnesota, South Dakota and Wisconsin, please contact your Star Tribune sales representative.

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.

GUARANTEED SECTION RATES

Select the exact section for placement. A Section (aka Main News): Must run a minimum half-page (1/2) ad. All other sections: minimum quarter-page (1/4) ad. For other ad sizes, please contact a Star Tribune sales representative.

Section	Daily*	Sunday
A Section/Main News	\$228	\$357
Opinion Exchange	N/A	319
Local News	228	357
Sports	195	319
Business	195	319
Variety	195	319

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.*

SPECIALTY ADVERTISING DEFINITIONS (or Discount Advertising Opportunities)

1. DIRECT RESPONSE – Advertising with a call-to-action whereby customers order products and/or services by telephone, Internet or mail (no brick and mortar location).
2. STAND-BY ADVERTISING – Ads that can run any day within a 14-day window at the discretion of the newspaper with no section guarantee.
3. REMNANT ADVERTISING – Not guaranteed to run within any specific section or window of time.

NON-PROFIT RATES

Non-profit discount of 25% available with 503C verification.

RELIGION RATES

40% discount available for advertising that includes date(s) and time(s) of service.

ROP DEADLINES

Publication Day/Product	4-Color and Spot Color Space Commitment	Black/White Space Commitment
Monday-All sections	Wed 3:00 pm	Thu 3:00 pm
Tuesday		
- A News, B News, Sports and Business (full run)	Thu 3:00 pm	Fri 3:00 pm
- Variety	Thu 3:00 pm	Fri Noon
Wednesday		
- A News, B News, Sports and Business (full run)	Fri 3:00 pm	Mon 3:00 pm
- Extra Zones	Wed 5:00 pm	Thu 3:00 pm
- Variety Home+Garden and East Zone	Fri Noon	Mon Noon
Thursday		
- A News, B News, Sports and Business (full run)	Mon 3:00 pm	Tue 3:00 pm
- Taste	Fri 3:00 pm	Mon 3:00 pm
- Variety and 6 Zones	Mon 3:00 pm	Tue 3:00 pm
Friday		
- A News, B News, Sports and Business (full run)	Tue 3:00 pm	Wed 3:00 pm
- Variety and 5 Zones	Mon Noon	Wed Noon
- Movie Ads	Mon 3:00 pm	Wed Noon
- Cars	Fri 5:00 pm	Mon 5:00 pm
Saturday		
- A News, B News, Sports and Business (full run)	Wed 3:00 pm	Thu 3:00 pm
- Cars	Tue Noon	Wed 5:00 pm
- Variety	Wed 5:00 pm	Thu 3:00 pm
Sunday		
- A News, B News (full run), Sports (full run)	Tue Noon	Thu 3:00 pm
- B News 5 Zones	Wed 3:00 pm	Wed 3:00 pm
- Travel, Variety, Business and Washington and Dakota County Wraps	Tue Noon	Wed Noon

Notes

- All deadlines: Central Standard Time (CST).
- Double-trucks: due 24 hours in advance of above deadlines.
- Unique ads: due 24 hours in advance of space commitments listed above.

