

Payment Policies:

Payment may be made by cash, check or credit card (Visa, MasterCard, Discover).

Prepayment is due for the first ad before ad runs. When credit is extended, payment is due upon receipt of invoice.

The entity that places an ad is responsible for payment, whether or not other parties are involved or billed.

Interest may be added to aging accounts, to the maximum allowed by Minnesota law, whether or not a statement is issued. Advertising may be withheld at any time a payment is due.

A service charge of \$30.00 will be added to any check returned to the Northeaster unpaid by the advertiser's bank.

Cancellations:

Ads cancelled after the space reservation deadline may be subject to a kill fee.

Agencies:

Ad and insert rates are non-commissionable. Agency may mark up in order to effect a commission. Agency is responsible for prompt payment.

Ads Off-Grid:

If a pre-produced one-time ad does not fit specs, Northeaster may float or reduce, or choose to run as-is and bill by square inch based on the closest size.

Special Types of Advertising

MyNortheaster.com Website advertising – see next page

Classified Advertising:

Employment, Home Repair & Remodeling, Services, For Sale, Announcements, Rentals, Misc. Wanted; \$8 per line with \$24 minimum, or boxed ads at \$40 per column inch, \$60 minimum. Columns 1.5 inches wide. Call 612-788-9004 to place, before 3 p.m. Tuesday of deadline weeks.

Inserts (Preprinted Flyers):

\$60 per thousand, \$240 minimum. When you want to target, or if your message is too complicated to fit in an ad...or if you just want to stand out in a different way – send preprints! Zoned or full run. See separate page for routes/map. Topping also available, upcharge may apply.

Pieces must be machine-insertable: Finished size no bigger than 8.5"x11", no smaller than 4"x6" (Machine-folded 11"x17" newsletters are fine, brochures may be fine, the folded edge must be crisp). Consult your advertising rep when planning your printing if you have an odd size or multi-page piece. Allow time to mail a sample to our printer. Pieces must be in our shop ready to go by 3 p.m. Wednesday prior to publication. If you don't have a printer you're comfortable with, we can broker simple jobs. Low cost full-color print service available for long runs with long lead time.

Political Advertising is accepted with payment in advance only. Regarding content, we'll do our best to help you comply with applicable legal requirements, so that neither of us gets sued.

Legal Notice Advertising:

Certificate of Assumed Name and other types of public notices are \$20 per column inch and run in the classified section. We provide affidavits of publication and help you meet government requirements. Call 612-788-9004 to place.

Worship Directory rates are approximately 40% off what businesses pay, for advertising basic schedule and contact information in the Worship Directory. Throughout the year, churches that advertise in the Worship Directory also receive 40% discount on advertising for special events. (See separate promo)

Volunteer-based Non-profit Organizations Advertising Events: 20% off when you buy two or more ads in the year.

Dateline: Northeast - our History Page:

An annual commitment of \$660 buys you an institutional ad on one of the Northeaster's most popular pages once per month. It is not meant to be a changeable, offer-based ad. If, however, you change logo or other business contact information, we will update the ad for you at no charge. Sales start in November, when returning advertisers and wait-list have priority. At other times, ask your ad rep about getting on the waitlist or starting mid-year (sometimes there is unsold space). Great way to get your name out consistently at low cost.

Northeast Arts Insights Page: See separate sheet. Commitments for 6 or 12 times available.

Other Special Sections/Pages: Ad sizes and prices, if different from rate card, will be explained on the appropriate promos. We typically do special layouts for Art-A-Whirl and various local celebrations. We also coordinate the NEighbors Sale Days Northeast-Minneapolis-wide garage sale weekend, a Friday-Saturday in June. Ask about sponsor opportunities.

Food & Fun: Deep discounted advertising for restaurants/bars/venues/coffee shops, in exchange for 10, 15 or 24-time commitments. Ask for separate promo sheet.