Advertising banners overview

- Ad flights run Monday-Sunday

- MinnPost features three different banner formats served from 4 positions. Each banner position is divided into at least 5 shares, or “slots” per week.

- Low season¹ / high season² price per share/week

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Low Season Price</th>
<th>High Season Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>$375/$400 net</td>
<td></td>
</tr>
<tr>
<td>Half Page</td>
<td>300x600</td>
<td>$600/$825 net</td>
<td></td>
</tr>
<tr>
<td>Embed Medium</td>
<td>300x250</td>
<td>$425/$550 net</td>
<td></td>
</tr>
</tbody>
</table>

- 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.

*Number of embed positions per article is dependent on article length. Only one embed will appear on the screen at a time. Embed banners load upon viewing.

¹ Low season: January-February, June-August
² High season: March-May, September-December
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
- 10,800+ subscriptions
- Average open rate: 33%

Greater Minnesota Update (Tuesdays)
- 300x250 banner
- Limit of 2 banners per email
- $100/week net
- 4,900+ subscriptions
- Average open rate: 31%

D.C. Memo (Thursdays) – launched May 2017
- Sponsorship only – sold thru Jan. 2020 (no banner advertising)
- 3,400+ subscriptions
- Average open rate: 50%

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

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

Source: MailChimp MinnPost e-newsletter statistics (May 2019)
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:
Brian Perry, Advertising Operations Director
bperry@minnpost.com  612-455-6953