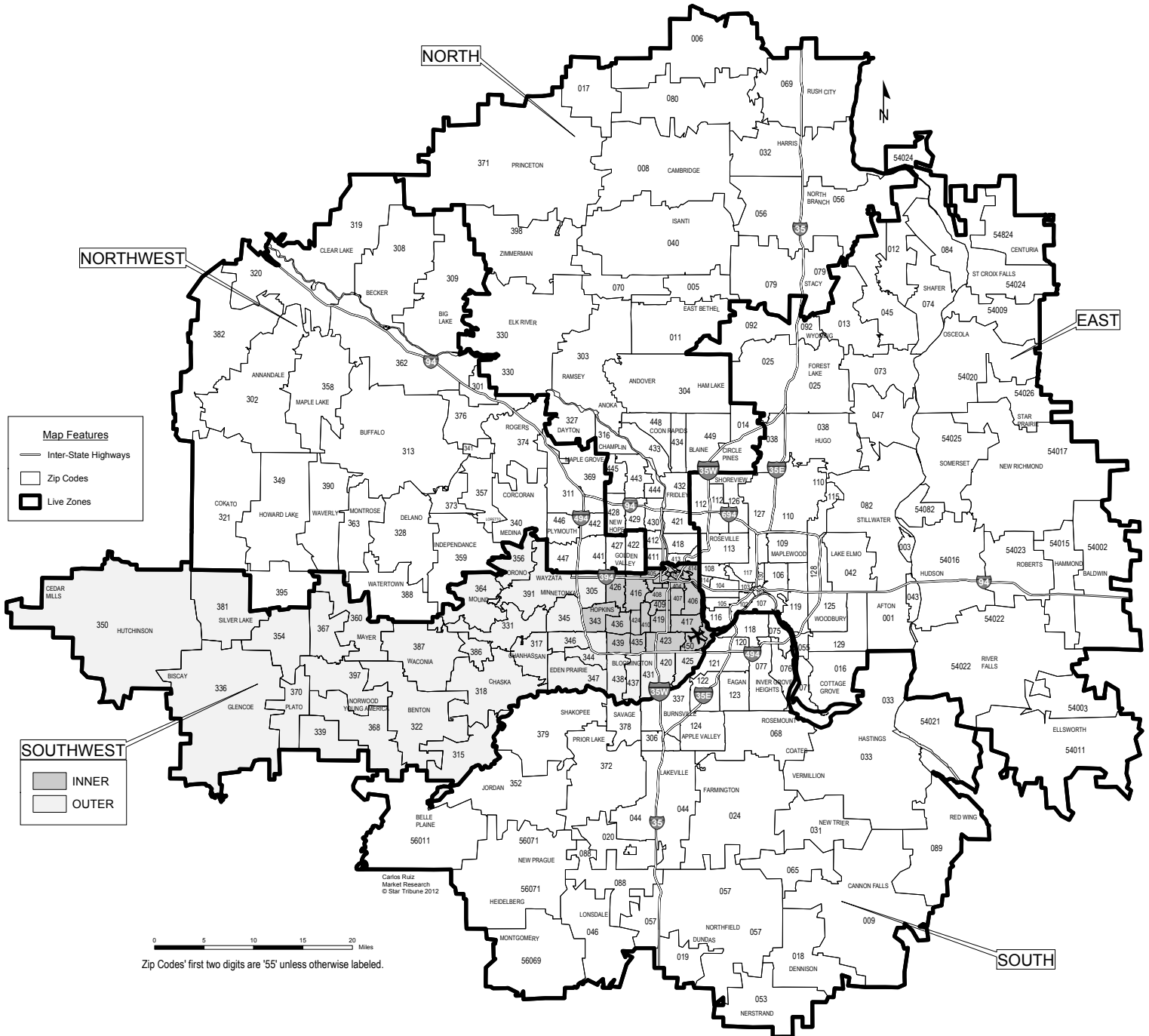
If You Build Your Ad

- Page ready files are considered ready to publish “as is” and must comply with mechanical requirements (see page 8). Star Tribune reserves the right to reduce the ad to fit the space ordered.
- PDF format preferred.
- CMYK color – 300 dpi.
- Embedded fonts.
- Electronic files submitted through 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.

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	25,811	78,800	49,250	90,540
North	41,793	175,544	92,952	285,830
Northwest	30,129	90,934	61,633	144,862
South	32,510	93,084	69,355	147,567
Southwest	85,584	250,516	140,457	322,777
• Inner Southwest	47,504	117,907	N/A	N/A
• Outer Southwest	38,080	132,609	N/A	N/A
Grand Total	215,827	688,878	413,647	991,576

Sources: Star Tribune ABC Audit Report for 52 weeks ended March 27, 2011; Scarborough Research Corporation 2011 (R1) Mpls/St. Paul CBSA. Sunday: Avj. Proj. Total Circ. M-F: Cmbd Avj (Mon.-Fri.) Avg. Prj. Circ.

