

MinnPost.com Advertising FAQ's

Q: What is a 'share'?

A: Each ad unit is divided into slots known as 'shares'. Usually there will be five shares, each of which will receive 20% of the traffic to MinnPost.com.

Q: How many impressions will I receive?

A: We guarantee a minimum of 24,000 weekly impressions for leaderboards (not displayed on our home page) and 32,000 weekly impressions for all other ad sizes. In most cases our traffic will surpass our minimum number and all bonus traffic will be shared evenly among advertisers.

Q: How long do the shares last?

A: We sell shares on a weekly basis running from Monday through Sunday.

Q: Can I buy more/less than a 20% share?

A: Yes. You can purchase as many shares as you wish pending availability. Half-shares are also available. They will receive half the guaranteed impressions of a full share but will not receive the benefit of any bonus traffic above that guarantee.

Q: What if I don't receive my guaranteed minimum weekly impressions?

A: In the unlikely event you do not meet your guaranteed minimum impression goal we will extend your campaign until your impression goals are met.

Q: Do I have to run Monday through Sunday?

A: No. You're welcome to start or stop any day of the week, but share prices do not vary based on start dates. If you happen to have an event that ends on a Wednesday, for example, we suggest having multiple creatives so the event ad can come down Wednesday and another ad will start Thursday

Q: Can I still buy CPM?

A: Yes. Our sales staff is happy to work with you. But we think you'll find that the share rate card offers a better value.

Q: What if I already have a contract with MinnPost.com?

A: All current contracts will not only be honored, but will most likely see traffic benefits from the new share model in their final reports.