

Worship Directory

Greetings!

For new administrators and communications people and new potential advertisers, this is information on how the **Northeaster's Northeast Area Worship Directory** works, and a little bit about how the Northeaster works, as answers to frequently asked questions.

Q: What is the Northeaster, what is your circulation and who reads it?

A: The Northeaster circulates twice a month, hand-carried, to every single-family and small multi-family home in the coverage area: Northeast Minneapolis, St. Anthony, Columbia Heights and Hilltop. Apartments are covered with bulk drops in lobbies, starting with 25 percent coverage and adjusted for demand. Many businesses are also pickup points. Total printed, 31,500. Circulation is audited, reader demographics can be found on www.MyNortheaster.com under "advertising." Download the "Full Media Kit," the demographics are on the first page. We're pleased to have 81% of our potential readers reading the paper, and they are distributed over all adult age categories.

Q: Are church ads free or is there a charge?

A: There is a charge for ads and the Worship Directory, but there is also a free service. The Northeaster is known for our robust section of public service announcements – "The Northeast Experience." You are welcome – whether or not your church advertises – to send us announcements of special events to which the general public is welcome and expected to attend. These are free, are subject to editing and not guaranteed (occasionally we will run out of space or there might be some human error and something wouldn't get in).

To advertise your regular worship times, we offer the Northeast Area Worship Directory, which appears 24 times per year. It's paid advertising, and opens you up to huge discounts on other advertising.

Q: How does the Worship Directory work?

A: Ad sizes cost (yearly) \$400 for the one-inch ad, \$600 for 1.5-inches or \$800 for two inches (see samples on the last page of this piece). The ads appear every time we print (24 times a year). The rate is approximately half off the "open" rate that commercial advertisers pay, and is lower than even the rate that we have for commercial advertisers who advertise all the time. The space is small and "institutional" – we suggest listing just the very basic information; you will see in the current directory there is some very small type to accommodate slogans. About 6 or 7 lines per inch is most readable. We bill up front. If you need to make payments over time, this is permissible.

Q: What about logos or color?

A: To keep costs down, the directory is in black-and-white. We use the handicapped-accessible symbol where appropriate, we use Facebook logos, and can accommodate church logos that hold up well at the small size. Beyond, that, we keep a clean look, with one consistent type face for the names of the churches, and one font family for the descriptions. Display ads outside of the Directory can be in black and white or color (color is 25% more than black and white ad cost).

Q: Can we change our Worship Directory ad every issue, or seasonally?

A: Again, to keep costs down, we invite changes ONLY when the information in the ad would become incorrect: If worship times or pastor's name changes, or a phone number or website change, we are happy to make the change. We've changed ads frequently during the pandemic shut-down and re-opening. We have changed the dates for free community dinners when they are supplied in advance. *Please notify us when your times change for the summer or fall.* Best way to make sure changes are made is to email **Contact@MyNortheaster.com** with a copy to Margo Ashmore at **Margo@MyNortheaster.com**.

Q: What about Christmas? Can the Worship Directory ads change then?

A: YES! Starting with the edition before Thanksgiving, we remind and invite all churches (by email and/or calls, so make sure we have your correct contact info) to list any special service times and events for Thanksgiving, Christmas, and New Year. We also keep an eye on Easter and will make changes then. At those times we EXPAND the entire directory at no extra charge to accommodate the extra information. Again, your info should go to **Contact@MyNortheaster.com** with a copy to Margo Ashmore at **Margo@MyNortheaster.com**.

Q: What if we want to advertise outside of the Worship Directory?

A: That's the best news of all. When you are in the Worship Directory, your rate for display advertising elsewhere in the paper is at 30% off the open commercial rate. For example, an ad the size shown at the bottom of the sample on this page would be \$186 compared to the commercial rate \$265. (Or color price \$233 vs. \$331)

If you opt not to advertise in the Worship Directory, but do want to advertise for special events, your deal rate would be at the 12x or 20% off open rate *when you do two or more ads in the year.* (See the 12x rate in the media kit, which is available online at **www.MyNortheaster.com**.) For example, the Turkey Bazaar ad shown below would be \$265 in color or \$212 in black-and-white.

WORSHIP DIRECTORY ADVERTISING SIZES

**1" Ad
\$400 per
year**

**1.5" Ad
\$600 per
year**

**2" Ad
\$800 per
year**

Example of a 2 column by 2.25" display ad. If you are advertising in the Worship Directory, this ad would be \$186 compared to the commercial rate \$265. (Or color price \$233 vs. \$331)

St. Constantine Ukrainian Catholic Church
TURKEY BAZAAR
Sunday, November 24, 2019 • 11 am-1 pm
314-6th Ave. NE (off University Ave. NE), Minneapolis
15 TURKEYS RAFFLED!
Bake Sale & Prizes 
Complete Turkey Dinner
Adults \$12.00 Children 5 to 12 \$6.00 Under 5 years FREE