METRO ZONE RATES (WEDNESDAY - SUNDAY) & WEDNESDAY EXTRA ZONE RATES

SINGLE ZONE RATES

1 Zone	Open Rate		4-Week Rate		13-Week Rate		26-Week Rate		39-Week Rate		52-Week Rate	
	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday
East	\$21	\$33	\$20	\$30	\$19	\$29	\$14	\$22	\$13	\$20	\$11	\$19
North	36	74	33	70	30	66	22	49	21	46	19	43
South	22	46	21	43	20	41	15	31	14	29	13	27
Northwest	42	76	40	71	38	67	29	50	27	47	25	44
Southwest*	69	114	66	108	63	104	47	78	44	73	41	68
Inner (Thur)	42	-	40	-	38	-	29	-	27	-	25	-
Outer (Thur)	27	-	26	-	25	-	19	-	17	-	16	-
Dakota**	-	\$33	-	\$30	-	\$28	-	\$21	-	\$19	-	\$18
Washington**	-	18	-	16	-	15	-	12	-	11	-	10

*excludes Thursday
 **County Wrap - Sunday

MULTIPLE ZONE RATES

Multi Zones*	Open Rate		4-Week Rate		13-Week Rate		26-Week Rate		39-Week Rate		52-Week Rate	
	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday
East & North	\$44	\$87	\$42	\$83	\$40	\$78	\$30	\$59	\$28	\$55	\$26	\$51
East & South	35	64	33	61	30	57	22	42	21	40	19	37
East & NW	50	88	46	84	44	79	33	59	31	56	29	52
East & SW	73	121	69	114	65	108	49	81	45	76	42	70
North & South	46	99	44	94	42	87	32	65	30	61	27	56
North & NW	63	123	59	117	57	109	42	82	40	76	37	71
North & SW	85	155	81	148	77	138	58	104	54	97	50	90
South & NW	53	100	48	95	46	88	35	66	32	61	30	57
South & SW	76	132	71	126	67	116	50	87	47	81	44	76
NW & SW	165	272	157	256	147	243	110	182	103	170	96	158

COUNTY COLOR RATES

County	Daily/Sunday	
	4-color	Spot Color
Dakota	\$630	\$360
Washington	525	300

ZONED COLOR RATES

Zone	Daily	
	4-Color	Spot Color
East	\$525	\$300
North	975	525
South	525	300
Northwest	975	525
Southwest	1,690	900

DEADLINES

Publication Day/Section	Color Space Commitment	B/W Space Commitment
Wednesday/Extra	Wed., 5 pm	Thu., 3 pm
Wednesday/East	Wed., 5 pm	Mon., noon
Thursday/Variety	Mon., 3 pm	Tue., 3 pm
Friday/Variety	Mon., 3 pm	Wed., noon
Sunday/B News	N/A	Wed., 3 pm

SAMPLE AD SIZES

AD SIZES

Double Truck = 12 columns (24") x 21"

Full Page = 6 columns (11.5") x 21"

Half Page Horizontal = 6 columns (11.5") x 10.5"

Half Page Vertical = 3 columns (5.66") x 21"

Quarter Page = 3 columns (5.66") x 10.5"

Gatefold = 3 columns (5.66") x 21"

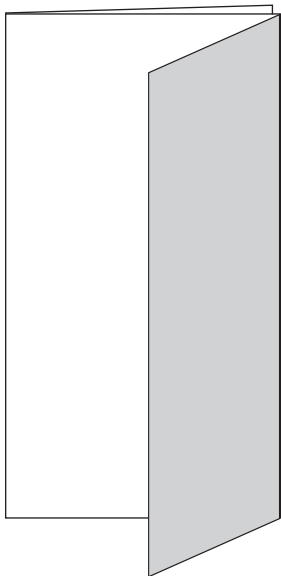
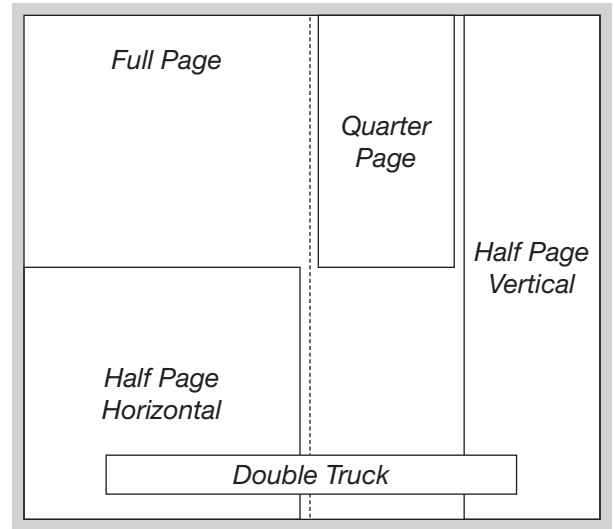
Spadea = 9 columns (17.16") x 21"

Strip Main News = 6 columns (11.5") x 2"

