

# 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](mailto:info@communityreporter.org)**

The **Community Reporter** is a 501C(3) organization serving the West End, downtown and surrounding neighborhoods for 55 years with dedication to community needs and support for businesses, agencies and neighbors.

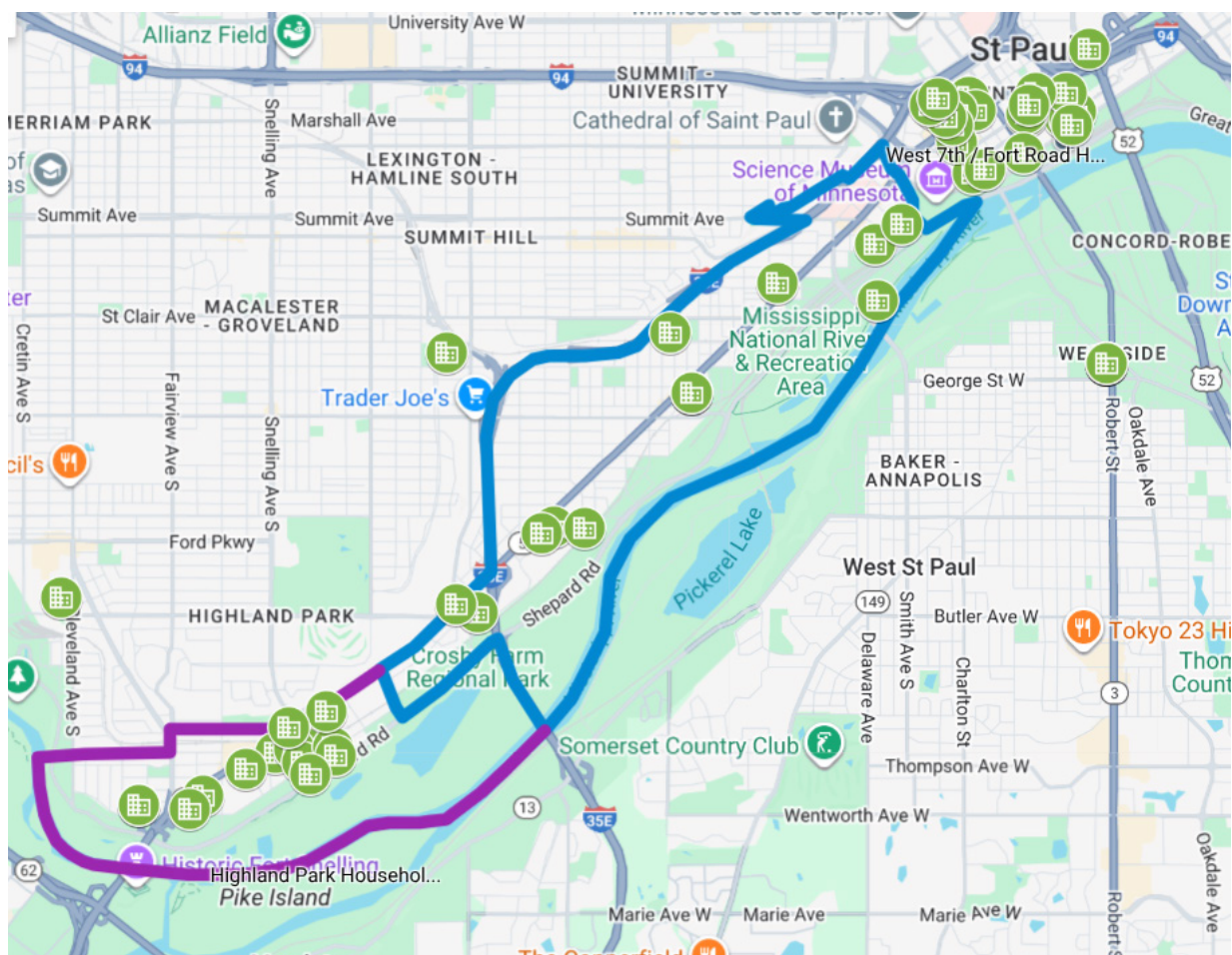
**Community Reporter, a 501C(3) community news source, serves St. Paul's West End neighborhoods from downtown St. Paul to Fort Snelling since 1971.**

## 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, total market coverage publication with a circulation of 13,000 through home delivery and bulk distribution to businesses and organizations. Our market includes the West End of St. Paul from downtown to the Highway 5 bridge along the West 7th St. corridor. This includes the neighborhoods of West 7th/Fort Road, southwest Highland Park, downtown and parts of the West Side and Summit Hill.



