

Community REPORTER

**Community Reporter benefits both
the community and your business.**

**"My ads in the
Community Reporter
have brought me a lot of
new calls."**

We are reaching new customers and
building long-term relationships with them.
This is a great boon to our business."

*- James Vigliotti
Owner, Hacker Attackers*



**To discuss advertising possibilities,
contact Damian Goebel today!**

**Damian Goebel, Advertising
612-986-8026**

info@communityreporter.org

The *Community Reporter* is a 501C(3) organization serving the West End, downtown and surrounding neighborhoods for over 50 years with dedication to community needs and support for businesses, agencies and neighbors.

SERVING WEST END NEIGHBORHOODS, DOWNTOWN ST. PAUL TO FORT SNELLING SINCE 1972

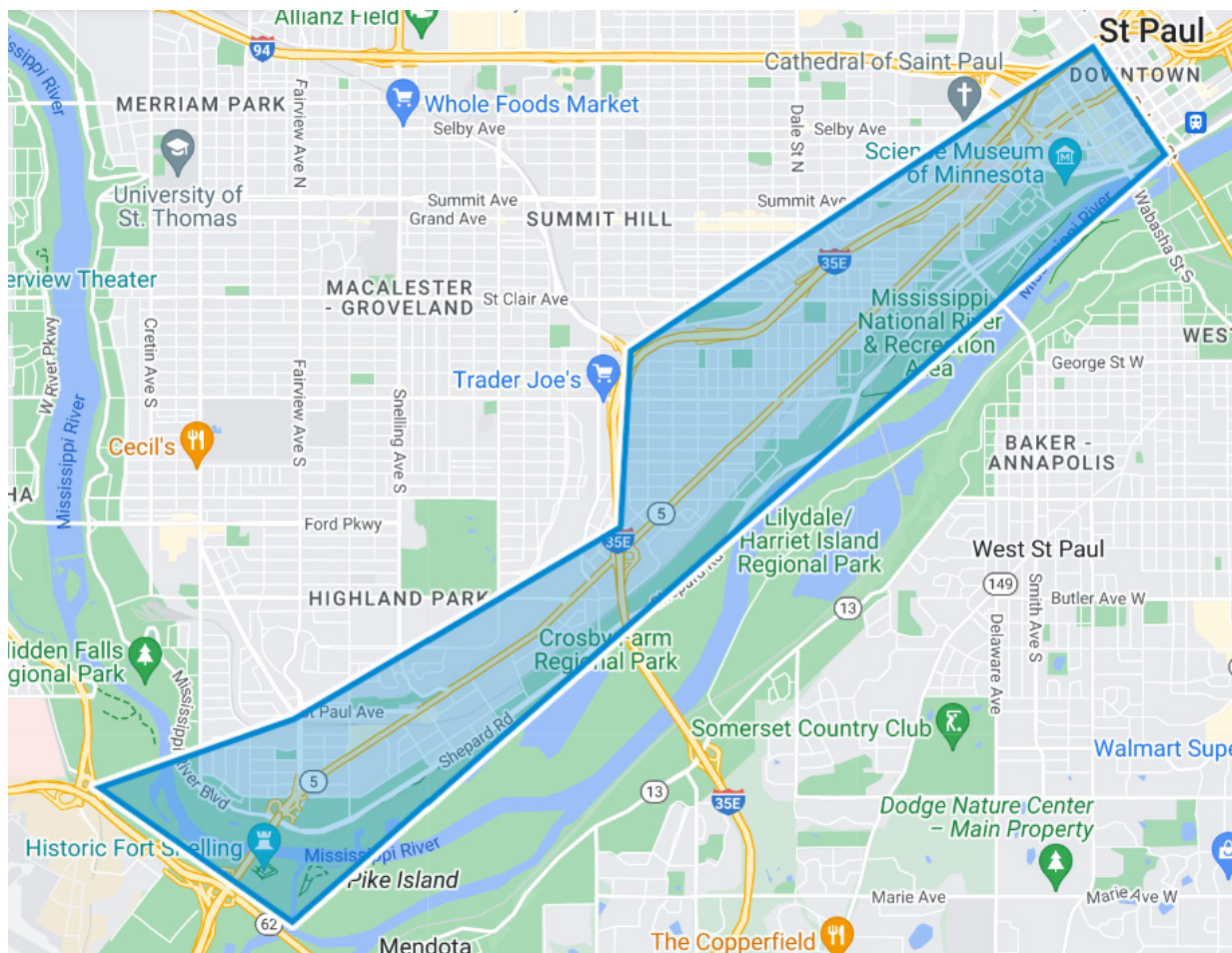
Community Reporter, a 501C(3) community news source, serves St. Paul's West End neighborhoods from downtown St. Paul to Fort Snelling since 1972.

OUR READERSHIP

We provide readers with a comprehensive view of community issues and events, business and agency developments, arts and cultural activities and a historical perspective on the importance of the West End in our city's history.

OUR DISTRIBUTION

We reach the 21,000+ residents of St. Paul's West End. Community Reporter is a free publication with a circulation of 14,000 through home delivery and bulk drops to businesses and organizations. Our territory includes the West End of St. Paul from downtown to the Highway 5 bridge, southwest Highland, downtown residential buildings and businesses, and parts of the West Side.



