

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 55 years with dedication to community needs and support for businesses, agencies and neighbors.

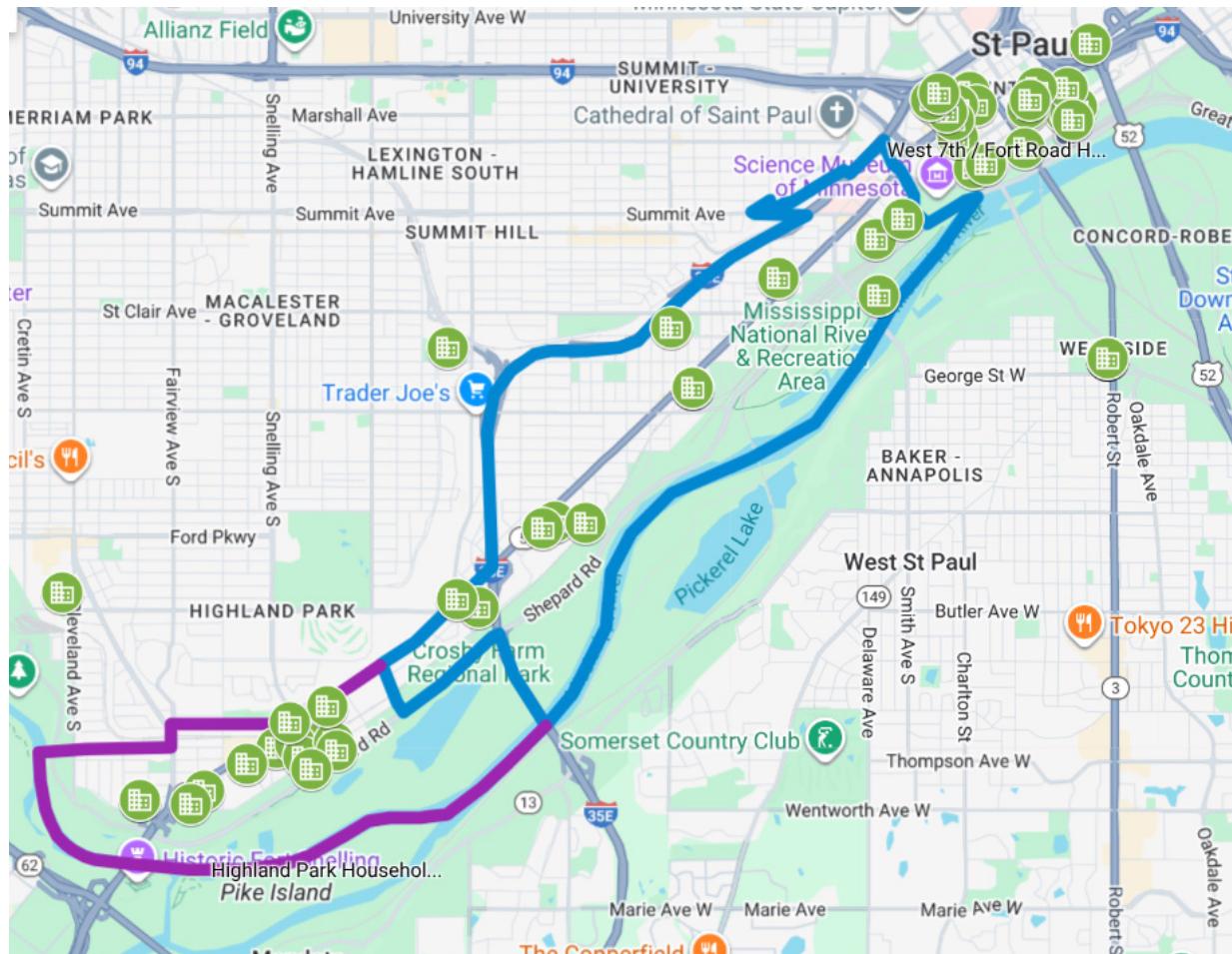
Community Reporter, a 501C(3) community news source, serves St. Paul's West End neighborhoods from downtown St. Paul to Fort Snelling since 1971.

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
COLOR	\$2016	\$1008	\$504	\$252	\$126	\$31.50 per column in.
B&W	\$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

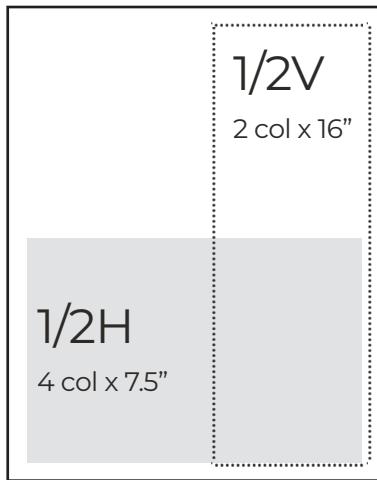
Advertising Specifications

PRINT AD SIZES.



FULL PAGE

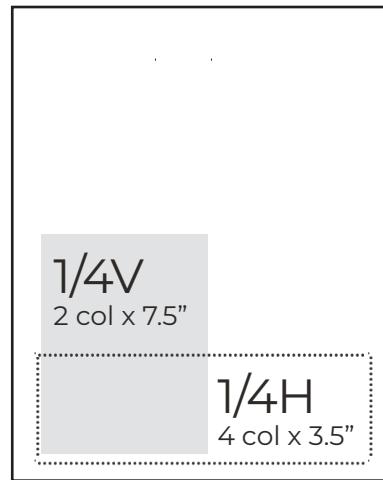
10.25" x 16"



1/2 PAGE

Horizontal: 10.25" x 7.5"

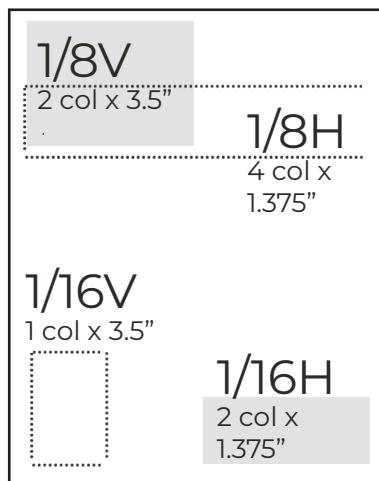
Vertical: 4.97" x 16"



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.
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



CONTACT US

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