

# Northeaster

612.788.9003

2844 Johnson Street NE  
Minneapolis, MN 55418  
www.MyNortheaster.com  
Contact@MyNortheaster.com

Northeast Minneapolis | St. Anthony | Columbia Heights | Hilltop

# 79%

of those who receive the  
Northeaster read it regularly.

# 1.9

pass-along rate.

## What people are saying about the Northeaster:

*"You're a genius. It took  
a while to catch hold, but the  
ads have brought thousands  
of dollars in business.  
The consistency and  
the message work."*

—Joe Perfetti, CPA

*"When we first moved here  
from Wisconsin, the  
Northeaster was the best  
thing – still is. It's like  
instant community with  
all the events. You really  
know what's going on."*

—Heather Sather, Reader

*"I've found most of my home  
remodeling vendors through  
the Northeaster. I like to  
look locally first."*

—Anthony Kaczor, Reader

# 33K

readers regularly purchase  
from the ads they see.  
Be where they can see you.

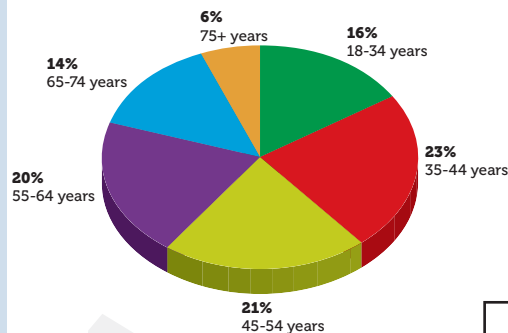
Effective 6-1-20

The Northeaster newspaper reaches Northeast Minneapolis, St. Anthony, Columbia Heights and Hilltop twice monthly, with 32,500 copies. 27,500 hand-carried door-to-door to residents.

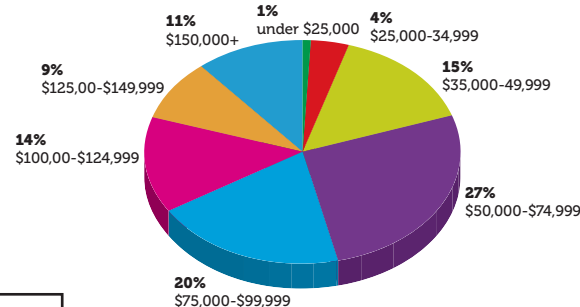
Also available for pickup at businesses: 4,700 (they go fast!) and our office: 300.

Local news, features, events listings, photos, history, classifieds, display advertising and pre-printed inserts – all in a neat package informing and engaging residents of all ages and origins...

## AGE

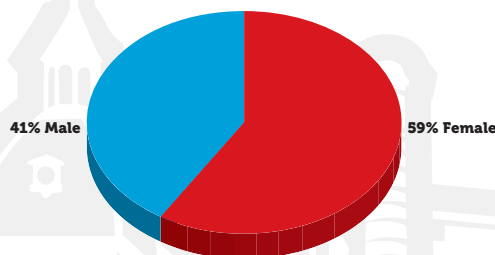


## HOUSEHOLD INCOME

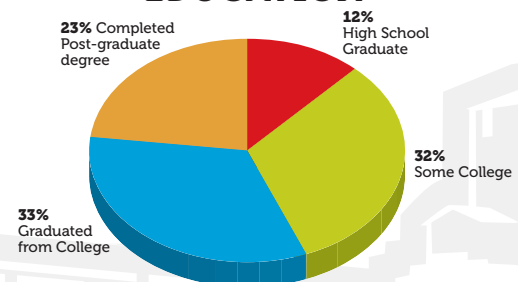


## Northeaster Demographics

## GENDER



## EDUCATION



Readership: 50,180

CIRCULATION  
VERIFICATION  
COUNCIL

Statistics based on 2020 circulation audit by Circulation Verification Council. Complete original audit results including methodology available on request. New audit results available annually in June.