2025 PUBLICATION SCHEDULE

We publish on the first of every month. Generally, your creative ad copy is due on the third Wednesday of the month prior to the publication month.

Month	Advertising Deadline	Publication Date
January 2025	December 18, 2024	January 1
February 2025	January 22	February 1
March 2025	February 19	March 1
April 2025	March 19	April 1
May 2025	April 23	May 1
June 2025	May 21	June 1
July 2025	June 18	July 1
August 2025	July 23	August 1
September 2025	August 20	September 1
October 2025	September 17	October 1
November 2025	October 22	November 1
December 2025	November 19	December 1

2025 PRINT AD RATES

AD SIZE	FULL PAGE **	1/2 PAGE	1/4 PAGE	1/8 PAGE	1/16 PAGE	OPEN RATE
COLOR	\$1984	\$960	\$480	\$240	\$120	\$30 per column in
B&W	\$1792	\$864	\$432	\$216	\$108	\$27 per column in

Ad rates listed is for one ad.

**Full page ads are available and require prior discussion and planning.

ADVERTISING SPECIALS

15% OFF (12 ads) 10% OFF (6 ads) 5% OFF (3 ads)

Advertising Specials are based on the number of placements in a 12-month period.

10% NONPROFIT DISCOUNT

25% DIGITAL DISCOUNT w/ PRINT AD PURCHASE

PREPRINTED INSERTS

Preprinted flyers inserted into our paper can be a very effective way to convey your message, offer special coupons or stand out to local residents. Pieces must be machine-insertable. The finished size can be no larger than 8.5" x 11" and no smaller than 4" x 6". If you need help, we can do the design or printing - talk to us about options available.

Insertion Rates

Insertion - \$75/1000 papers (13,000 copies, full run only)
 Printing - \$75/1000 pages single side 8.5" x 11" (13,000 copies, full run only/talk to us about other sizes or double sided printing)
 Design - \$80/hour

CLASSIFIEDS

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



CONTACT US

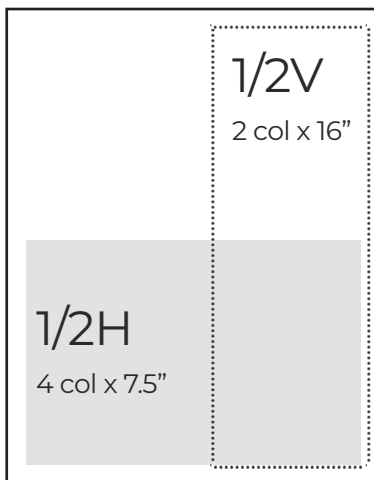
Damian Goebel
 Advertising
 612-986-8026
info@communityreporter.org

Advertising Specifications

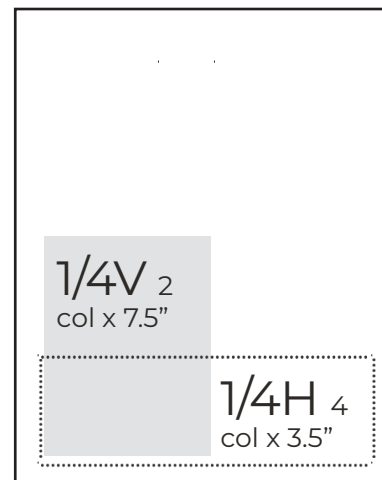
PRINT AD SIZES.



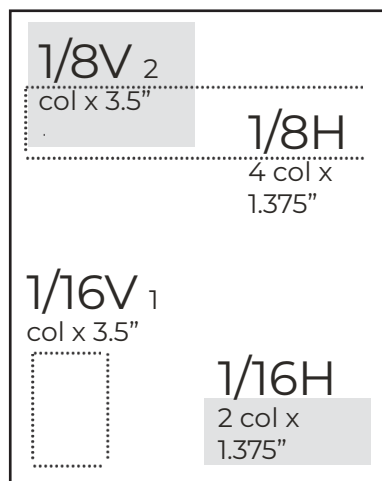
FULL PAGE
10.25" x 16"



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"

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

COLUMN WIDTH

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

Measurements in inches: (width x height)

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

2024 DIGITAL AD RATES*

AD SIZE	RUN OF SITE	HOMEPAGE
Leaderboard (728 x 90 – 65,520 pixels)	\$200	\$150
Cube - inline (300 x 250 – 75,000 pixels)	NA	\$75
Cube - Sidebar (300 x 250 – 75,000 pixels)	\$175	\$125
Banner - inline ((728 x 90 – 65,520 pixels)	NA	\$100
Footer (728 x 90 – 65,520 pixels)	\$75	NA

DIGITAL ADVERTISING SPECIAL

15% OFF (12 ads) **10% OFF** (6 ads) **5% OFF** (3 ads)

Advertising Specials are based on the number of placements in a 12-month period.

10% NONPROFIT DISCOUNT

25% DIGITAL DISCOUNT w/ PRINT AD PURCHASE

WHAT WE OFFER

HELPFUL STAFF

We care about serving our community.

ADVERTISING DESIGN

Let us design your next ad for a small fee.

CONNECTION TO OUR COMMUNITY

We cover the news and events that affect St. Paul's West End.

ADVERTISING 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 communityreporter.org/donate



CONTACT US

Damian Goebel

Advertising

612-986-8026

info@communityreporter.org