

# Ad Rates:

## St. Paul Voice

<b>Advertising Rates:</b>	<b>1 time:</b>	<b>6 times:</b>	<b>12 times:</b>
		<i>per issue</i>	<i>per issue</i>
<i>Net Column Inch Rate</i>	\$23.30	\$21.37	\$20.06
<b>1/16th page</b> (3 3/8"x3")	\$139.80	\$128.22	\$120.36
<b>1/8th page</b> (5"x3 1/2")	\$244.65	\$224.39	\$210.63
<b>1/4 page</b> (5"x7")	\$489.30	\$448.77	\$421.26

**Special Half Page** (10 1/4"x7" or 6 3/4"x10") **\$639.25**

**Special Full Page** (10 1/4"x14") **\$1098.28**

**Combination rate/all publications: \$53.52**

**Agency rate:** Add 15% to net rate

**Color charge:** Add \$75 for spot color; \$300 for full color

**Preprinted inserts:** \$60 per thousand. 4,000 min. Single sheet.

Larger sizes by quote

**Circulation: 16,500**

**Distribution:** The St. Paul Voice is distributed free to every home and apartment in West St. Paul, The West Side, Mendota Heights, Sunfish Lake and Lilydale, as well as high traffic businesses.

Distribution includes zip codes 55107, 55118 and 55120.

## La Voz Latina

<b>Advertising Rates:</b>	<b>1 month:</b>	<b>6 times:</b>	<b>12 times:</b>
		<i>per issue</i>	<i>per issue</i>
<i>Net Column Inch Rate</i>	\$14.51	\$13.17	\$11.73
<b>1/16th page</b> (3 3/8"x3")	\$87.06	\$79.02	\$70.38
<b>1/8th page</b> (5"x3 1/2")	\$152.36	\$138.29	\$123.17
<b>1/4 page</b> (5"x7")	\$304.71	\$276.57	\$246.33

**Special Half Page** (10 1/4"x7" or 6 3/4"x10") **\$492.66**

**Special Full Page** (10 1/4"x14") **\$985.32**

**Circulation: 8,500** **Combination rate/all publications: \$53.52**

**Agency rate:** Add 15% to net rate **Translations:** \$40 per hour

**Color charge:** Add \$75 for spot color; \$300 for full color

**Preprinted inserts:** \$60 per thousand. 4,000 min. Single sheet.

Larger sizes by quote

**Distribution:** La Voz Latina is distributed free to every home on St. Paul's West Side (zip code 55107), the Twin Cities most established Hispanic community, as well as to apartments, Hispanic businesses and other high traffic points in the St. Paul and Minneapolis metro area. Distribution includes zip codes 55101, 55102, 55107, 55118, 55120, 55075, 55404, 55408, 55423.

## Downtown St. Paul Voice

<b>Advertising Rates:</b>	<b>1 month:</b>	<b>6 times:</b>	<b>12 times:</b>
		<i>per issue</i>	<i>per issue</i>
<i>Net Column Inch Rate</i>	\$12.43	\$11.04	\$10.00
<b>1/16th page</b> (3 3/8"x3")	\$74.58	\$66.24	\$60.00
<b>1/8th page</b> (5"x3 1/2")	\$130.52	\$115.92	\$105.00
<b>1/4 page</b> (5"x7")	\$261.03	\$231.84	\$210.00

**Special Half Page** (10 1/4"x7" or 6 3/4"x10") **\$420.00**

**Special Full Page** (10 1/4"x14") **\$840.00**

**Combination rate/all publications: \$53.52**

**Agency rate:** Add 15% to net rate

**Color charge:** Add \$75 for spot color; \$300 for full color

**Preprinted inserts:** \$60 per thousand. 4,000 min. Single sheet.

Larger sizes by quote

**Circulation: 4,000**

**Distribution:** The Downtown St. Paul Voice is distributed free to every apartments, condominiums and high traffic areas in St. Paul's historic Lowertown district and throughout downtown St. Paul.

Distribution includes zip codes 55101, 55102.

