

MINNPOST

Effective February, 2012

Rate Card (net rates)

MinnPost offers news and features of interest to people who care about Minnesota. Our aim is to ensure that everything you see at MinnPost includes solid reporting, thought-provoking insights and excellent storytelling. MinnPost has an average of 250,000 monthly unique users delivering an average of 850,000 monthly pageviews.

Banner Advertising Weekly Prices:

- Leaderboard - 35,000 impressions: \$400
- Top Medium Rectangle - 35,000 impressions: \$400
- Embedded Medium Rectangle - 35,000 impressions: \$350
- Half Page - 35,000 impressions: \$500

Each weekly ad position receives a guaranteed minimum number of impressions. Any traffic coming to MinnPost above our guaranteed minimum will be shared evenly with our advertisers at no extra charge. Half-share purchases are possible, but they deliver only the minimum guaranteed, with no share of any overage. You may also purchase multiple advertising slots pending availability.

Volume Bonuses

Clients can earn bonus advertising on banners based on their advertising investments throughout the calendar year. (Sponsorships are excluded from bonus advertising, but investment applies toward volume bonuses on banners purchased.)
\$4,000 = 25% bonus, \$8,000 = 30% bonus, \$12,000 = 35% bonus

First-Time Advertiser Incentive

New clients purchasing a minimum of two ad shares receive one-half ad share at no charge.

Home Page Sponsored Headlines

Automated via RSS, Sponsored Headlines is a new home page format displayed just below MinnPost's main daily news stories. Your headline automatically updates whenever your RSS feed is published so you can change it as often as you like. Each Sponsored Headline share will deliver an estimated 40,000 impressions each month.
Annual Agreement One Share: \$7,500 net
Annual Agreement: 2 or more shares \$6,000/net each.

E-mail Newsletter Sponsorship:

Daily Newsletter: 300 x 250
Limit of two, industry exclusive clients for each newsletter.
Monday - Saturday, 6,025 subscribers /36,150 weekly e-mails sent.
\$430/week.
Weekly Greater Minnesota Newsletter:
Tuesdays, 2,500 subscribers. \$100/week.

Contact:

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The image shows a screenshot of the MinnPost home page with several advertising spots highlighted by callouts. The callouts are:

- Home page banner layout** (728 x 90)
- Leaderboard Banner** (728 x 90) \$400/week
- Top Medium Rectangle** (300 x 250) \$400/week - OR - Half Page (300 x 600) \$500/week
- Embedded Medium Rectangle** (Embedded in story text on internal pages) (300 x 250) \$350/week
- 300 x 250** (OR 300 x 600)
- 300 x 250**

The screenshot also shows the MinnPost logo, navigation menu, and various news stories.

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