

# NORTH NEWS

## ADVERTISING 2016

### Benefits for you

#### Reach The Whole Northside

We're the only print paper with an editorial approach focused solely on North Minneapolis that distributes to every Northside neighborhood.

#### Overcome the Digital Divide

North households have some of the lowest home internet access percentages in the city (24% in some parts). Print media with targeted delivery, free for readers, ensures maximum impact.

#### Enjoy A Positive Environment

Unlike radio & TV ads which are typically perceived as disruptive, newspaper ads are expected and often welcomed for the information they provide alongside editorial content. Our ads don't disappear after a few seconds and they aren't erased by ad blockers.

#### Cost Effective

Newspaper ads require no out of pocket costs for materials, and we'll design your ad free of charge if you're a frequent customer. Our prices are very competitive other local options.

#### Design That Highlights You

Our design is simpler and more visually eye catching than traditional newspapers. Your ads won't get lost in a sea of text.

### Questions? Ready to book?

Contact: Kenzie O'Keefe

okefek@puc-mn.org, 651.245.2647

### New in 2016

#### A more vibrant, modern look

We'll be introducing our new News Magazine format (like the CityPages), and we'll now be printing on brighter, whiter 11" x 11" paper

#### Deep-diving content

We'll be even more deeply exploring, analyzing, investigating, and celebrating the stories that matter most to North.

#### Quality-controlled delivery

We deliver to nearly 400 public drop sites.

# ADVERTISE WITH NORTH NEWS

## 2016 RATES

PLEASE NOTE: North News Pages are 10.25" (4 columns) x 10.375" w/ .5 inch white border

### Quick Price Chart

1 page.....	\$1100
1/2.....	\$600
1/4.....	\$350
1/8.....	\$200
1/16.....	\$110

*Please inquire for pricing if you would like a different size than the ones listed.*

### Frequency Rates

- 5% discount for 5 + ads/6 months
- 10% discount for 10 + ads/1 year
- 15% discount for 15 + ads/1.5 years

Ready to book? Email [okeefek@puc-mn.org](mailto:okeefek@puc-mn.org) or call Kenzie at 651.245.2647

1/16 page - 2.5" x 2.55"

1/8 page - 2.5" x 5.15"

Sample 1 page - 10.25" x 10.375"

1/4 page - 5.1" x 5.15"

### Classifieds

This is a sample of a classified line ad at \$6/line. 3 line (\$18) minimum. Add \$2 line for **bold**, *italic*, or ALL CAPS type.

**Helpful hint:** the average line is 30 characters but some letters are wider than others. Have a general idea of wht you want to say and then let our staff help you set it up.

### Display Classified

This bordered box is a sample of a display classified ad, a \$48 spot. Larger sizes available. Please call 651.245.2647 to discuss options.

Column 1

Column 2

Column 3

Column 4

1/2 page - 10.25" x 5.15"

# ADVERTISE WITH NORTH NEWS

## DEADLINES

Publication Date	Ad Space must be reserved by	Artwork Deadline
3/29	3/18	3/22
4/28	4/14	4/21
5/26	5/12	5/19
6/30	6/16	6/23
7/28	7/14	7/21
8/25	8/11	8/18
9/29	9/15	9/22
10/27	10/13	10/20
11/24	11/10	11/17
12/22	12/8	12/15

## PAYMENT

We accept major credit cards and checks.

Checks should be made out to **Pillsbury United Communities**. Please write "North News Ad" in memo line.  
 Mail to: North News, 125 West Broadway Suite 130, Mpls, MN 55411

Please call your advertising representative to pay by credit card.

## EXTRAS

### Ad Design

We've been designing impactful ads for local businesses for nearly 25 years. We'll work with you, (free of charge if you are a frequent customer) to design ads that meets all of your needs. Please inquire for more details.

### Pre-Printed Inserts

Connect with us to arrange zoned or full run insert delivery.



Targeted North Minneapolis market coverage (all neighborhoods) via 400 bulk delivery sites beginning in March 2016.