# Northeaster

612.788.9003

2844 Johnson Street NE  
Minneapolis, MN 55418  
www.MyNortheaster.com  
contact@MyNortheaster.com

Northeast Minneapolis | St. Anthony | Columbia Heights | Hilltop

## Planning to Buy:

Extrapolated from the 2019 Circulation Verification Council survey, here are numbers of readers likely to purchase in the next 12 months, in these categories.

### Transportation:

• Auto New	6,975
• Auto Used	7,410
• Auto Accessories	17,872
• Motorcycles/ATVs	870

### Technology:

• Computers	9,590
• TV/Electronics	13,077
• Cell phones	10,026

### Professional Services:

• Attorney	3,051
• Financial Planner	13,077
• Tax Advisor	17,872

### Health:

• Veterinarian	12,206
• Chiropractor	5,231
• Pharmacist	19,616
• Medical Services/Physicians	28,334
• Health Club/Exercise Class	18,308
• Weight Loss	3,923

### Home-Related:

• Antiques	4,795
• Cleaning Services	17,436
• Furniture/Furnishing	24,411
• Home Appliance	12,642
• Home Improvement	15,257
• Carpet/Flooring	7,846
• Lawn & Garden	12,642
• Lawn Care Service	12,642
• Heating/AC	7,410
• Real Estate	4,359

### Apparel:

• Men's	26,155
• Women's	30,514
• Children's	12,206
• Jewelry	10,026











### Entertainment:

• Dining & Entertainment	38,360
• Florist/Gift	15,257
• Vacation/Travel	28,334
• Boats	435
• Legal Gambling	11,769
• Sports Equipment	9,154

### Other:

• Arts&Craft Supplies	11,333
• Child Care	5,666
• Education/Classes	8,282
• Wedding	2,179
• Pet Supplies	12,642

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. Please give clear instructions, as substantial remakes may be charged. 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 Storyblocks 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 an original Quark or InDesign file, we can usually modify it for our dimensions and update text. (We can't modify PDFs)

## If Ever an Error

In the event of an error that is printed, the Newspaper will provide a letter of explanation when the advertiser deems necessary. An advertisement is the advertiser's invitation to buy, not a contract, therefore neither the advertiser nor the newspaper can be held to the price or other terms that were published by mistake.

We'd rather avoid errors: Please respond to proofs on the day they arrive. If the newspaper isn't notified of any changes, the newspaper is not responsible for any errors that appear in print. Ads ordered will be run unless cancelled; whether or not a proof is approved.

Check your printed ad promptly: The Newspaper must be notified within 7 days of publication of any discrepancy within an advertisement. If there is an error (other than typographical errors that don't lessen the value), the newspaper's responsibility will be limited to publishing a corrected advertisement of the same size or an adjustment on the billing in proportion to the error, not to exceed the cost of the ad; only for one insertion, only if the error did not originate in materials submitted by the advertiser.

## Responsibilities

The advertiser shall not hold the Newspaper responsible for liability, loss or expense arising from claims of libel, unfair competition, unfair trade practices or violations of rights or patents, resulting from publication of advertisements. Advertiser agrees to defend and indemnify Pro Media, Inc., the Northeaster newspaper, owner, agents and employees thereof, against any and all liability, loss, or expense arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents, or proprietary rights or violation of rights of privacy, resulting from the publication of the advertiser's advertisement.

## Ethics

Northeaster Newspaper holds the contents of a client's advertising confidential between the advertiser and the Newspaper.

The Newspaper reserves the right to refuse any advertising copy or pre-printed matter.

The publisher reserves the right to reject or revise any ad or insert that she deems to be objectionable. Advertisements that demean any individual, race, religion, gender, institution, firm, business, profession, organization or affectional preference will not be accepted.

The newspaper encourages and helps coordinate group ad sales, such as pages or inserts arranged for geographic merchant associations, celebrations, or educational groups. Contact your advertising representative for details. Only newspaper employees and those who have specific authorization from the newspaper management (documented by email) may broker newspaper space or services.

The word "advertisement" or "paid advertisement" may be inserted within any paid printed materials.

## Ownership

Artwork and composition are the property of the Newspaper, unless supplied by the client. Such items will be stored for a period of time at the newspaper's discretion.