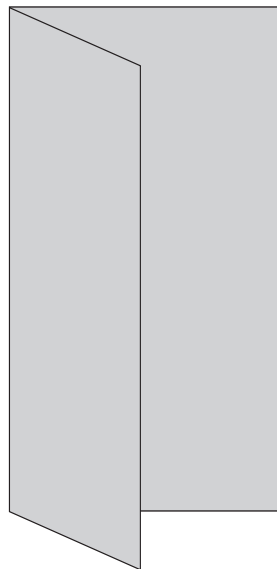
All Other Sections = 6 columns (11.5") x 3"

Skybox Main News = 1.08" x 1.5"

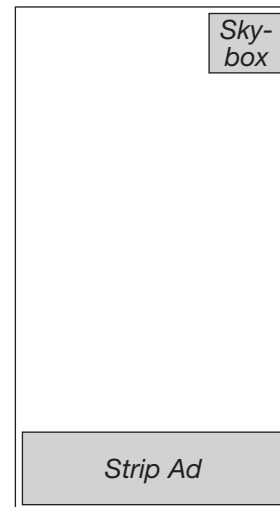
All Other Sections = 2.5" x .9218"



Gatefold

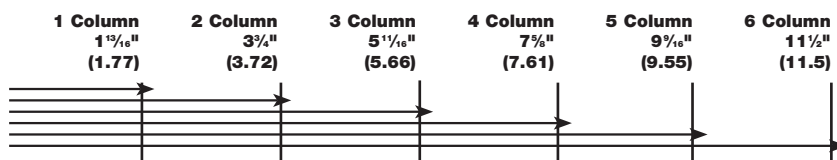


Spadea



Strip and Skybox ads

STAR TRIBUNE STANDARD COLUMN MEASUREMENTS



PRE-PRINTED SUPPLEMENTS

DISTRIBUTION

Inserts are distributed with the newspaper seven days a week. Wednesday through Sunday are machine inserted. Monday and Tuesday are carrier handled. Due to the seasonality of the market, circulation quantity requirements will vary.

Full Market Delivery: home delivery to subscribers – with or without single copy.

Zoned Delivery: Select from 60 geographic Mini-Zones, Sunday 167 zip-zone clusters and 21 out-state Maxi-Zones.

Call your Star Tribune sales representative for distribution maps and appropriate quantities.

FORMAT

Tab – 145 sq. inches or less
 Broadsheet – up to 270 sq. inches

MINIMUM QUANTITIES

Daily Carrier Handled: 8,000
 Daily: 10,000
 Sunday: 30,000

RETAIL INSERT RATES

Tab/ Broadsheet	Machine Inserted Wed-Sat			Carrier Handled & Sub-Mini Zones	Machine Inserted Sunday		
	> 235M	110M - 234M	< 110M		> 430M	190M - 429M	< 190M
2/Sgl.*	\$54	\$67	\$69	\$83	\$76	\$99	\$101
4/2	64	79	84	110	84	108	114
8/4	70	82	90	114	90	114	122
12/6	77	89	96	122	100	126	133
16/8	80	95	100	127	105	132	141
20/10	85	101	108	134	111	142	148
24/12	92	109	114	139	117	147	156
28/14	103	116	128	152	126	159	166
32/16	106	121	131	155	132	164	174
36/18	112	127	138	164	141	168	178
40/20	119	130	144	168	149	174	186
44/22	124	141	150	174	157	182	195
48/24	129	148	156	179	161	190	200
52/26	136	156	165	185	170	198	209
56/28	143	160	174	196	177	202	214
60/30	149	166	180	202	186	210	225
64/32	153	172	186	213	192	218	231

GENERAL RATES
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For rates over 64/32 pages and for General Rates, contact your Star Tribune representative. Rates listed are per thousand.

*These rates apply to:

- Any supplements distributed Monday, Tuesday
- Supplements distributed Monday – Saturday that target geographies smaller than mini-zones or that do not meet mechanical specifications
- Supplement quantities under 10,000 copies, Monday – Saturday

VERSIONING CHARGE

Daily – \$1,190 per version, maximum 5 versions
 Sunday – \$1,190 per version, maximum 5 versions

Note: Preprint versioning within a full market or zoned buy is subject to zoned delivery rates.

