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.
- Price per share/week

Leaderboard *includes both desktop & mobile sizes	970x90 & 300x50	\$400 net
Half Page	300x600	\$825 net
Embed Medium	300x250	\$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
- Rate: \$650/week net10,700+ 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.

MINNPOST

May 1, 2018

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 TIGUE 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

ing Minnesota shine with sola nstallations across the state. PILOGU SATURDAY, JUNE 23 AT 7PM MINNESOTA REMEMBERS VIETNAM

MORE STORIES

ARTSCAPE

Historical Society names new director; 'Carry-on Homes' to grace Commons

TICKETS AT ORDWAY.ORG

conceptualizing current dynamics of our world Tom Friedman swings for the fences in

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.

Primary Contact: Brian Perry,
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