

Quick Pick Packages

Five days a week, MinnPost.com offers news stories and features of interest to people who care about Minnesota. Quick Pick packages are advertising options ideal for shorter campaigns.

\$800 GOLD Package

- 30 Days, 50,000 ad impressions, Run Of Site
- Choose one banner size: Square, Top Leaderboard, Wide Skyscraper, or Medium Rectangle

\$480 SILVER Package

- 21 Days, 30,000 ad impressions, Run Of Site
- Choose one banner size: Square, Top Leaderboard, Wide Skyscraper, or Medium Rectangle

\$360 BRONZE Package

- 14 Days, 22,500 ad impressions, Run Of Site
- Choose one banner size: Square, Top Leaderboard, Wide Skyscraper, or Medium Rectangle

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.

Package Guidelines

- Purchase as many packages as you wish.
- One banner size per package please.
- Packages must run in defined time frames.
- Banner tracking and reporting provided at conclusion of flight.

Deadlines and Specs:

Please provide deliverables to Brian Perry three business days prior to launch. Banners must have borders and may not expand beyond their original borders. Animation is limited to eight seconds, maximum 2 times looping. Political advertising is prepaid at the open rate. MinnPost.com has the right to refuse advertising.

Files accepted: FLASH, GIF, HTML, JPEG

Max file size: 50k

Contact:

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

Brian Perry | Advertising Operations Manager
bperry@minnpost.com | 612.521.2992

Story page banner layout

The screenshot shows a story page on MinnPost.com with several banner ad positions highlighted by callouts:

- Content Section Sponsor 160x220 (ask for details)**: Located at the top left of the article content.
- Leaderboard 728x90**: Located at the top right of the article content.
- Leaderboard Banner 728 x 90**: Located below the top right leaderboard.
- Wide Skyscraper 160x600**: Located on the left side of the article content.
- Wide Skyscraper Banner 160 x 600**: Located on the right side of the article content.
- Medium Rectangle 300x250**: Located in the middle of the article content.
- Medium Rectangle Banner 300 x 250**: Located at the bottom of the article content.

Other elements visible on the page include a 'DONATE' button, navigation links (HOME, MINNESOTA, WORLDWIDE, POLITICS, HEALTH/SCIENCE, BUSINESS, ARTS, POSTS, SPORTS, COMMUNITY VOICES, MN JOBS), and a 'REAL TIME ADS' section.

Home page banner layout

The screenshot shows the MinnPost.com home page with a banner ad position highlighted by a callout:

- Home page banner layout**: Located at the top of the page, above the main content area.

Other elements visible on the page include the 'DONATE' button, navigation links, and various news stories and advertisements.