

Advertising Specifications

Community Reporter serves the West End neighborhoods, downtown Saint Paul to Fort Snelling since 1972.

OUR READERSHIP

We provide readers with information regarding community issues and events, business developments and historical perspectives.

OUR DISTRIBUTION

Community Reporter is a free publication delivered to approximately 13,000 households in the West End, downtown St. Paul and southwest Highland (Fort Snelling) neighborhoods, as well as 3,500 additional copies distributed through businesses and organizations throughout the circulation area.

CONTACT US

For all advertising questions, contact

Jerry Rothstein
Advertising Manager
651-587-8859
info@communityreporter.org

FILE FORMAT

Ads should be submitted as Press-Quality PDFs. **Images must be 300 dpi in CMYK** (no Pantone PMS colors or RGB).

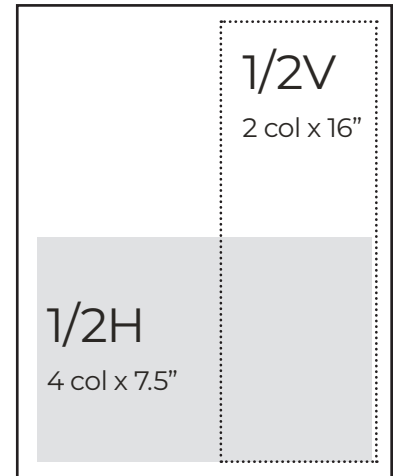
SENDING US YOUR FILE

Email ads to info@communityreporter.org

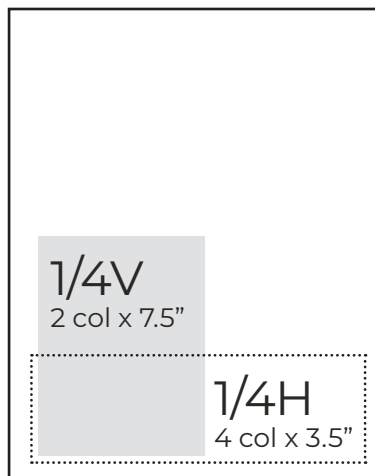
AD SIZES*



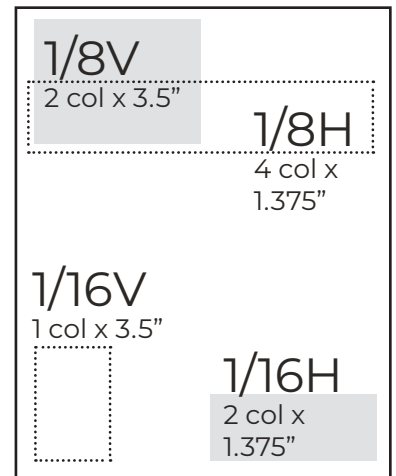
FULL PAGE
10.25" x 16"



1/2 PAGE
Horizontal: 10.25" x 7.5"
Vertical: 4.97" x 16"



1/4 PAGE
Horizontal: 10.25" x 3.5"
Vertical: 4.97" x 7.5"



1/8 PAGE
Horizontal: 10.25" x 1.375"
Vertical: 4.97" x 3.5"

COLUMN WIDTH
1 column: 2.4"
2 columns: 4.97"
3 columns: 7.61"
4 columns: 10.25"

1/16 PAGE
Horizontal: 4.97" x 1.375"
Vertical: 2.4" x 3.5"

*Measurements in inches: (width x height)

2022 AD DEADLINES

| PUBLICATION | ON-STREET | SPACE RESERVATION | AD CREATIVE DUE |
|-----------------------|-----------|----------------------|-------------------------|
| FEBRUARY 2022 | Jan 28 | Monday, January 17 | Wednesday, January 19 |
| MARCH 2022 | March 4 | Monday, February 21 | Wednesday, February 23 |
| APRIL 2022 | April 1 | Monday, March 21 | Wednesday, March 23 |
| MAY 2022 | April 29 | Monday, April 18 | Wednesday, April 20 |
| JUNE 2022 | May 27 | Monday, May 16 | Wednesday, May 18 |
| JULY 2022 | July 1 | Monday, June 20 | Wednesday, June 22 |
| AUGUST 2022 | July 29 | Monday, July 18 | Wednesday, July 20 |
| SEPTEMBER 2022 | Aug 26 | Monday, August 15 | Wednesday, August 17 |
| OCTOBER 2022 | Sept 30 | Monday, September 19 | Wednesday, September 21 |
| NOVEMBER 2022 | Oct 28 | Monday, October 17 | Wednesday, October 19 |
| DECEMBER 2022 | Dec 2 | Monday, November 21 | Wednesday, November 23 |
| JANUARY 2023 | Dec 30 | Monday, December 12 | Wednesday, December 14 |

2022 AD RATES

| AD SIZE | FULL PAGE | 1/2 PAGE | 1/4 PAGE | 1/8 PAGE | 1/16 PAGE |
|----------------|-----------|----------|----------|----------|-----------|
| COLOR | \$1728 | \$864 | \$432 | \$216 | \$108 |
| B&W | \$1408 | \$704 | \$352 | \$176 | \$88 |

Ad rates listed is for one ad.

WHAT WE OFFER

PUBLICATION DATE

First day of each month

ADVERTISING DEADLINE

Generally the third Friday for publication in the following month's issue. See *Ad Creative due dates* above.

ADVERTISING DESIGN

Let us design your next ad for a small fee.

HELPFUL STAFF

We care about serving our community.

WEB ADVERTISING

Ads at communityreporter.org starting at **\$100/month**

PREPRINTED INSERTS

Rate is for insertion cost and excludes printing costs.

\$75/per thousand

CLASSIFIEDS

Classified ads **\$5/first 18 words;**
\$.50/each additional word

TERMS

Payment is due in full 10 days upon receipt. We reserve the right to refuse advertising judged inconsistent with editorial policies, or for accounts past due.

SUPPORT COMMUNITY REPORTER

Donations help support ongoing programs, maintenance, and improvement.

To donate, go to **GIVEMN.ORG** and search "Community Reporter"



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