

2021 CLASSIFIED RATE BOOK

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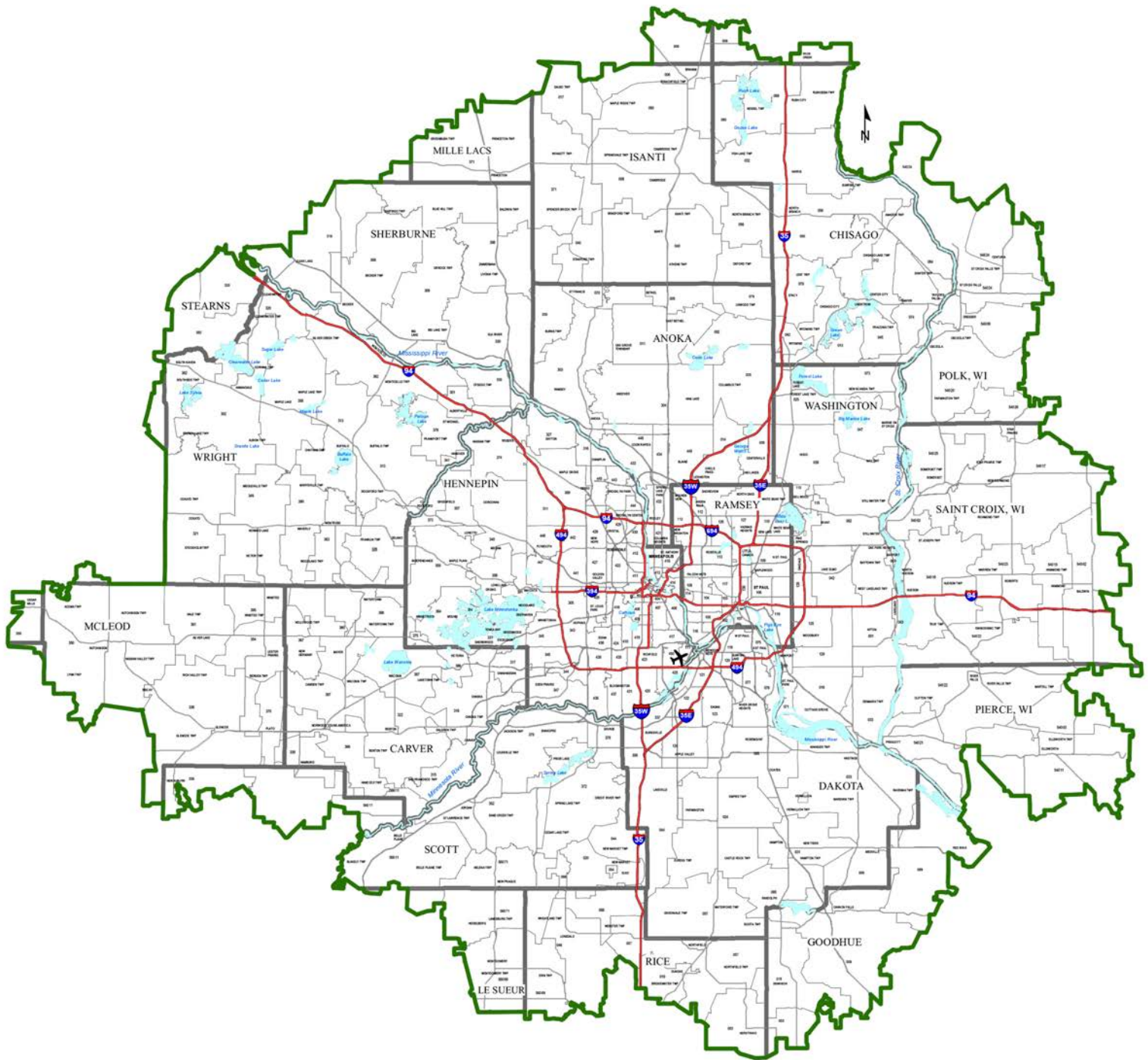
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For Classified Advertising
Information, call
612-673-7000

**Rates are subject to change.*

NEWSPAPER DESIGNATED MARKET (NDM)



