MinnPost.com

Effective September, 2009

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.

Volume Discounting

Clients can earn discounts on banners based on their advertising investments throughout the calendar year. (Sponsorships are excluded from discounts, but investment applies toward volume discounts on banners.)

- $1,000 = 20% discount - $12.80 CPM
- $2,000 = 30% discount - $11.20 CPM
- $3,000 = 40% discount - $9.60 CPM
- $4,000 = 50% discount - $8.00 CPM

Banner Advertising:

- **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.

For example, purchase 100,000 guaranteed impressions at $16 CPM ($1,600) and another 50,000 pre-emptible impressions at half your rate of $8 CPM ($400).

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.

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:

Daily Newsletter: Skyscraper banner
Monday - Friday, 5,700 subscribers / 28,500 weekly e-mails sent. $430/week.
Weekly Greater Minnesota Newsletter:
Tuesdays, 2,500 subscribers. $100/week.

Contact:

Sally Waterman | Director of Advertising
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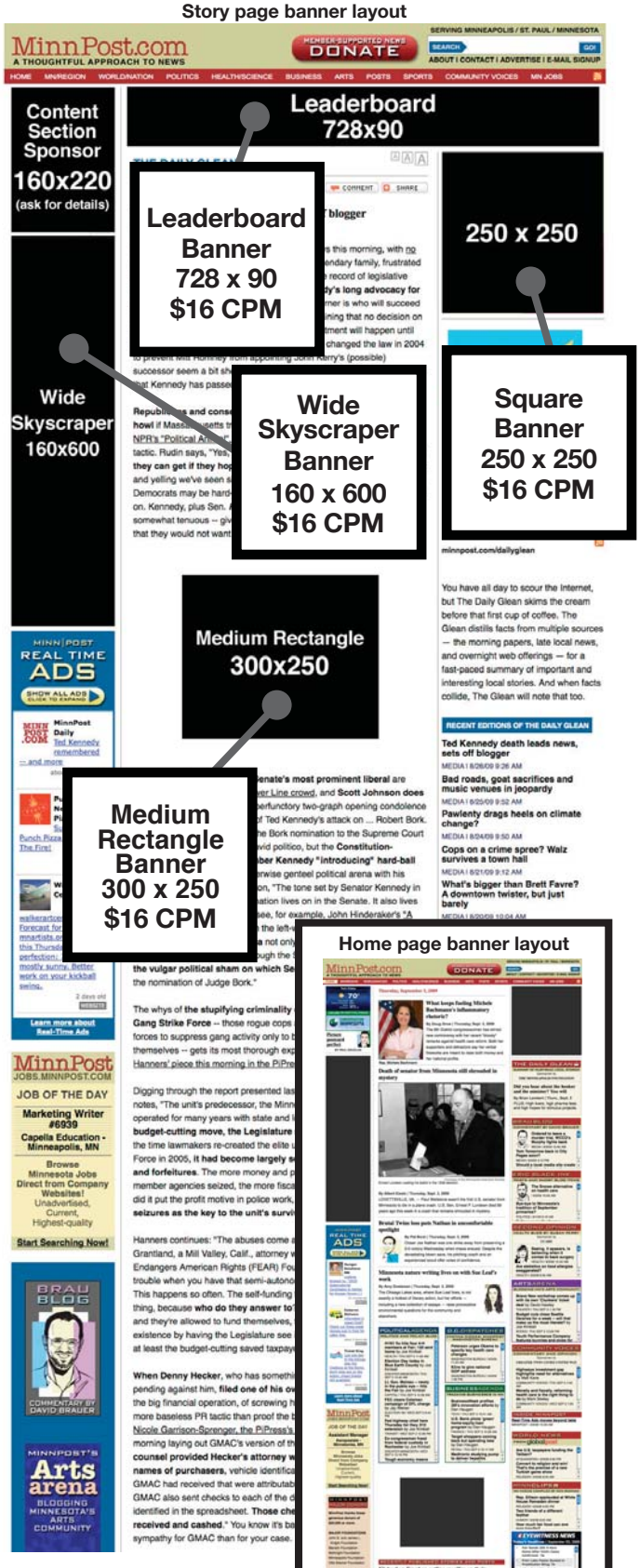
Story page banner layout



Home page banner layout

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