

## Real-Time Ads

### What is Real-Time Ads?

Enterprises that want to get the word out about their products, services or ideas are moving quickly to new media -- communicating through social networks like Twitter and by publishing their own blogs.

Now you can show MinnPost's readers the headlines or brief summaries of these messages you're already creating, and watch them link to your full messages on your website.

### How does it work?

You are in complete control of your content. For example, if you're already using Twitter to promote your business, your Real-Time Ad will automatically display your most recent Twitter feed (or any RSS feed you might use). We can show you how to filter your messages to display only the posts you want to show up on your Real-Time Ad.

Three ads are then randomly picked from all ads published in the last three days and displayed when the widget loads. A reader can click on the "Show All Ads" button to see all items listed -- sorted by most recent first.

The Real-Time Ads widget will appear on all MinnPost.com pages in the left column under the Skyscraper banner position.

### Introductory Rates:

**\$25** pr/week for five or more consecutive weeks  
**\$40** for one week

Online payment will be available beginning August 13. To reserve your spot now, email [adinfo@minnpost.com](mailto:adinfo@minnpost.com).

There are no refunds. Real-Time Ad flights are prepaid. Rates subject to change.

Introductory rate:

# \$25/week

Purchase five or more consecutive weeks for only \$25 pr/week. One week advertising available for \$40 pr/week.

The image shows a screenshot of the MinnPost.com website. On the left side, there is a vertical 'Real-Time Ads' widget. On the right side, a larger, expanded version of the widget is shown, displaying a list of advertisements. The ads include:

- Punch Neapolitan Pizza**: Follow Punch Pizza & Catch the Fire. About 1 hour old. Website.
- Walker art Center**: I uploaded a YouTube video -- Talking Dance with Merce Cunningham. About 16 hours old. Website.
- Sun Country Airlines**: WING IT! fares from \$138 round-trip\* on SCA to LA, NYC & Phoenix! But hurry - must be booked by 11:59 PM CT TONIGHT!. 2 days old. Website.

At the bottom of the expanded view, there is a button that says "Learn more about Real-Time Ads".