READERSHIP

	Daily Cume	Sunday Cume	Weekly Cume
Metro %	27.4	33.1	33.8
Metro Audience	753,227	910,105	929,728

Source: Scarborough Release 2, 2020; Copyright © 2020 Scarborough

Note: Daily Cume = 5 insertions, Sunday Cume = 4 insertions, plus eEdition
Weekly Cume = 5 daily insertions and 1 Sunday insertion, plus eEdition

CIRCULATION

Edition	Monday - Friday Star Tribune	Sunday Star Tribune
Metro	112,158	331,038
Outstate	21,923	45,700
Digital (Replica)	27,225	27,173
Digital (Non-Replica)	85,904	63,260
Total	247,210	467,171

Source: Star Tribune Alliance for Audited Media Audit Report for 12 months ended March 31, 2020
Sunday: Sun Avg. Proj. Circ. including StribExpress

DAILY AND SUNDAY CLASSIFIED RATES

Classified is the #1 destination for consumers and service providers to buy and sell their goods in print and online. 24-hour service is available via web order entry (StarTribune.com/placeads) or call 612-673-7000 for package pricing and specials. Star Tribune classified is the best resource to promote your products and services.

DAILY/SUNDAY RATES

Includes categories at right (except Obituaries and Legal Notices listed below)

Contracts	Daily	Sunday
Open	\$18.30	\$30.50
\$2,000	14.25	19.85
\$4,000	13.75	18.80
\$8,000	13.25	18.00
\$15,000	13.00	17.60
\$29,000	12.75	17.30
\$43,000	12.55	17.05
\$57,000	12.40	16.70
\$112,000	12.20	16.50

To place an ad full run, add \$1.50 per line, per day.

Classified Categories

Antiques & Collectibles
Auctions & Events
Business & Financial Opportunities
Childcare Wanted/Available
Community Announcements
Equipment & Supplies
Funeral Notices
Garage Sales
General & Public Notices
Health Services
Home & Commercial Services
Household
Miscellaneous Merchandise
Personal & Misc. Services
Pets & Livestock
Professional Services
Sports
Vacations

COLOR RATES

Publication Day	Up to 1/4 pg	Up to 1/2 pg	Over 1/2 pg
Daily (4C)	\$1,340	\$2,675	\$5,355
Daily (Spot)	590	1,180	2,365
Sunday (4C)	1,740	3,480	6,965
Sunday (Spot)	725	1,445	2,890

For special ink charges and double truck color premium, please contact your Star Tribune representative.

OBITUARY RATES

\$12.20 per line; 50% off each additional day

LEGAL NOTICE RATE

\$5.60 per line; online is available at no additional charge

Call for special pricing for Mortgage Foreclosures, Probates and Storage Facilities

IN MEMORIAM RATE

\$7.10 per line; 50% off each additional day

AUTOMOTIVE AND REAL ESTATE RATES

Automotive	Daily	Sunday	Real Estate & Rentals	Daily	Sunday
2 Lines	\$15.40	\$20.60	4 Lines	\$61.20	\$102.00
Each additional line	7.70	10.30	Each additional line	15.30	25.50

Add \$10.00 for online. Full run add \$1.50 per line per day.

Add \$15.00 for online. Full run add \$2.00 per line per day.

EMPLOYMENT ADVERTISING

Newspapers and online are the two most frequently used resources when searching for a job. Employers looking to reach highly qualified candidates turn to the Star Tribune as an effective, multi-media tool for recruiting.

SUNDAY AND DAILY JOBS – PRINT ADVERTISING

ONE TIME RATES - BACK BOOK (Frequency packages available)			
5 Column x 3"	5.17 x 3.00"	Full Color Metro Run	\$2,310
5 Column x 5"	5.17 x 5.00"	Full Color Metro Run	3,850
5 Column x 7"	5.17 x 7.00"	Full Color Metro Run	5,300
5 Column x 10"	5.17 x 10.00"	Full Color Metro Run	6,500

Back Page Advertising: With the intense competition for top talent, make sure you give yourself the extra edge by adding a premium position and ensuring your ad stands out. Back page four color positions are available in Sunday Jobs. Contact your sales representative for availability and rates.