## 2026 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.

### Publication Date

January 1, 2026  
February 1, 2026  
March 1, 2026  
April 1, 2026  
May 1, 2026  
June 1, 2026  
July 1, 2026  
August 1, 2026  
September 1, 2026  
October 1, 2026  
November 1, 2026  
December 1, 2026

### Advertising Deadline

December 17, 2025  
January 21  
February 18  
March 18  
April 22  
May 20  
June 17  
July 22  
August 19  
September 23  
October 21  
November 18

## 2026 PRINT AD RATES

AD SIZE	FULL PAGE **	1/2 PAGE	1/4 PAGE	1/8 PAGE	1/16 PAGE	OPEN RATE
<b>COLOR</b>	\$2016	\$1008	\$504	\$252	\$126	\$31.50 per column in.
<b>B&amp;W</b>	\$1808	\$904	\$452	\$226	\$113	\$28.25 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 - \$80/1000 papers (13,000 copies, full run only)

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

## CLASSIFIEDS

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



### CONTACT US

**Damian Goebel**  
Advertising

612-986-8026

[info@communityreporter.org](mailto:info@communityreporter.org)

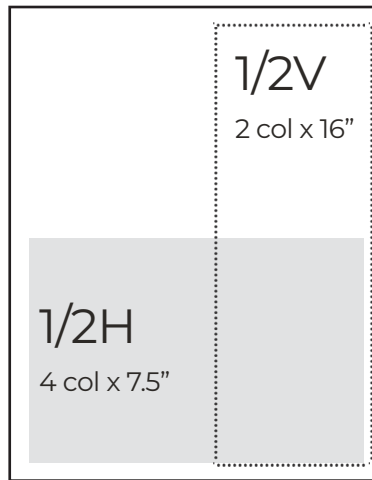
# Advertising Specifications

## PRINT AD SIZES



### FULL PAGE

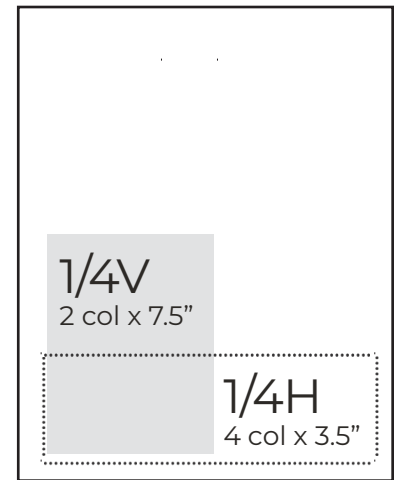
10.25" x 16"



### 1/2 PAGE

Horizontal: 10.25" x 7.5"

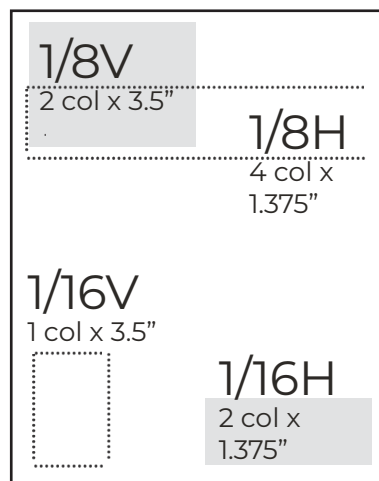
Vertical: 4.97" x 16"



### 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](mailto: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)

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**10% NONPROFIT DISCOUNT**

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## WHAT WE OFFER

### HELPFUL STAFF

We care about serving our community.

### ADVERTISING DESIGN

Let us design your next ad.  
Design rate \$80/hour

### CONNECTION TO OUR COMMUNITY

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

## ADVERTISING TERMS

Payment is due in full 30 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](https://communityreporter.org/donate)



### CONTACT US

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