

Rate Card (net rates)

MinnPost.com offers news and features of interest to people who care about Minnesota. Our aim is to ensure that everything you see at MinnPost.com includes solid reporting, thought-provoking insights and excellent storytelling. MinnPost.com has an average of 200,000 monthly unique users delivering an average of 700,000 monthly pageviews. And, to increase response and add value for our local advertisers, your banners are targeted exclusively to local readers, unless otherwise requested.

Banner Advertising:

Our goal is to make advertising with MinnPost.com easy. Choose from a customized campaign or a Quick Pick advertising package. Contact us and we'll help you determine the best fit for your business.

• Customized Campaigns

These advertising campaigns are customized according to your marketing goals and budget. They are sold on a cost-per-thousand banner impressions (CPM) basis.

• Quick Pick Packages

Pre-set advertising options ideal for shorter campaigns. Packages and rates available at minnpost.com/advertise

Half at Half Option

With every advertising buy you make from our rate card, you're eligible to purchase 50% more pre-emptible impressions at half the rate. Impressions run pending availability of inventory. You are charged only for the impressions that are served.

For example, purchase 100,000 guaranteed impressions at rate card (\$1,800) and another 50,000 pre-emptible impressions at half the rate (\$450).

First-Time Advertiser Incentive

New clients receive double their purchased banner impressions, up to \$1,000 value. These impressions are pre-emptible and run pending availability of inventory.

Volume Discounting

Clients can earn discounts on banners based on their advertising investments throughout the calendar year. (Sponsorships excluded.)

- \$5,000 = 5% discount
- \$10,000 = 10% discount
- \$15,000 = 15% discount
- \$20,000 = 20% discount
- \$25,000 = 25% discount
- \$30,000 = 30% discount

Homepage Sponsorship:

These exclusive, highly visible annual sponsorships are featured on the MinnPost.com homepage and on every page where the sponsored content appears. Please see the Homepage Sponsorship rate card and contact us for more information.

Content Section Sponsorship:

Target your audience with an exclusive content section sponsorship (e.g. Politics). Please contact us for details.

E-mail Newsletter Sponsorship:

Exclusive skyscraper banner. Monday - Friday, 24,000 weekly emails (5,400 daily opt-in subscribers). \$675/week.

Contact:

Sally Waterman | Director of Advertising
swaterman@minnpost.com | 612.455.6953

Masthead Banner
234 x 60
\$15 CPM

Leaderboard
728 x 90
\$18 CPM

Content Section Sponsorship
Ask for details

Wide Skyscraper
160 x 600
\$18 CPM

Medium Rectangle
300 x 250
\$18 CPM

Home page banner layout
Skyscraper
Medium Rectangle