SUNDAY & DAILY PRINT AND ONLINE ADS

Sunday print ad with 30 days online: \$540 (includes 6 lines) + \$22.50 each additional line.
 Daily print ad with 30 days online: \$472.50 (includes 6 lines) + \$11.25 each additional line.

Online includes:

- StarTribune.com
- TopJobs: Reach passive job seekers on StarTribune.com
- AdMax - Programmatically distributes ads to the right aggregators, taking the guesswork out of deciding where to post. AdMax's ActiveMonitoring™ continually adjusts a job post's performance based on CPC and other variables.

SUNDAY PRINT DISPLAY ADS	
2 x 7	\$2,835.24
1/4 Page	6,228.72
1/2 Page	12,457.44
Full Page	24,914.88

JOBS ONLINE

Star Tribune Jobs Online provides employers with the flexibility and cost-effectiveness needed in today's challenging marketplace. We automatically pull job postings from your website or process a feed 5 times per week with no additional work for you.

JOB PACKS

All job postings appear for 30 days on Star Tribune.com/jobs. Unlimited text and editing capabilities.

# of Postings	Rate
Single	\$360 each
3 Pack	315 each
5 Pack	290 each
10 Pack	265 each
25 Pack	215 each
50 Pack	175 each
100 Pack	145 each

JOB WRAPPING

The Star Tribune automatically pulls job postings from your website or process a feed 5 times per week with no additional work for you. Rates start at \$9000/year.

EXTEND YOUR REACH

Maximize your reach, minimize your work. We can add the following enhancements to your posting to get you the best possible results with one phone call.

Performance Product Line

- **AdMax** - Programmatically distributes ads to the right aggregators, taking the guesswork out of deciding where to post. AdMax's ActiveMonitoring™ continually adjusts a job post's performance based on CPC and other variables.
 - Hourly - Best for the easiest to fill roles or roles that do not require many applicants \$50
 - Standard - Works well for all types of industries/roles \$150
 - Platinum - The higher budget is better for getting a larger candidate pool/harder to fill roles \$300

TopJobs

- Reach passive job seekers on StarTribune.com

Targeted Audience Networks

- **AfterCollege** - Reach the best and brightest candidates by promoting your internships and entry level positions on AfterCollege.com and its university career networks. Reach over 5 million students and recent grads spanning 3,000+ campuses, and 18,000 faculty, student group, and academic contacts \$70
- **Diversity** \$80
- **Green Employers** \$60
- **Social** (including Twitter, Facebook, & LinkedIn) \$60
- **Veterans** \$60

Industry Networks

- Accounting, Banking and Finance \$60
- Call Cent/Cust Service \$60
- Construction & Maintenance Workers \$60
- Education \$60

Industry Networks (cont.)

- Energy & Engineering \$60
- Healthcare (Nurse, Physicians, MedTechs, Therapy, and Healthcare Administration) \$60
- Hospitality \$60
- Info Technology \$60
- Law Enforcement \$60
- Manufacturing & Trade \$60
- Nursing \$60
- Sales & Marketing \$60
- Transportation & Logistics (Drivers & Logistics Technicians) \$60

Job Board Upsells

- **Facebook Passive Audience** - we combine proprietary candidate profile data with Facebook's ability to find "lookalike audiences" so your campaign is tailored to the right members. Our candidate and audience target profile data is based on job searches, clicks and applies to similar positions within the last six months. Facebook's technology finds members within a 50 mile radius of your job, sharing similar interests and characteristics with the target audience.
 - Basic \$90
 - Platinum \$150
 - Diamond \$400
- **CareerBuilder** - Great for full- and part-time positions where you need multiple candidates, leveraging CareerBuilder's matching capabilities. Find job seekers who meet all your candidate requirements and be sure you've got the best visibility, thanks to a widely known and trusted brand. \$200
- **Craigslist** - It is great for lower wage positions, such as: Receptionists, Clerks, Restaurant help, Assistants, Internships, Coordinators & Part-time workers \$125
- **Candidate Search** - two components: Profile search gives you over 380MM candidate profiles from a range of online sources, including Twitter, LinkedIn, Facebook, StackOverflow, GitHub®, Quora®, MeetUp®. Resume search gives you over 30MM candidate resumes from our online databases. Call for details.
- **CareerPages** - ideal for small- to mid-size companies who either do not yet have an active career page, or want to upgrade their candidate experience. Create appealing career pages with images, videos and text. Our easy-to-use online tool lets you customize your page and job descriptions. Call for details.
- **Moonlighting Blast** - reach freelancers, contractors, and part-time workers for seasonal hiring or flexible positions \$25
- **Matched Candidate** - Provide employers with candidates that match their open positions. Matches labeled as Great Match, Good Match or Possible Match.
 - Basic (up to 25 matches) \$80
 - Platinum (up to approx. 100 matches) \$200

