




The Arts at Work<sup>SM</sup>

# You've seen it, admired it. Here's how to participate in Arts Insights!




**The Marshall: \$3,000/year. 12 ads this size @ \$250:**

**ACTUAL AD SIZE**

1 column  
1.833" W x 4.375" H  
(11p x 26p3)

For all ads:

- 600 dpi PDFs with all fonts and images embedded, or
- Northeast can produce the ads at no extra charge. Provide instructions and graphic elements.




**Washington: \$1,200/year. 12 ads this size @ \$100:**

**ACTUAL AD SIZE**

1 column  
1.833" W x 1.375" H  
(11p x 8p3)

When people look to learn about the Northeast Minneapolis Arts District via the **Arts Insights** page in the *Northeast*, your organization will be associated with keeping the District vibrant. These 12-month print advertising commitments at any level include:

- A full-color print ad (size varies—see details at left) positioned **within the Arts Insights** page/section
- Ongoing recognition as sponsor in “News from the District,” an online newsletter with over 600 dedicated subscribers.
- A portion of the ad revenue directly supports the Northeast Minneapolis Arts District’s website, meeting venue rentals, etc.



**The University: \$2,100/year. 12 ads this size @ \$175:**

**ACTUAL AD SIZE**

1 column  
1.833" W x 2.875" H  
(11p x 17p3)

## arts INSIGHTS



**SPONSORS**

1. The University of Minnesota
2. California Building
3. Capital Arts Building
4. City Squared to Infinity
5. Shave Lumber & Millwork
6. Six Culture and Art
7. Straggleton Design Firm

## Art to Change the World event "See. Say. Do." is October 5-14



Criss Hester presents "See. Say. Do." at the Northeast Minneapolis Arts District in collaboration with the Northeast...

**Runs White: The Insignia of color and currency**  
Criss Hester presents "Runs White: The Insignia of color and currency" at the Northeast Minneapolis Arts District...



**Barbara Briggs: One Day Dear**  
Barbara Briggs presents "One Day Dear" at the Northeast Minneapolis Arts District...



**Many North-based artists show at the State Fair**  
A group of artists from the Northeast Minneapolis Arts District will be showcasing their work at the State Fair...



**Architectural elements to be explored at Pecha Kucha**  
A Pecha Kucha event will be held at the Northeast Minneapolis Arts District...



**Arts Insights** is a monthly publication that provides news and insights into the local arts scene. It is published by the Northeast Minneapolis Arts District.

## About the Northeast

Readership: 41,400 (and growing) in Northeast Minneapolis, St. Anthony, and Columbia Heights. Based on 32,500 printed, 75% readership, 1.7 readers per copy. Carried house-to-house (the only paper in most of the area that can boast total market coverage).

Income: 29% have a household income over \$100,000, 18% \$75-\$99K, and 24% \$50-\$75K. 61.4% of readers frequently purchase from ads in the *Northeast*, in particular, 82% of readers intend to buy dining & entertainment in the next year.

\*2018 audit by Circulation Verification Council.

**Ads can be changed at any time. Northeast will lay out the graphics at no extra charge.**

Commitment is for 12 editions but can be spread over up to 24 months (does not have to be monthly). Payment collected as ads run. Six-time rates also available.

Take advantage of these opportunities to build your brand while supporting where **The Arts are at Work.**

Be insightful and support **Arts Insights** and the Northeast Minneapolis Arts District!

**LIMITED SPACE - RESERVE TODAY!**  
Margo Ashmore 612-867-4874 (cell)

