

# Advertising banners overview

- Ad flights run Monday-Sunday
- MinnPost features four different banner formats served from three 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

Leaderboard *includes both desktop & mobile sizes	970x90 & 300x50	\$375/\$400 net
Half Page	300x600	\$600/\$825 net
Embed Medium	300x250	\$425/\$550 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.

\*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.

## Leaderboard 970x90 & 300x50

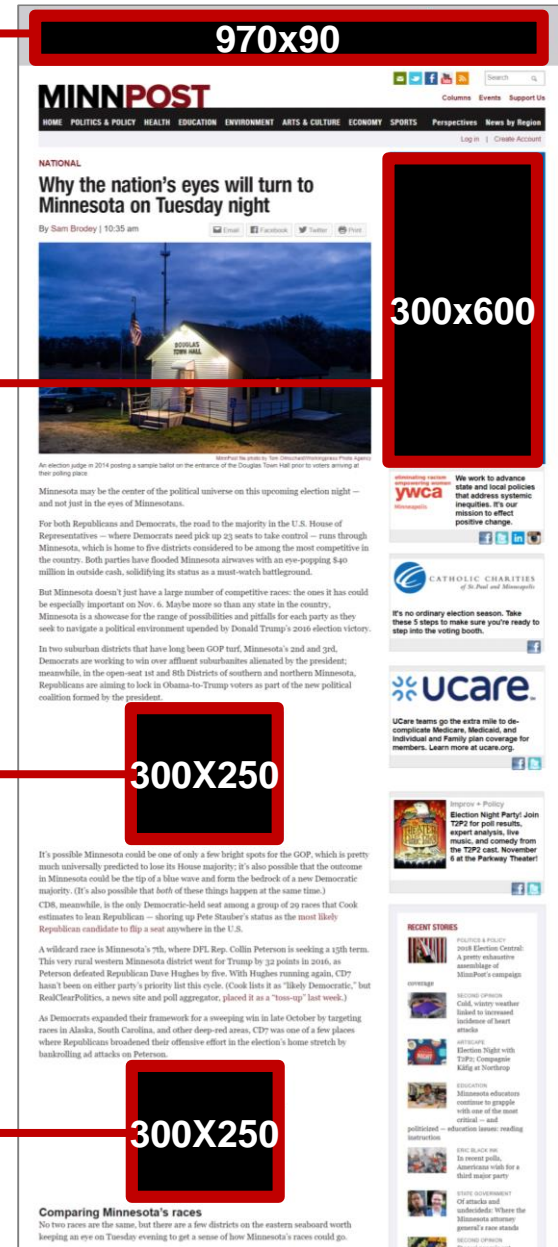
Appears at top of page throughout the site.

## 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.



# 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
- 10,700+ subscriptions
- Average open rate: 33%

## Greater Minnesota Update (Tuesdays)

- 300x250 banner
- Limit of 2 banners per email
- \$100/week net
- 4,800+ subscriptions
- Average open rate: 31%

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

- Sponsorship only – sold thru Jan. 2019 (no banner advertising)
- 3,000+ 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

**MINNPOST** May 1, 2018

**POLITICS & POLICY**  
**Why so many people at the Legislature are talking about wastewater treatment plants**  
BY BRIANA BIERSCHBACH  
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..."  
[Read story](#)

**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

# MinnPost advertisement technical specifications

## Website banners (all dimensions are width x height at 72dpi)

- Half page is 300x600, medium rectangle is 300x250, leaderboard is 970x90. Leaderboard includes optional 300x50 mobile. Content Advertising graphic banner: 300x150.
- **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 native advertising

- Square logo/photo (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 Google Ad Manager for ad serving:** GAM 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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