JOBS ONLINE (CONT.)

RECRUITMENT DIGITAL SERVICES

The capabilities and expertise to develop and execute your digital strategy.

StarTribune.com

High-Impact Display: Politely disruptive ad positions

Standard Display: IAB display ad positions

Native Ad Placements: In-line with editorial content

Video Ad Placement: Includes preroll and videostitials

Email: To StarTribune.com members and subscribers

Advantage Audience Network*

Audience-Targeted: Display, pre-roll, e-mail, and native

Retargeting: Based on site traffic, search, and CRM

Geo-Targeting: Including geo-fencing on mobile

Video Distribution: Through preroll and social media channels

Search engine: Marketing and optimization

Streaming TV/Radio: OTT/CTV, and programmatic audio spots

Analytics

Advantage Digital Suite: Best-in-class digital marketing tools

Optimization Team: On-site analytics team

Buying Team: In house programmatic buying team

* **Advantage Audience Network:** Combines proprietary expertise and market-leading technologies to reach online audiences wherever they may be. Combining programmatic display, search, social media, and email with advanced analytics, Advantage finds your most desirable consumers in channels outside of core Star Tribune properties. It's a perfect complement to Minnesota's most-trusted, most-visited digital news source. With Advantage there are no limits to who you can target locally or anywhere in the United States.

CLASSIFIED DEADLINES

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Day of Week	Space Commitment
Monday	Fri 5:00 PM
Tuesday	Mon 5:00 PM
Wednesday	Mon 5:00 PM
Thursday	Tue 5:00 PM
Friday	Wed 5:00 PM
Saturday	Thu 5:00 PM
Sunday Statewide	Thu 5:00 PM
Sunday Metro	Fri 5:00 PM

Deadlines will be advanced for holidays/special occasions.

OBITUARY DEADLINES

Day of Week	Space Commitment
Monday	Sun 2:00 PM
Tuesday	Mon 7:00 PM
Wednesday	Tue 7:00 PM
Thursday	Wed 7:00 PM
Friday	Thu 7:00 PM
Saturday	Fri 6:00 PM
Sunday	Sat 2:00 PM

Deadlines will be advanced for holidays/special occasions.

CLASSIFIED DISPLAY AD DEADLINES

Publication Day	Space Commitment
Monday	Thu 5:00 PM
Tuesday	Thu 5:00 PM
Wednesday	Fri 5:00 PM
Thursday	Mon 5:00 PM
Friday	Tue 5:00 PM
Saturday	Wed 5:00 PM
Sunday Statewide	Wed 5:00 PM
Sunday Metro	Thu 5:00 PM

Deadlines will be advanced for holidays/special occasions.

LEGAL NOTICE DEADLINES

Publication Day	Space Commitment
Monday	Fri 4:00 PM
Tuesday	Fri 4:00 PM
Wednesday	Mon 4:00 PM
Thursday	Tue 4:00 PM
Friday	Wed 4:00 PM
Saturday	Thu 4:00 PM
Sunday	Fri 4:00 PM

Deadlines will be advanced for holidays/special occasions.

Notes

- Color deadlines are 24 hours in advance of the above deadlines.
- Sunday color deadline is Tuesday Noon.
- Double trucks are due 24 hours in advance.

If You Build Your Ad

- PDF format preferred
- CMYK color - 200 dpi for Newsprint; 300 dpi for Commercial
- Embedded fonts
- Electronic files are submitted via e-mail to your Star Tribune Sales Representative.

For all products, ad orders are non-cancelable after the space deadline and the Advertiser/ Agency will be charged for the space regardless of whether the advertisement is published.