

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 season¹ / high season² price per share/week

| | | |
|--------------|---------|-----------------|
| 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: December-February, June-August
 2 – High season: March-May, September-November

Leaderboard 728x90

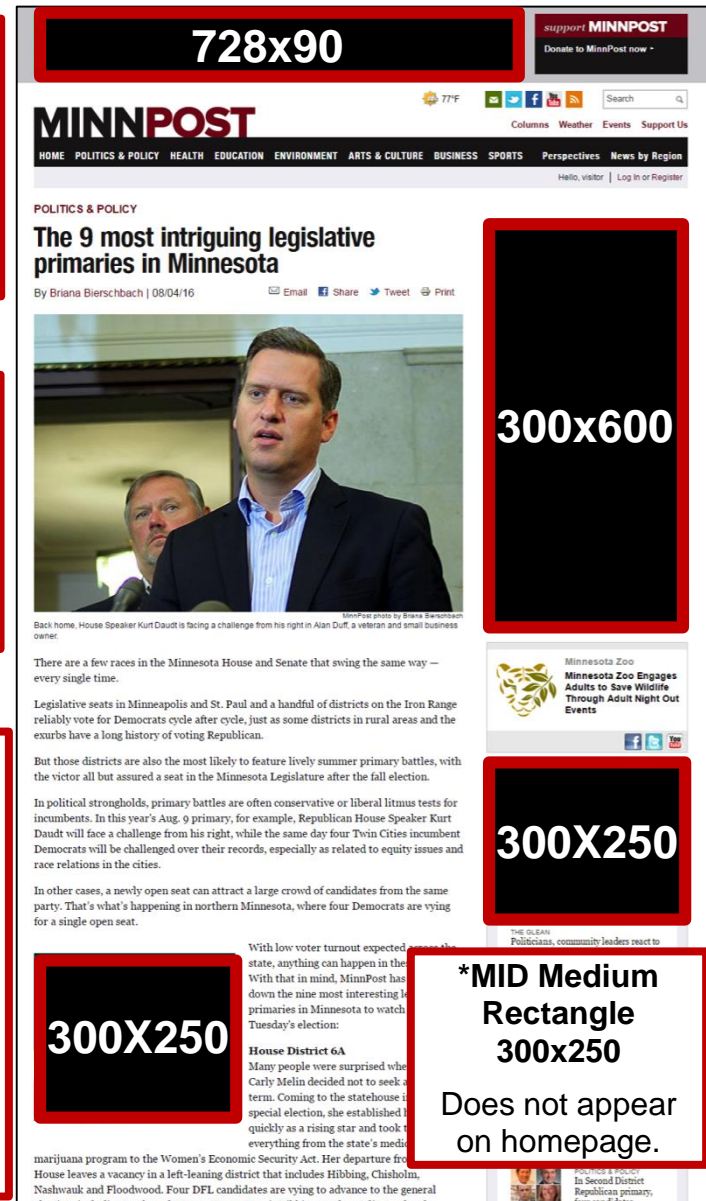
Appears at top of page throughout the site.

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.



*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 season¹ rate: \$580/week net
- High season² rate: \$650/week net
- 10,200+ subscribers
- Average open rate: 34%

Greater Minnesota Update (Tuesdays)

- 300x250 banner
- Limit of 2 banners per email
- \$100/week net
- 4,300+ subscribers
- Average open rate: 32%

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

- Sponsorship available (no banner advertising)
- 1,300+ subscribers
- Average open rate: 61%

Subscribers are opt-in and members are opt-out.

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MINNPOST May 25, 2017

Governor No: Dayton is poised to claim a spot among the top vetoers in Minnesota history
BY GRETA KAUL
As of today, Dayton has vetoed 78 bills.
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In Minneapolis, MPS summer camp choices vary greatly by geography
BY ERIN HINRICHS
Past attempts to replicate the popular a-la-carte camp model at Southwest haven't taken hold elsewhere, especially where families have less disposable income.
[Read story](#)

Funding push aims to accelerate development of burgeoning food network in north Minneapolis
BY KRISTOFFER TIGUE
The idea of creating a self-sustaining food network has attracted \$1.5 million in grants in the last few months alone.
[Read story](#)

Health-care redo: After CEO analysis, House...

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U of M Webinar: Managing Project Stakeholders
[Register Now](#)
June 8, 2017
Noon-1 p.m.

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ARTSCAPE
Memorial Day destination: Lakewood Cemetery

COMMUNITY VOICES
It's time to move the immigration debate to a substantive level

FROM OTHER NONPROFIT MEDIA
Careful crop selection near airports could reduce bird strikes

THE GLEAN
Journalists ask U of M regents to drop

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.

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