

# 2018 Advertising Banners Overview

- Ad flights run Monday-Sunday
- MinnPost features three different banner formats served from 3 positions. Each banner position is divided into at least 5 shares, or “slots” per week.
- Low season<sup>1</sup> / high season<sup>2</sup> price per share/week  
**(NOTE: As of 05/03/18, December is now a high-season month)**

Leaderboard	728x90	\$375/\$400 net
Half Page	300x600	\$600/\$825 net
Embed Medium	300x250	\$425/\$550 net
MID Medium*	300x250	\$450/\$450 net

- Each full ad share or “slot” delivers a minimum of 35,000 banner impressions/week. Clients frequently receive additional impressions at no charge from excess traffic.
- Clients are eligible for bonus shares depending on calendar year investment. Bonuses earned in the low season must be used in the low season.  
\$4,000 = 20%; \$8,000 = 25%  
\$12,000 = 30%; \$16,000 = 35%
- New clients purchasing a minimum of two ad shares receive one-half ad share at no charge.

1 – Low season: January-February, June-August  
2 – High season: March-May, September-December

## Leaderboard 728x90

Appears at top of page throughout the site.

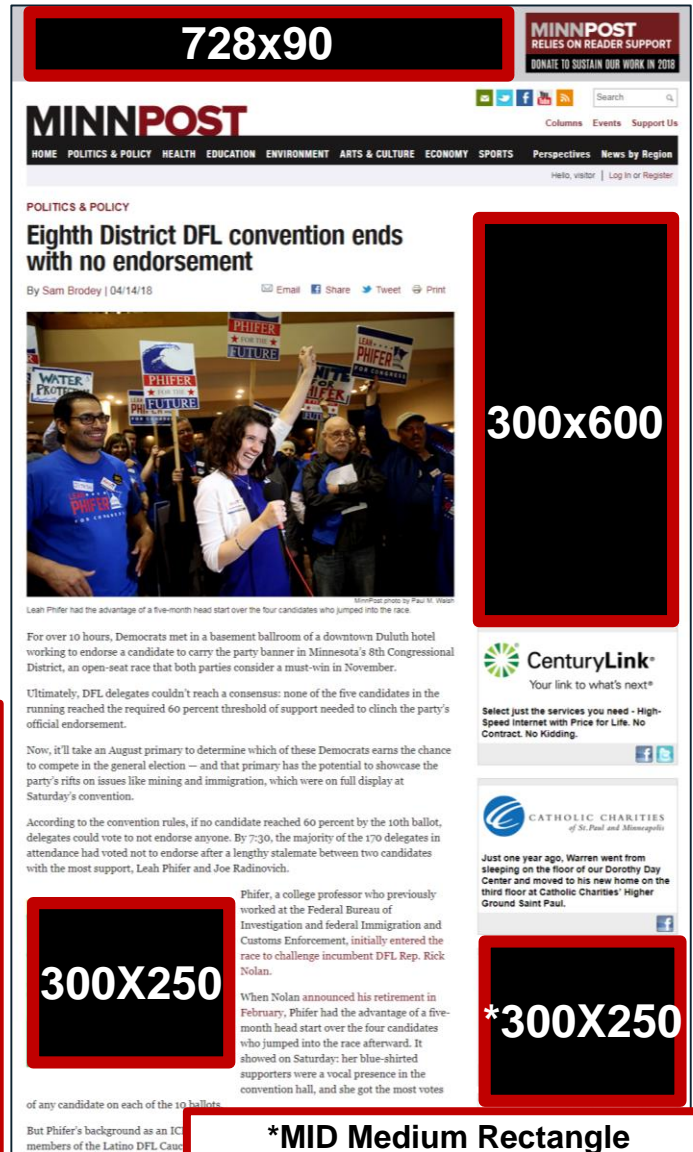
## Half Page 300x600

Appears at top right throughout the site.

## Embedded Medium Rectangle 300x250

Embedded in content well on story pages, appears lower right on home page.