CONTENT

Supplements that imitate the Star Tribune editorial style MUST carry the word ADVERTISEMENT at the top of each page. Contact your Star Tribune sales rep to ensure proper style and content.

DEADLINES

	Space Commitment	Delivery Deadline
Sunday	23 days prior	10 days prior (Thursday)
Daily	18 days prior	7 days prior

SUNDAY COMICS

DISTRIBUTION

Full Run distribution. 4-color printed on newsprint.

SUNDAY COMICS RATES

ROP Ad Sizes	Width & Depth	Rate
Full Page	11.125" x 20"	\$31,973
2/3 Page	11.125" x 13"	21,758
1/2 Page	11.125" x 9.75"	15,996
1/3 Page	11.125" x 6.5"	10,638
1/4 Page	11.125" x 4.25"	8,012
1/6 Page	11.125" x 3"	5,339

COMIC GATEFOLDS

A Gatefold is attached to the right-hand side and folds back across the front of the Sunday Comics section. 4-color, two sides. Image is 5.4375" x 20"

Open rate	\$24,265
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DEADLINES

Space Commitment: Friday, 23 days prior to publication

Holidays affect deadlines. Please check with your sales representative.

COMIC SPADEA

Spadea wraps are full-page broadsheets folded vertically and wrapped around the spine of the Sunday Comic section, giving both front and back page positioning. 4-color, two sides.

Fold	Width & Depth
Quarter	2.21875" x 8.15625" x 20"
Half	5.1875" x 5.1875" x 20"
Inside Spread	11.125" x 20"

2 Page Spadea	Rates
Open rate	\$36,447

COMIC PRINTED INSERTS

Broadsheet or Tab format printed on press and positioned behind Sunday Comics. 4-color, two sides.

Format	Width & Depth
Broadsheet	11.125" x 20"
Tab	9.75" x 11.125"
Tab Spread	20" x 11.125"

4 Page Tabloid	Rates
Open rate	\$36,447

For additional prices contact your Star Tribune representative.

DEADLINES

Space Commitment: Monday, 27 days prior to publication

Holidays affect deadlines. Please check with your sales representative.

STICKY NOTES

Post your advertising message on the front page of the Star Tribune newspaper any day of the week or on available Features sections on specific days. Choose from notes or glossy labels and multiple color options. Zoning options available on some Feature sections. Ask your Star Tribune sales representative for details and rates.

Program Descriptions	Sticky Notes	Sticky Labels
Size (length x width)	3" x 3"	3" x 3"
Paper Finish	Uncoated	Gloss
Paper Color	White, Buff, 20# Bond	60# Gloss White
Color Options	1-4 color spot	1-4 color spot, 4-color process
Ink Colors	Black, Blue PMS 300, Brown PMS 168 Red PMS 185, Green PMS 347, Teal PMS 320 Purple PMS 527, Burgundy PMS 215	Same as sticky notes
Printing	1- or 2-sided	Same as sticky notes
Front Image Area	3" x 3" Note = 2.5" x 2.625"	2.5" x 2.625"
Back Image Area	3" x 3" Note = 2.5" x 2.625"	Same as sticky notes
Minimum Quantity	50,000	50,000

Additional Options:

- Ask your Star Tribune representative about other color paper options.
- Colors other than standard ink colors can be ordered for \$100 per color.
- Flood coat background

See your sales representative for details.

STICKY NOTE – SUNDAY RATES

Quantity	1 color CPM	2 color CPM	3+ colors CPM
50,000-99,999	\$170	\$176	\$193
100,000-199,999	96	100	110
200,000-299,999	60	64	69
Metro	47	52	57

All pricing is cost per thousand and includes printing and distribution.
Minimum order is 50,000.

STICKY NOTE – DAILY RATES

Quantity	1 color CPM	2 color CPM	3+ colors CPM
50,000-99,999	\$116	\$124	\$141
100,000-199,999	70	73	83
200,000+	47	52	57

All pricing is cost per thousand and includes printing and distribution.
Minimum order is 50,000.

POLY BAGS

PREPRINTED POLY BAGS

Plastic bags imprinted with an advertiser’s message are available every day of the week. Reach select or home-delivered subscribers in the Twin Cities metro area. Contact your Star Tribune sales representative for rates.

