

Sponsorships and Targeted Content Advertising

MinnPost offers news and features of interest to people who care about Minnesota. Our aim is to ensure that everything you see at MinnPost includes solid reporting, thought-provoking insights and excellent storytelling. MinnPost has an average of 250,000 monthly unique users delivering an average of 950,000 monthly pageviews.

Department Sponsorships

Department sponsorships are the strongest way to tie your company to MinnPost content. Section sponsors receive exclusive usage of the 300x600 (half page) ad on the upper right hand side along with text acknowledgement along the top of every page in their section. Clients investing at least \$20,000 annually also receive logo acknowledgement as a 'major sponsor' on every page of MinnPost.com along with a special 'MinnPost Thanks' ad that rotates with other major sponsors on our home page (example shown, right).

Real-Time Ads (RTA) Technology

Real-Time Ads allow you to automatically update your ads message as often as you like. If you have a blog with an RSS feed your message will automatically update each time your feed is published. If you don't have an RSS feed you can update your message simply by sending an email to a dedicated address we will supply for you.

Home Page Sponsored Headlines

Sponsored Headlines is powered by MinnPost's real-time advertising engine. The process can be automated via RSS; for example, every time your blog is updated the headline is automatically updated on MinnPost. Headlines can also be updated via email. Because of its location within MinnPost's stack of news stories, Sponsored Headlines is designed to convey information to readers, not as a call to purchase something. Each Sponsored Headline share will deliver an estimated 40,000 impressions each month.

Annual Agreement One Share: \$7,500 net

Annual Agreement: 2 or more shares \$6,000/net each.

Targeted Content Advertising

Target your message with content section advertising (e.g. Learning Curve, The Daily Glean). Content advertisers appear under the top banner position on the right hand side and rotate positions with other content advertisers. These ads can either be graphics or use Real-Time Ads technology to automatically update your ad via RSS or email (examples shown, right).

Annual Agreement: \$3,000 - \$10,000

(depending on section and position)

Less than annual agreement ads 20% premium

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Department Sponsorship Example



Targeted Content Advertising Example