## South St. Paul Voice

<b>Advertising Rates:</b>	<b>1 month:</b>	<b>6 times:</b>	<b>12 times:</b>
		<i>per issue</i>	<i>per issue</i>
<i>Net Column Inch Rate</i>	\$14.51	\$13.17	\$11.73
<b>1/16th page</b> (3 3/8"x3")	\$87.06	\$79.02	\$70.38
<b>1/8th page</b> (5"x3 1/2")	\$152.36	\$138.29	\$123.17
<b>1/4 page</b> (5"x7")	\$304.71	\$276.57	\$246.33

**Special Half Page** (10 1/4"x7" or 6 3/4"x10") **\$492.66**

**Special Full Page** (10 1/4"x14") **\$985.32**

**Combination rate/all publications: \$53.52**

**Agency rate:** Add 15% to net rate

**Color charge:** Add \$75 for spot color; \$300 for full color

**Preprinted inserts:** \$60 per thousand. 4,000 min. Single sheet.

Larger sizes by quote

**Circulation: 8,500**

**Distribution:** The South St. Paul Voice is distributed free to every home in South St. Paul (zip code 55075), as well as to high traffic businesses in South St. Paul.

**Display Ads • Employment Ads • Preprinted Inserts**

**Online Ads • Free Ad Design!\***

**Terms and Policies** - Prepayment by credit card for first-time advertisers. When billed, payment is due in full in ten days of date of invoice. Invoices over 30 days past due will be assessed a \$3 rebilling charge. If payment is not received in ten days, St. Paul Publishing Company will put the charge on the credit card on file. The publisher reserves the right to accept or reject any editorial or advertising information submitted for publication. No deviation from the rate card for any advertiser. The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of the advertisement. The publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement. The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights or privacy resulting from the publication of the advertiser's advertisement. Free ad design available for clients who have existing ad copy, an ad concept and camera-ready artwork, including logos, photos, etc.

Member of the Minnesota Newspaper Association

## FIRST QUARTER

**January**

Published: Dec. 26  
 Ad Deadline: Dec. 15  
 Camera Ready: Dec. 15  
 Editorial: Dec. 8

**Editorial Focus**

- Year in Review

**Advertising Promotions**

- School Choice Guide
- New Year's Eve/Day

**February** *High Readership!*

Published: Jan. 22  
 Ad Deadline: Jan. 12  
 Camera Ready: Jan. 16  
 Editorial: Jan. 5

**Editorial Focus**

- Family/Relationships

**Advertising Promotions**

- St. Paul Winter Carnival
- Valentine's Day

**March**

Published: Feb. 19  
 Ad Deadline: Feb. 9  
 Camera Ready: Feb. 13  
 Editorial: Feb. 2

**Editorial Focus**

- Commerce

**Advertising Promotions**

- Home Improvement
- Tax & Finance

## SECOND QUARTER

**April**

Published: March 26  
 Ad Deadline: March 16  
 Camera Ready: March 20  
 Editorial: March 9

**Editorial Focus**

- Transportation

**Advertising Promotions**

- St. Paul Art Crawl

**May** *High Readership!*

Published: April 23  
 Ad Deadline: April 13  
 Camera Ready: April 17  
 Editorial: April 6

**Editorial Focus**

- State of the City

**Advertising Promotions**

- Cinco de Mayo Fiesta
- West St. Paul Days

**June**

Published: May 21  
 Ad Deadline: May 11  
 Camera Ready: May 15  
 Editorial: May 4

**Editorial Focus**

- Summer Event Guide

**Advertising Promotions**

- Summer Event Guide

## THIRD QUARTER

**July**

Published: June 25  
 Ad Deadline: June 15  
 Camera Ready: June 19  
 Editorial: June 8

**Editorial Focus**

- Housing

**Advertising Promotions**

- Kaposia Days
- Summer Events

**August** *High Readership!*

Published: July 23  
 Ad Deadline: July 13  
 Camera Ready: July 17  
 Editorial: July 6

**Editorial Focus**

- Education

**Advertising Promotions**

- Back to School

**September**

Published: Aug. 27  
 Ad Deadline: Aug. 17  
 Camera Ready: Aug. 21  
 Editorial: Aug. 10

**Editorial Focus**

- Culture & Diversity

**Advertising Promotions**

- Home Improvement
- Mexican Independence

## FOURTH QUARTER

**October** *High Readership!*

Published: Sept. 24  
 Ad Deadline: Sept. 14  
 Camera Ready: Sept. 18  
 Editorial: Sept. 7

