



The Arts at WorkSM

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

20 Northeast | June 26, 2023

arts INSIGHTS



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Celebrating Northeast!

At 10, the Northeast Minneapolis Arts District was named by the Northeast Minneapolis Arts District as one of the top 100 arts districts in the country. The group was joined by Mayor Antonio, Councilmember, and other community members.

July 23 Pecha Kucha asks "Are Galleries Dead?" (Not in Northeast)

Many from a Party to a Party, and now the Party is over. The Northeast Minneapolis Arts District is asking "Are Galleries Dead?" and the answer is "No." The district is asking for support from the community to keep galleries alive.



Be Proud of Your Body. Dance Barre is a fitness studio that offers classes for all levels. They are currently looking for a new location in the district.



Bring your appetite to the district. Super Foodies! is a food truck that serves healthy and delicious meals. They are currently looking for a new location in the district.



It's been almost a decade since the American Civil War. The California Building is a historic landmark that is currently being restored. They are currently looking for a new location in the district.



First Thursdays. Casket Arts is a gallery that features local artists. They are currently looking for a new location in the district.



John Krensen and Jennifer Young passed with Minnesota's Arts and Cultural Heritage Award

John Krensen and Jennifer Young passed with Minnesota's Arts and Cultural Heritage Award. They were recognized for their contributions to the arts and culture in the district.



Arts District attracts thriving arts organizations

The Arts District is attracting thriving arts organizations. This is due to the district's focus on supporting the arts and culture.



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.

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 nearly 700 dedicated subscribers.
- A portion of the ad revenue directly supports the Northeast Minneapolis Arts District's website, meeting venue rentals, etc.

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

ACTUAL AD SIZE

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

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)

About the Northeast

Readership: 45,800 (and growing) in Northeast Minneapolis, St. Anthony, and Columbia Heights. Based on 31,500 printed, 81% readership, 1.8 readers per copy. Carried house-to-house (the only paper in the area with total market coverage).

Income: 37% have a household income over \$100,000, 18% \$75-\$99K, and 26% \$50-\$75K. 59.4% of readers frequently purchase from ads in the *Northeast*, in particular, 79% of readers intend to buy dining & entertainment in the next year.

*2022 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, inquire.

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)