DEADLINES

SPACE COMMITMENT

30 days prior to publication

DELIVERY

10 days prior to publication

STICKY NOTE OPTIONS

- Additional PMS colors: \$100 per color (exact color match cannot be guaranteed on buff and yellow notes)
- Paper colors for sticky notes: White or Buff
- Paper color for sticky labels: White only
- Die cut notes: separate bid and specifications, please see sales representative for details

DISTRIBUTION ONLY RATES

Quantity	Price/Thousand
25,000-75,999	\$77
76,000-150,999	74
151,000-300,000	71
Over 300,000	68

*See your sales representative for production costs

STRIBEXPRESS

StribExpress is a six-page, preprinted broadsheet delivered by Star Tribune carriers FREE on Sundays to 30,000 non-subscribers of the Star Tribune in select zip codes. Those who receive *StribExpress* have specifically requested it, ensuring it will be read and used by thousands of shoppers.

AD OPTIONS

- Full page, back cover (color)
- 1/2 page, back cover (color)
- Free-standing insets
- Preprinted supplements

SIZES/RATES

ROP:

- Full page, image size: (11.5" x 21"): \$1,250
- 1/2 page, image size: (11.5" x 10.5"): \$800

Inserts/Supplements:

- Standard rates apply

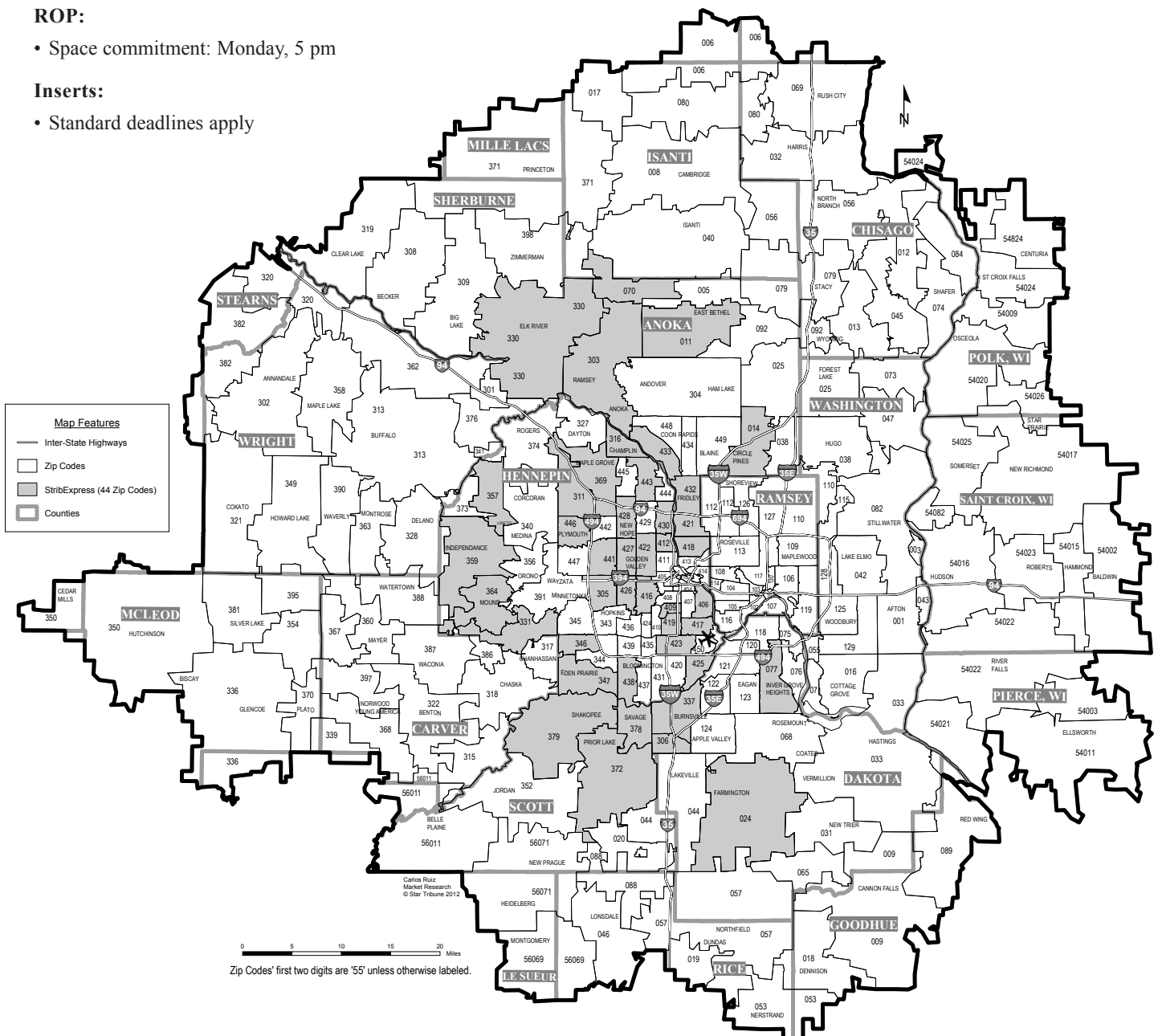
DEADLINES

ROP:

- Space commitment: Monday, 5 pm

Inserts:

- Standard deadlines apply



TWIN CITIES VALUES RATES

Star Tribune's total market coverage solution offers customized distribution in the newspaper and in shared mail to deliver your ROP and insert advertising every weekend.

TCV JACKET RATES

Pick up your ROP ad on a Twin Cities Values jacket.

Jacket	Rate
Outside Cover	\$17,375
Double Truck	15,435
Inside Full Tab pg	7,166
Sticky Note – Pick up	4,052
Flag Position	2,894
Front Cover Billboard	1,742

JACKET/SINGLE SHEET COMBINATION RATES

Cover of Twin Cities Values for maximum exposure plus an insert in the newspaper.

8.5" x 11"

1 Version	Up to 11x	12 to 24x	Over 25x
Total Price	\$28,334	\$27,210	\$25,865

XLXW 10" x 12"

1 Version	Up to 11x	12 to 24x	Over 25x
Total Price	\$34,178	\$33,285	\$31,487

JACKET WITH WEDNESDAY ROP RATES

Cover of Twin Cities Values plus a Wednesday 6" x 9" ad in the newspaper.

	1x	3x	6x	12x
Total Price	\$25,413	\$24,961	\$24,255	\$23,153

PRINT AND DISTRIBUTE INSERT RATES*

Targeted Insert Program (TIP), 4-color, 2 sided, 5.5" x 11"

Distribution Day	CPM
Wed, Thu, Fri, Sat	\$45