728x90



## \*MID Medium Rectangle 300x250

Does not appear on homepage.

\*Mid Medium Rectangle is available at selected times at the discretion of MinnPost

# MinnPost e-Newsletters: Engage with MinnPost's loyal readers

## Daily Newsletter (Monday-Sunday)

- 300x250 banner
- Limit of 2 banners per email
- Low season<sup>1</sup> rate: \$580/week net
- High season<sup>2</sup> rate: \$650/week net  
**(NOTE: As of 5/3/18, December is now a high-season month)**
- 10,500+ subscriptions
- Average open rate: 34%

## Greater Minnesota Update (Tuesdays)

- 300x250 banner
- Limit of 2 banners per email
- \$100/week net
- 4,600+ subscriptions
- Average open rate: 31%

## D.C. Memo (Thursdays) – launched May 2017

- Sponsorship only (no banner advertising)
- 2,000+ subscriptions
- Average open rate: 57%

All email subscribers have opted in to receive newsletters. No one receives our newsletter unsolicited, creating a high open rate.

**MINNPOST** May 1, 2018

**POLITICS & POLICY**  
**Why so many people at the Legislature are talking about wastewater treatment plants**  
 BY BRIANA BIRSCHBACH  
 Up to 300 cities across Minnesota use wastewater treatment plants that are in desperate need of upgrades.  
[Read story](#)

**COMMUNITY SKETCHBOOK**  
**How Hennepin County is tackling Minnesota's employment disparities**  
 BY KRISTOFFER TIGHE  
 Since the county launched the Career Pathways program, almost half of the new hires coming into the county have been people of color.  
[Read story](#)

**COMMUNITY SKETCHBOOK**  
**'An emotional reprieve': A 30 Days House to help families awaiting a new home**  
 BY JIM WALSH  
 "I would get emails from people who said, 'I found a place, but we can't move in for two weeks. ... We have to sleep in our car for two weeks.' Like, they're..."

**GREAT RIVER ENERGY**  
 Powering good **POLICY**  
 Helping Minnesota shine with solar installations across the state. [LEARN MORE >](#)

**EPILOGUE**  
 SATURDAY, JUNE 23 AT 7PM  
 PART OF THE TWIN CITIES PBS INITIATIVE: MINNESOTA REMEMBERS VIETNAM  
 WITH HOSTS: KEVIN KLING & CATHY WURZER  
**TICKETS AT [ORDWAY.ORG](#)**

**MORE STORIES**  
**ARTSCAPE**  
 Historical Society names new director; 'Carry-on Homes' to grace Commons  
**ERIC BLACK INK**  
 Tom Friedman swings for the fences in conceptualizing current dynamics of our world  
**SECOND OPINION**  
 Marathon running — and other endurance exercise — does not suppress immune system, researchers say

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# MinnPost advertisement technical specifications

## Website banners

- Half page is 300x600, medium rectangle is 300x250, leaderboard is 728x90. Content Advertising graphic banner: 300x120, RTA/RSS banner: Height will always depend on the length of the imported headline. Mobile leader: 300x50.
- **Files accepted:** HTML5, GIF, Animated GIF, PNG or jpeg. **Max file size 50k.** Banners must have borders. Animation must stop after 10 seconds. Maximum looping 2x.

## Sponsored headlines and targeted real-time advertising (RTA) banners

- Square logo (if possible). Minimum of 200 pixels wide at 72dpi.

## E-mail Newsletter

- 300x250 medium rectangle jpeg, GIF or animated GIF (Animation must stop after 10 seconds. Maximum looping 2x.). Max file size: 50K. Limit of two, industry-exclusive banners on each e-mail.

**MinnPost.com uses AppNexus Open AdStream:** Open AdStream and allows third-party serving. All creative/tags, URL(s) must be sent to Brian Perry at least 3 business days before banner needs to be live on MinnPost.com. Banner reporting is provided at conclusion of advertising flight. Send advertising banners to Brian Perry.

## Primary Contact:

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