Northeaster

612.788.9003
34 13th Ave. NE
Minneapolis, MN 55413
www.MyNortheaster.com
Contact@MyNortheaster.com

Northeast Minneapolis | St. Anthony | Columbia Heights | Hilltop

What people are saying about the Northeaster:

"The Northeaster is like instant community with all the events. You really know what's going on."
—Heather Sather, Reader

77%+

of those who receive the Northeaster read it regularly.

"I've found most of my home remodeling vendors through the Northeaster. I like to look locally first."
—Anthony Kaczor, Reader

1.9+

pass-along rate.

"People comment that they interviewed and hired me because they liked my approach in the Northeaster."
—Bob McNamara, Realtor®

28K+

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

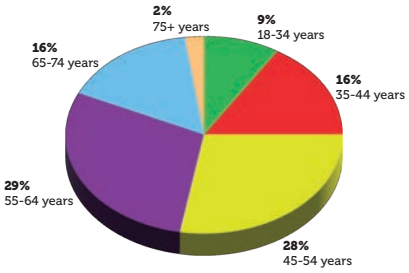
"You're a genius. The ads have brought thousands of dollars in business. The consistency and the message work."
—Joe Perfetti, CPA

Effective 11-1-26

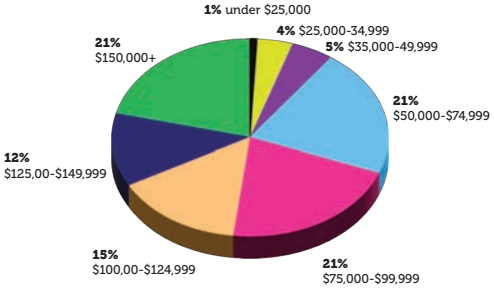
The Northeaster newspaper reaches Northeast Minneapolis, St. Anthony, Columbia Heights and Hilltop twice monthly, with 32,000 copies. 27,500 hand-carried door-to-door to residents. Also available for pickup at businesses: 4,100 (they go fast!) and our office: 400.

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

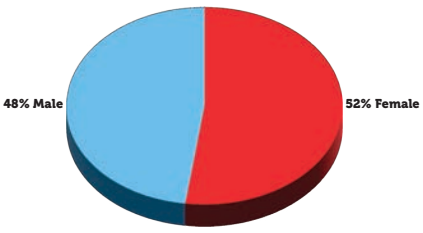


HOUSEHOLD INCOME

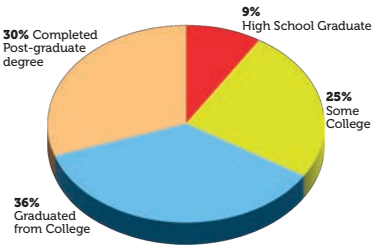


Northeaster Demographics

GENDER



EDUCATION



Readership: 48,216 newspaper
11,091 website & social media users
59,307 total estimated gross contacts

CIRCULATION VERIFICATION COUNCIL

Statistics based on circulation audit by Circulation Verification Council. Complete original audit results including methodology available on request.

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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 within 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 quarter page 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, 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
Full Page (58.8 column-inches) 9.833" x 14.7"	3045	2740	2588	2436	2131	B/W
	3320	3015	2863	2711	2406	Color
3/4 Page (43.5) H: 9.833" x 11.0" V: 7.333" x 14.7"	2303	2073	1958	1843	1612	B/W
	2578	2348	2233	2118	1887	Color
1/2 Page (29) H: 9.833" x 7.25" V: 7.333" x 9.75" V: 4.833" x 14.7"	1582	1424	1345	1266	1108	B/W
	1857	1699	1620	1541	1383	Color
1/3 Page (19) H: 9.833" x 4.75" H: 7.333" x 6.25" V: 4.833" x 9.75"	1070	963	909	856	749	B/W
	1337	1203	1137	1070	936	Color
1/4 Page (14.5) H: 9.833" x 3.5" H: 7.333" x 4.75" V: 4.833" x 7.25"	833	750	708	667	583	B/W
	1041	937	885	833	729	Color
1/6 Page (9.67) H: 7.333" x 3.5" V: 2.333" x 9.5" V: 4.833" x 4.75"	572	515	486	458	401	B/W
	715	644	608	572	501	Color
1/8 Page (7.25) H: 4.833" x 3.5" V: 2.333" x 7.25"	438	395	373	351	307	B/W
	548	493	466	438	384	Color
1/12 Page (4.83) H: 4.833" x 2.25" V: 2.333" x 4.75"	301	271	256	241	211	B/W
	376	339	320	301	263	Color
1/16 Page (3.63) H: 4.833" x 1.75" V: 2.333" x 3.5"	231	208	196	185	162	B/W
	289	260	245	231	202	Color
1/32 Page (1.81) H: 2.333" x 1.75" V: 2.333" x 1.75"	121	109	103	97	85	B/W
	152	136	129	121	106	Color