Sunday	53
Overruns, add	25

Gloss 4-color, 2 sided, 8.5" x 11"

Volume	CPM
30,000 - 49,999	\$82
50,000 - 99,999	80
100,000 - 249,999	75
250,000 - 499,999	69
500,000+	65
1-sided, reduce	3
versioning, add per version	2
Star Tribune distribution only, add	9

Gloss XLXW, 2 sided, 10" x 12"

Volume	CPM
100,000 - 249,999	\$86
250,000 - 499,999	82
500,000 - 749,999	78
750,000+	71
1-sided, reduce	5
versioning, add per version	2
Star Tribune distribution only, add	9

Non Gloss 8.5" x 11"

Volume	CPM
1-sided standard	\$72
2-sided, add	15
overruns, add	51

*Frequency rates available for most Print and Distribute products with signed contract. See your Star Tribune Sales Representative for frequency rates.

TCV RATES (CONT.)**TWIN CITIES VALUES SUPPLEMENT RATES**

Piece Weight	Rate per Thousand
0.26-0.30	\$61
0.31-0.35	63
0.36-0.40	65
0.41-0.45	68
0.46-0.50	71
0.51-0.55	75
0.56-0.60	79
0.61-0.65	82
0.66-0.70	86
.071-0.75	92
0.76-0.80	95
0.81-0.85	102
0.86-0.90	106
0.91-0.95	110
0.96-1.00	114
1.01-1.05	119
1.06-1.10	123
1.11-1.15	127
1.16-1.20	132
1.21-1.25	135
1.26-1.30	141
1.31-1.35	146
1.36-1.40	148
1.41-1.45	152
1.46-1.50	159
1.51-1.55	163
1.56-1.60	168
1.61-1.65	171
1.66-1.70	174
1.71-1.75	180
1.76-1.80	183

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

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.

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.

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.

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: **Balance**
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: **The Good Life**
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: **Drive**
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: **At Home**
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: **Minnesota Explorer**
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: **Best of**
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: Top Workplaces**

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: State Fair Guide

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: College Fair Guide

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: Giving Back

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: Gift Guide

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: Homes Magazine

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