

# Northeaster

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Northeast Minneapolis | St. Anthony | Columbia Heights | Hilltop

## Planning to Buy:

Extrapolated from the 2018 Circulation Verification Council survey, here are numbers of readers likely to purchase in the next 12 months, in these categories.

### Transportation:

- Auto New 5,801
- Auto Used 8,702
- Auto Accessories 19,476
- Motorcycles/ATVs 1,243

### Technology:

- Computers 9,531
- TV/Electronics 12,846
- Cell phones 10,774

### Professional Services:

- Attorney 2,486
- Financial Planner 9,531
- Tax Advisor 19,890

### Health:

- Veterinarian 10,774
- Chiropractor 5,801
- Pharmacist 20,305
- Medical Services/Physicians 25,277
- Health Club/Exercise Class 19,061
- Weight Loss 4,973

### Home-Related:

- Antiques 7,044
- Cleaning Services 16,161
- Furniture/Furnishing 19,061
- Home Appliance 9,116
- Home Improvement 16,575
- Carpet/Flooring 5,801
- Lawn & Garden 10,360
- Lawn Care 12,431
- Heating/AC 7,873
- Real Estate 4,973

### Apparel:

- Men's 25,277
- Women's 28,178
- Children's 16,161
- Jewelry 7,873











### Entertainment:

- Dining & Entertainment 33,979
- Florist/Gift 9,531
- Vacation/Travel 26,106
- Boats 414
- Legal Gambling 12,846
- Sports Equipment 10,360

### Other:

- Arts & Craft Supplies 8,702
- Child Care 4,973
- Education/Classes 9,531
- Wedding 2,486
- Pet Supplies 11,603

Rates are per time. Ads do not have to be the same size or content, and do not have to be consecutive.

		Open	3x	6x	12x	24x	
	<b>Full Page</b> (58.8 column-inches) 9.833" x 14.7"	<b>2186</b>	<b>1968</b>	<b>1858</b>	<b>1749</b>	<b>1530</b>	B/W
		<b>2436</b>	<b>2218</b>	<b>2108</b>	<b>1999</b>	<b>1780</b>	Color
	<b>3/4 Page</b> (43.5) H: 9.833" x 10.75" V: 7.333" x 14.7"	<b>1749</b>	<b>1259</b>	<b>1486</b>	<b>1399</b>	<b>1224</b>	B/W
		<b>1999</b>	<b>1509</b>	<b>1736</b>	<b>1649</b>	<b>1474</b>	Color
	<b>1/2 Page</b> (29) H: 9.833" x 7.25" V: 4.833" x 14.7"	<b>1187</b>	<b>1069</b>	<b>1008</b>	<b>949</b>	<b>830</b>	B/W
		<b>1437</b>	<b>1319</b>	<b>1258</b>	<b>1199</b>	<b>1080</b>	Color
	<b>1/3 Page</b> (19) H: 9.833" x 4.75" V: 4.833" x 9.75"	<b>777</b>	<b>699</b>	<b>660</b>	<b>621</b>	<b>544</b>	B/W
		<b>971</b>	<b>873</b>	<b>825</b>	<b>776</b>	<b>680</b>	Color
	<b>1/4 Page</b> (14.5) H: 9.833" x 3.5" V: 4.833" x 7.25"	<b>624</b>	<b>561</b>	<b>530</b>	<b>499</b>	<b>437</b>	B/W
		<b>780</b>	<b>701</b>	<b>663</b>	<b>624</b>	<b>546</b>	Color
	<b>1/6 Page</b> (9.67) H: 7.333" x 3.5" V: 4.833" x 4.75"	<b>436</b>	<b>393</b>	<b>371</b>	<b>349</b>	<b>305</b>	B/W
		<b>545</b>	<b>491</b>	<b>464</b>	<b>436</b>	<b>381</b>	Color
	<b>1/8 Page</b> (7.25) H: 4.833" x 3.5" V: 2.333" x 7.25"	<b>336</b>	<b>303</b>	<b>286</b>	<b>269</b>	<b>235</b>	B/W
		<b>420</b>	<b>379</b>	<b>358</b>	<b>336</b>	<b>294</b>	Color
	<b>1/12 Page</b> (4.83) H: 4.833" x 2.25" V: 2.333" x 4.75"	<b>230</b>	<b>207</b>	<b>196</b>	<b>184</b>	<b>161</b>	B/W
		<b>288</b>	<b>259</b>	<b>245</b>	<b>230</b>	<b>201</b>	Color
	<b>1/16 Page</b> (3.63) H: 4.833" x 1.75" V: 2.333" x 3.5"	<b>174</b>	<b>156</b>	<b>149</b>	<b>139</b>	<b>122</b>	B/W
		<b>218</b>	<b>195</b>	<b>187</b>	<b>174</b>	<b>153</b>	Color
	<b>1/32 Page</b> (1.81) H: 2.333" x 1.75" V: 2.333" x 1.75"	<b>111</b>	<b>100</b>	<b>95</b>	<b>89</b>	<b>78</b>	B/W
		<b>139</b>	<b>125</b>	<b>119</b>	<b>111</b>	<b>98</b>	Color

## Graphics for Your New Ads:

We so strongly believe in small business, that we still make basic advertising creative services available at no additional charge when you buy space, whether to design new ads or to efficiently adapt ads once they are designed. This saves you time and hassle, though has some limitations; work with your advertising rep on details.

We work on Macintosh in InDesign and can create ads from graphic elements that you provide. We have both Metro and Graphic Stock art available for use in ads. Please allow some extra lead time for the initial setup of a new look or campaign. We cooperate with other publications who request our ads, and they supply ads to us. If another publication will forward us a Quark or InDesign file, we can usually modify it for our dimensions and update text.