

# 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

# 78%

of those who receive the  
Northeaster read it regularly.

# 1.9

pass-along rate.

## What people are saying about the Northeaster:

*"People comment that they interviewed and hired me because they liked my approach in the Northeaster."*

—Bob McNamara, Realtor®

*"You're a genius. The ads have brought thousands of dollars in business. The consistency and the message work."*

—Joe Perfetti, CPA

*"The Northeaster is 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

# 28K

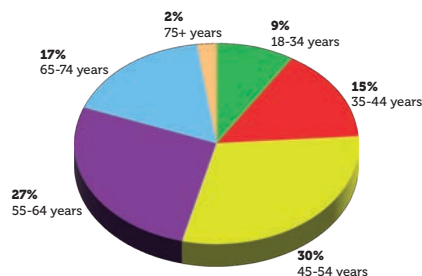
readers regularly purchase  
from the ads they see.  
Be where they can see you.

Effective 9-1-23

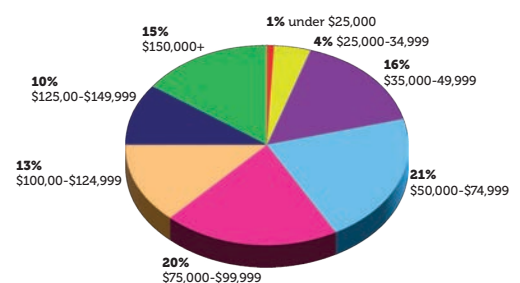
The Northeaster newspaper reaches Northeast Minneapolis, St. Anthony, Columbia Heights and Hilltop twice monthly, with 31,700 copies. 27,500 hand-carried door-to-door to residents. Also available for pickup at businesses: 3,800 (they go fast!) and our office: 400.

Local news, features, event 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

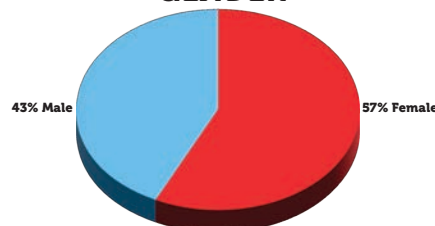


## HOUSEHOLD INCOME

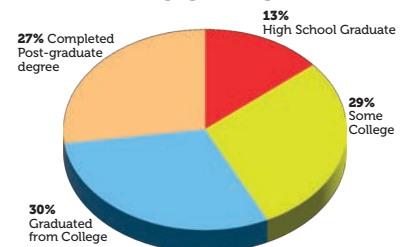


## Northeaster Demographics

## GENDER



## EDUCATION



**Readership: 48,000 newspaper  
10,000+ website & social media users**



Statistics based on 2023 circulation audit by Circulation Verification Council. Complete original audit results including methodology available on request. New audit results available annually in July.

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### How to use the rate card

**Find your frequency:** Open means one time with no further commitment, 3x, 6x and so on means commitment to three ads, six ads and so on, earning the discount (in parentheses) from open rate. Frequency is defined as ads placed in a year; 24x can be spread over two years.

**Find a size or sizes:** Start with the type of impact you want to make or the amount of information you need to impart, and use the thumbnails to see the portion of page and relative dimension. If you're buying more than one ad, which experts highly recommend, you may want to vary your size and content. With your budget in mind you can put together a package using the individual prices.

**Dimensions:** H means horizontal, V means vertical. Measurements are width by height (full page 9.833" wide by 14.7" tall). Designers who use picas will find those on the production specs page.

**Calculate your total spend:** Each cell of the grid is the price for one ad. Multiply by the number of ads to get your total. The price for a black and white ad is in the white bar (b/w) and the total price for a color ad is in the shaded bar. (You do not add the two together.)

### How to buy advertising - go big, go frequent, or both?

Let us help you with suggestions - in person or by email, phone, text. We help put together a plan that works for your goals and budget.











If choosing between big or frequent, pick frequent. The thin market concept says buyers have to see your ad when they're in the market, so you always want to be there with something. Think of the variety and humor used by insurance companies advertising on television; they keep us entertained even if we're not buying.

We'd rather invest time helping your business than spend time chasing and annoying you. We incentivize steady - even if seasonal - customers through discounts. While we have some great stories of one ad bringing in a ton of business, most find that repeated presence is most useful. Most of our customers have been with us monthly, twice monthly or seasonally for many years.

A new business may go big for a grand opening, then drop down to something between a one-sixteenth and a one-sixth ongoing. Seasonals may need a one-sixth, quarter or more for a few months.

Communication and planning are key. When plans need to speed up or slow down, just let us know so we're not chasing or annoying you unnecessarily.

Rates are per time. Ads do not have to be the same size or content, and do not have to be consecutive.