**Editorial Focus**

- Community Events

**Advertising Promotions**

- On the Road Again
- St. Paul Art Crawl
- Hispanic Heritage Month

**November**

Published: Oct. 22  
 Ad Deadline: Oct. 12  
 Camera Ready: Oct. 16  
 Editorial: Oct. 5

**Editorial Focus**

- Elections

**Advertising Promotions**

- Holiday Event Guide
- Thanksgiving

**December**

Published: Nov. 26  
 Ad Deadline: Nov. 16  
 Camera Ready: Nov. 16  
 Editorial: Nov. 9

**Editorial Focus**

- Holidays/Traditions

**Advertising Promotions**

- Holiday Events

## THANK YOU for using our newspaper group as a cost-effective advertising medium.

We're confident that you've made a wise decision to partner with us and sincerely appreciate the trust you're placing in us. We've taken the time to exhaustively study our markets so we can most effectively assist you in advertising to the audiences we reach. We look forward to working with you on your next advertising promotion and to establishing a relationship with you as an effective partner in your overall advertising program.

### The St. Paul Voice

The St. Paul Voice has a rich history of providing the best local news and advertising coverage for St. Paul's West Side, West St. Paul, Mendota Heights and Sunfish Lake. This newspaper was founded in 1966 with the intent of informing local residents of community news and events, and to celebrate the accomplishments of individuals and organizations within the community. Today, we

still accomplish the same goals as those of our founders but continually adapt to stay fresh and meet the needs of our readership.

The community we serve is very diverse both racially and socioeconomically and provides numerous exciting editorial and marketing opportunities that are atypical to community newspapers. It's thrilling to know that the 46,000-plus people who live in the homes we distribute to each month trust us and look to us for information that helps them be better informed citizens and consumers.

### The Downtown St. Paul Voice

We started the Lowertown News in 1994 to serve St. Paul's Lowertown District, a neighborhood that achieved national recognition as one of the most vibrant and fastest growing urban villages in the United States. At that time there were 4,000 people living in downtown St. Paul, and most of those lived in Lowertown.

Today, more than 8,000 people live in downtown St. Paul in new and renovated apartments and condominiums, and high numbers of people continue to move to the city for its charm and convenience. To better reflect our desire to be

the community newspaper for downtown St. Paul, we changed the name of the Lowertown News to the Downtown St. Paul Voice in June 2004. We are excited to provide a newspaper that meets the needs of the growing and vibrant downtown residential and business community.

### South St. Paul Voice

Established in June 2004, this newspaper serves the community of South St. Paul, a suburban community with small town roots. Although it is located just minutes from downtown St. Paul, South St. Paul has held on to its own identity and continues to nurture itself that way. It is this sense of community pride that prompted us to answer the call of the residents and business owners who wanted their own community newspaper. Our editorial content focuses solely on the issues, activities and personalities of South St. Paul. This focus ensures high readership of your advertising message when marketing to the 20,000-plus residents of the city.

### La Voz Latina

La Voz Latina is a Spanish language newspaper that is delivered

to key Hispanic centers in the Twin Cities; including homes, apartment complexes and businesses. It was founded in September 1997 to meet the needs of the fastest growing audience in the Twin Cities.

In 2003, the Hispanic population became the largest ethnic population in the United States, and demographers report that it continues to grow faster than the general population. According to the Minnesota Latino Affairs Council, the Latino population in Minnesota is expected to rise to 6 percent of the state's population by 2030, an increase of 98 percent. The Twin Cities seven county metropolitan area has over 170,000 Hispanic residents, with over 114,000 living in the urban core in Ramsey and Hennepin Counties. In addition, Minnesota Hispanics rank above Hispanics nationally in advanced degrees, home ownership and household income. We are the only Spanish-language newspaper that is home delivered to the Twin Cities oldest and most established Latino neighborhood, St. Paul's West Side. The West Side is home to nearly 5,000 Latino residents, and District del Sol, a vibrant Latino shopping district.

## Mechanicals:

Full Page  
10.25" x 14"

Half Page Horizontal  
10.25" x 7"

1/2 Page Vertical  
6.75" x 10"

1/4 Page Vertical  
5" x 7"

1/4 Page Horizontal  
6.75" x 5"

1/8 Page Horizontal  
5" x 3.5"

1/8 Page Vertical  
3.3" x 5"

1/16 Page  
3.3" x 3"