MinnPost.com

Effective February, 2010

Rate Card (net rates)

Advertising on MinnPost.com has been made easier and more valuable than ever. You now can buy a weekly share of any MinnPost advertising position, with a guaranteed minimum number of impressions and the possibility of a big bonus, depending on our traffic.* In most cases, a share will be 20% of available site impressions for that ad position, Monday through Sunday.

Banner Advertising Weekly Prices:

Leaderboard - 20% share, 24,000 minimum impressions: $260
Skyscraper - 20% share, 32,000 minimum impressions: $350
Medium Rectangle - 20% share, 32,000 minimum impressions: $350
Square Banner - 20% share, 32,000 minimum impressions: $350

Each share of the skyscraper, square or rectangle ad position will receive a guaranteed minimum of 32,000 impressions per week, but often you would receive more. For example, if we happen to have 200,000 impressions in a week (a frequent occurrence), your share would be 40,000 — no extra charge. For the leaderboard, the guarantee would be 24,000 impressions per week, because it doesn't appear on the homepage.

Half-share purchases are possible, but they deliver only the minimum guaranteed, with no share of any overage. You may also purchase multiple slots pending availability.

Volume Bonuses

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

- $2,500 = 10% bonus
- $4,000 = 20% bonus
- $6,000 = 30% bonus
- $10,000 = 40% bonus

First-Time Advertiser Incentive

New clients receive a one-time, pre-emptible bonus of one free share of any ad slot with purchase of any full share of equal or greater value. If bonus share is pre-empted by paid advertising, it will be rescheduled.

Homepage Sponsorship:

These exclusive, highly-visible annual sponsorships are featured on the MinnPost.com homepage and on every page where the sponsored content appears. You also may be eligible for recognition, including logo, on every MinnPost.com page as a major sponsor. 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, 5,800 subscribers / 29,000 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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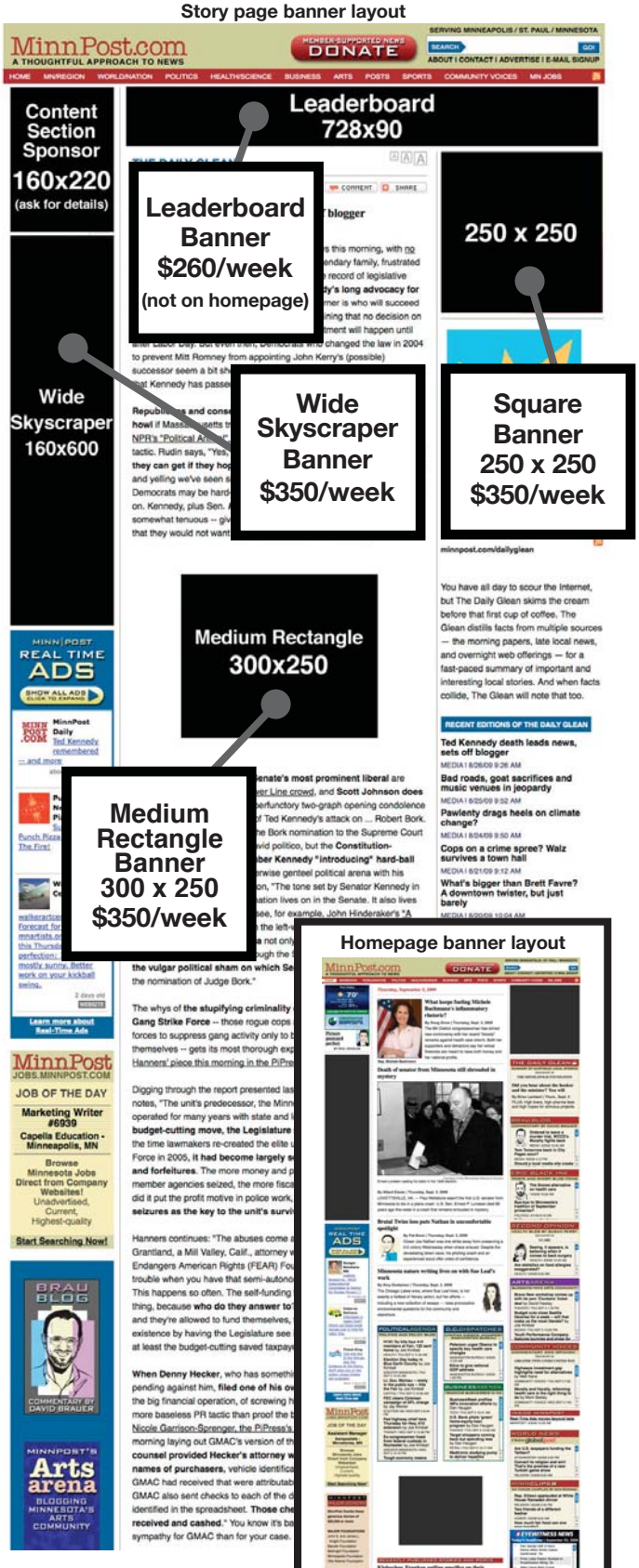
*Your minimum impressions will include all available impressions, regardless of geography, but the rates have been set so that views by non-local readers will in effect be free to advertisers.

Story page banner layout



Homepage banner layout

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