## Production Specs

To have complete creative control over how your ad looks and feels, send us print-ready electronic files. Whether using an agency, a friend, or working on your own, follow these instructions:

**Image area is 14.7 inches deep, 9.833 inches wide.**

Columns	Inches	Picas
1	2.333	14
2	4.833	29
3	7.333	44
4	9.833	59

If you use **illustrations/photos** found on internet, please make sure that you have either purchased the rights or that they are not copyrighted. Avoid steep fines. Better yet, ask us to search our pre-paid sources for you (Metro or Storyblocks).

We work on Macintosh in InDesign. **We accept PDF or TIFF files** made in Adobe Acrobat, InDesign, Illustrator (with all fonts converted to outlines), or Photoshop InDD. PDFs from other software applications or computer platforms that create a high resolution PSD, TIFF or PDF file with embedded fonts and graphics also may work. We cannot open MS Publisher or Powerpoint files. Please do not enable any password protection or security block when creating a PDF.

**Black-and-White Ads** should be submitted in grayscale - K (black) only

**Color Ads** should be submitted as CMYK. Change all RGB to CMYK (web images will be RGB)

**Please No Crop Marks, No Registration Marks**, and the underlying document size should match the ad dimensions.

**There are No Spot Colors.** Convert Pantone to CMYK equivalent.

**High Resolution** means at least 300 dpi; 600 dpi preferred with all complete fonts (not subsets) and images embedded. Caution: Many programs export 72 dpi files, which is not enough for print media.

## Other Possible File Formats

- EPS files with all fonts converted to outlines
- TIFF, JPEG or BMP files, at least 300 dpi, 600 dpi preferred

**Note:** Please check your color files for **how black is handled**. Black should be its own color (K), not a blend of CMYK (which can cause over-inking on newsprint). We also recommend that for the crispest look possible, any small type should be printed in black, not color, not white reversed out of color. Black can be printed over color, though it's not recommended to do so with small type over full-strength colors (screens work better). Setting to overprint, rather than knockout, is recommended.

## 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.



One Leaderboard spot, two Sidebar (medium) spots, and two Footer (small) spots are available.

As more ads are reserved, each position will rotate between multiple advertisers, up to four in each position.

MyNortheaster.com rate card effective 6-1-20.

## Website Advertising on MyNortheaster.com

Ad Type	Duration			
	Annual	Quarterly (3 months)	One Month*	2 Weeks*
<b>Leaderboard</b> 728 px wide x 90 px high, appears on Home page below MyNortheaster banner	\$750	\$250	\$112	\$80
<b>Sidebar</b> (medium) 300 px wide x 250 px high, appears on Home, News, Events and Archives pages	\$750	\$250	\$112	\$80
<b>Footer</b> (small) 468 px wide x 60 px high, appears on the Home page before the lists of items in the "Featured Event," "Grab Bag" and "Save the Date" categories	\$338	\$118	\$58	\$44

\*Month-long and 2-week increments are only available with print ad purchase. If you would like to use web to promote an event, we highly recommend starting early.

We will produce your ad, or use what you provide. .png format, please. Let us know the exact web address you want your ad to link to, when you send your ad or instructions by email (so we can cut and paste).

We provide up to two proofs on ads we produce, free. Additional proofs \$25 each.



# Northeaster

612.788.9003

2844 Johnson Street NE

Minneapolis, MN 55418

[www.MyNortheaster.com](http://www.MyNortheaster.com)

[contact@MyNortheaster.com](mailto:contact@MyNortheaster.com)

Northeast Minneapolis | St. Anthony | Columbia Heights | Hilltop

## Minneapolis Neighborhoods Served:

Columbia Park  
Waite Park  
Audubon Park  
Windom Park  
Holland  
Marshall Terrace  
Bottineau  
Sheridan  
Logan Park  
St. Anthony West  
St. Anthony East  
Beltrami  
Northeast Park  
Nicollet Island/  
East Bank and the  
Northeast River  
District shopping  
area

## Columbia Heights

## Hilltop

## St. Anthony Village