		Open	3x (10%)	6x (15%)	12x (20%)	24x (30%)	B/W or Color
	<b>Full Page</b> (58.8 column-inches) 9.833" x 14.7"	<b>2514</b>	<b>2263</b>	<b>2137</b>	<b>2011</b>	<b>1760</b>	B/W
		<b>2764</b>	<b>2513</b>	<b>2387</b>	<b>2261</b>	<b>2010</b>	Color
	<b>3/4 Page</b> (43.5) H: 9.833" x 11.0" V: 7.333" x 14.7"	<b>2011</b>	<b>1810</b>	<b>1709</b>	<b>1609</b>	<b>1408</b>	B/W
		<b>2261</b>	<b>2060</b>	<b>1959</b>	<b>1859</b>	<b>1658</b>	Color
	<b>1/2 Page</b> (29) H: 9.833" x 7.25" V: 7.333" x 9.75" V: 4.833" x 14.7"	<b>1365</b>	<b>1229</b>	<b>1160</b>	<b>1092</b>	<b>956</b>	B/W
		<b>1615</b>	<b>1479</b>	<b>1410</b>	<b>1342</b>	<b>1206</b>	Color
	<b>1/3 Page</b> (19) H: 9.833" x 4.75" H: 7.333" x 6.25" V: 4.833" x 9.75"	<b>894</b>	<b>805</b>	<b>760</b>	<b>715</b>	<b>626</b>	B/W
		<b>1118</b>	<b>1006</b>	<b>950</b>	<b>894</b>	<b>783</b>	Color
	<b>1/4 Page</b> (14.5) H: 9.833" x 3.5" H: 7.333" x 4.75" V: 4.833" x 7.25"	<b>718</b>	<b>646</b>	<b>610</b>	<b>574</b>	<b>503</b>	B/W
		<b>898</b>	<b>808</b>	<b>763</b>	<b>718</b>	<b>629</b>	Color
	<b>1/6 Page</b> (9.67) H: 7.333" x 3.5" V: 2.333" x 9.5" V: 4.833" x 4.75"	<b>501</b>	<b>451</b>	<b>426</b>	<b>401</b>	<b>351</b>	B/W
		<b>626</b>	<b>564</b>	<b>533</b>	<b>501</b>	<b>439</b>	Color
	<b>1/8 Page</b> (7.25) H: 4.833" x 3.5" V: 2.333" x 7.25"	<b>386</b>	<b>347</b>	<b>328</b>	<b>309</b>	<b>270</b>	B/W
		<b>483</b>	<b>434</b>	<b>410</b>	<b>386</b>	<b>338</b>	Color
	<b>1/12 Page</b> (4.83) H: 4.833" x 2.25" V: 2.333" x 4.75"	<b>265</b>	<b>239</b>	<b>225</b>	<b>212</b>	<b>186</b>	B/W
		<b>331</b>	<b>299</b>	<b>281</b>	<b>265</b>	<b>233</b>	Color
	<b>1/16 Page</b> (3.63) H: 4.833" x 1.75" V: 2.333" x 3.5"	<b>200</b>	<b>180</b>	<b>170</b>	<b>160</b>	<b>140</b>	B/W
		<b>250</b>	<b>225</b>	<b>213</b>	<b>200</b>	<b>175</b>	Color
	<b>1/32 Page</b> (1.81) H: 2.333" x 1.75" V: 2.333" x 1.75"	<b>128</b>	<b>115</b>	<b>109</b>	<b>102</b>	<b>90</b>	B/W
		<b>160</b>	<b>144</b>	<b>136</b>	<b>128</b>	<b>113</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 a production fee (\$20 minimum, based on hours needed to complete the advertising to your specifications). 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 stock art available for use in ads. Please allow some extra lead time for the initial setup of a new look or campaign.

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## 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 My 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 they deem 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 9.833 inches wide and 14.7 inches high.**

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.

We work on Macintosh in InDesign. **We accept PDF files** made in Adobe Acrobat, InDesign, Illustrator (with all fonts converted to outlines), or Photoshop. 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 can work with EPS files with all fonts converted to outlines, and TIFF, JPEG or BMP files, at least 300 dpi, 600 dpi preferred. We do not work with MS Publisher or Powerpoint files. Please do not enable any password protection or security block when creating a PDF.

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

**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). **Convert any Spot or Pantone colors to CMYK.**

**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). Occasional copies with less than perfect registration will slip through while registration is being corrected on press. So, 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.

**Please, no crop marks, registration marks, or visible file labels.**

The underlying document size should match the ad dimensions with no extraneous material that could cause errors in importing.

**Ad borders** must be defined by at least a hairline box or the graphic elements within, so as to distinguish from news, photos and other content.

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## Payment Policies:

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

Prepayment is due for the first ad before ad runs. The payment portal on MyNortheaster.com will give you a receipt immediately to use for tracking. Prepaid accounts will receive invoices and tear-sheets after publication for files.

Let your ad rep know if you prefer electronic bills and tear-sheets. Our standard practice is US Mail. 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.

All invoices over 40 days are subject to a 1.5% late fee whether or not a statement is issued. Advertising may be withheld at any time a payment is due.

A \$30 service charge will be added to any check returned unpaid by the advertiser's bank.

## Cancellations:

Ads cancelled after the space reservation deadline may be subject to a \$50 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; \$9 per line with \$27 minimum, or boxed ads at \$44 per column inch, \$66 minimum. Discounts offered for 6x (10%), 12x (15%) and 24x (20%) commitments. Columns 1.5 inches wide. Call 612-788-9004 to place, before 3 p.m. Tuesday of deadline weeks.

### Inserts (Preprinted Flyers):

\$50 per thousand for single page, \$60 per thousand for multi-page or special handling, \$300 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 pages 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. (10,000 copies+ at \$43 per 1,000)

**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 \$22 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 significantly less than 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 30% discount on advertising for special events. (See separate promo)

### Dateline: Northeast - our History Page:

An annual commitment of \$700 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 October or 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 1, 6 or 12 times available. This page runs opposite the edition with Dateline: Northeast and is a great way to keep your name in front of readers every edition for the whole year when combined with that offer.

**Other Special Sections/Pages:** Ad sizes and prices, if different from rate card, will be explained on the appropriate promos. We try to base our layouts on already-available sizes and typically do special layouts for Art-A-Whirl and various local celebrations. We also coordinate the NEighbors Sale Days. Ask about sponsor opportunities.



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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 9-1-23.

## 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

...and all over the world thanks to MyNortheaster.com

## Website Advertising on MyNortheaster.com

### Duration

Ad Type	Annual	Quarterly	One Month	2 Weeks
<b>Leaderboard</b>	<b>\$750</b>	<b>\$250</b>	<b>\$112</b>	<b>\$80</b>
728 px wide x 90 px high, appears on Home page below MyNortheaster banner				
<b>Sidebar (medium)</b>	<b>\$750</b>	<b>\$250</b>	<b>\$112</b>	<b>\$80</b>
300 px wide x 250 px high, appears on Home, News, Events and Archives pages				
<b>Footer (small)</b>	<b>\$338</b>	<b>\$118</b>	<b>\$58</b>	<b>\$44</b>
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				

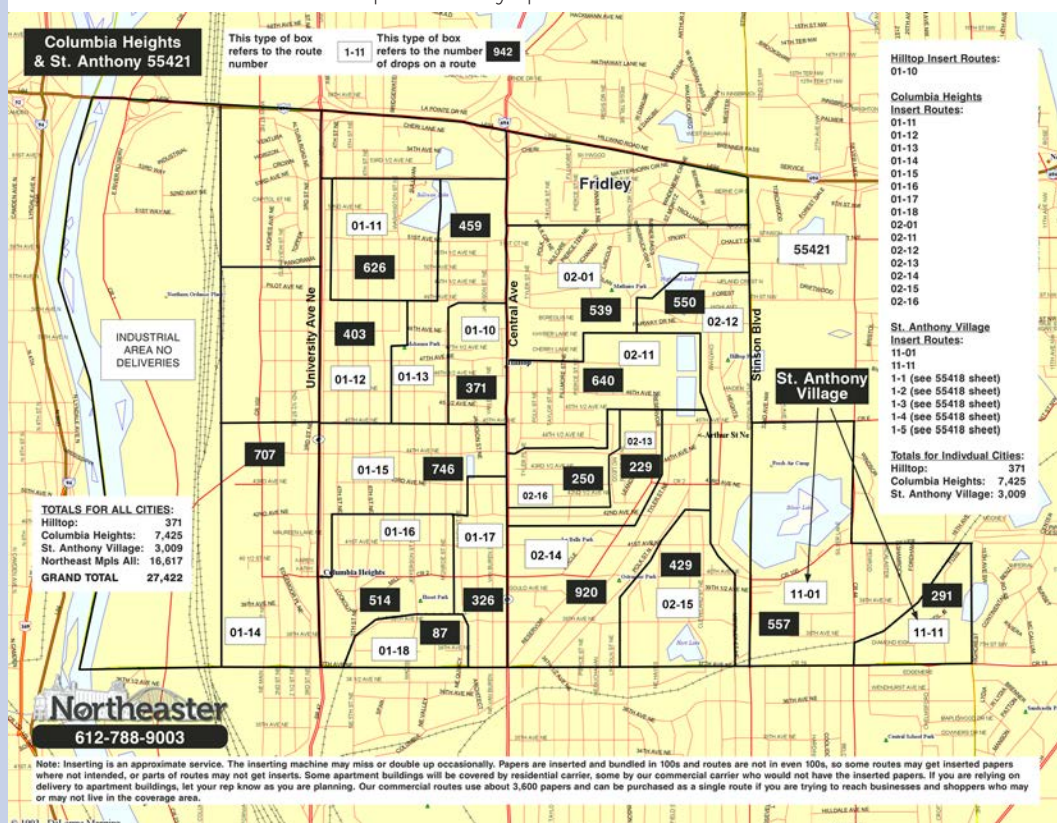
If you would like to use web to promote an event, we highly recommend starting more than a month early, or buying in conjunction with print, for most impact.

We will produce your ad, or use what you provide. .png or .jpg formats, 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.

## Insert routes: Minimums apply, see "special types of advertising"

Talk with one of our sales reps with any questions on insertion details





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- Arts&Craft Supplies 10,080
- Child Care 3,360
- Education/Classes 3,360
- Wedding 1,440
- Pet Supplies 12,000