Graphics for Your New Ads:

We so strongly believe in small business, that we still make basic print and website 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 with Adobe Creative Suite and can create ads from graphic elements that you provide. We have stock art available for use in ads. Please allow 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 by deadline, eight days prior to publication date; 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 in writing) 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, independent design firm, a friend or relative, 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

By submitting advertising content, the advertiser represents and warrants that they own all necessary rights to the content, including text, images, graphics, and any other included materials, or have secured all required licenses for commercial use.

The advertiser agrees to indemnify, defend, and hold harmless My Media, Inc. and the Northeaster, its employees, and affiliates from and against any and all claims, demands, damages, liabilities, costs, and expenses (including reasonable attorney's fees) arising out of or related to any alleged or actual infringement, misappropriation, or violation of rights associated with the submitted materials.

The Northeaster assumes no responsibility for verifying ownership or licensing of externally provided content and is not liable for any claims resulting from its publication.

Submission of advertising content constitutes acceptance of these terms

We work on Macintosh in InDesign. **We accept PDF files** made in Adobe InDesign, Illustrator (with all fonts converted to outlines), Photoshop or Acrobat. PDFs from other software applications or computer platforms that create a **high resolution** PSD, TIFF or PDF file with embedded fonts and graphics are also accepted. We can work with EPS files with all fonts converted to outlines, and TIFF, JPEG or BMP files, created using at least 300 dpi, 600 dpi preferred. Please do not enable any password protection or security block when creating a PDF.

Caution: Many programs export 72 dpi files, which is not high 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 — using K (black) only.

Color Ads should be submitted as CMYK. If possible, change all RGB to CMYK (web images will be RGB by default.) **Convert all colors including Spot and Pantone 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. We recommend that for the crispest look possible, any small type (less than 10 pt) 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 (less than 10 pt) over full-strength colors (screens/tints work better.) Setting to overprint, rather than knockout, is recommended.

Please do not output files with crop marks, registration marks, or visible file labels. The document size should match the ad dimensions with no extraneous material that could cause errors in importing.

Ad stroke/border must be defined by at least a hairline stroke or the graphic elements within, so as to distinguish from news, photos and other content. The Newspaper will add a half-point black stroke to advertising that does not meet this standard.

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Payment Policies:

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

Prepayment is due for the first ad before the ad runs. The payment portal on www.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 $40 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 the mechanical 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

Classified Advertising:
Employment, Home Repair & Remodeling, Services, For Sale, Announcements, Rentals, Wanted; $10 per line with a 3 line or $30 minimum, or boxed ads at $48 per column inch, $72 minimum. Discounts offered for 6x (10%), 12x (15%) and 24x (20%) commitments. Columns 1.5 inches wide. Contact us at 612-788-9004 or Contact@MyNortheaster.com before 3 p.m. Tuesday of deadline weeks.

Legal Notice Advertising:
Certificate of Assumed Name and other types of public notices are $24 per column inch and run in the classified section. We provide affidavits of publication and help you meet government requirements. Contact us at 612-788-9004 or Contact@MyNortheaster.com.

Inserts (Preprinted Flyers):
$90 per thousand for single page, $100 per thousand for multi-page or special handling; 4,000 pieces or $360 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 applies. Northeaster offers flyer production at our hourly production rate, with a $25 minimum fee. Please ask your sales rep if you would like our team to design something for you.
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 broker print jobs as well. Low cost 2-sided, full-color print service available for long runs with at least 2 week lead time. (10,000 copies+ at $90 per 1,000).

Political Advertising is accepted with payment in advance only.
Content must comply with applicable legal requirements for political advertising.

Sponsored Feature (advertorial) is offered as a one or two full-page, full-color placement only, priced at $4,200 per page. All Sponsored Features must be clearly labeled "PAID ADVERTISEMENT" at the top of each page. Client or agency-supplied creative is preferred; if design and layout are provided by the Northeaster, a production fee will apply. Sponsored Features are limited to one placement per edition and are subject to publisher approval, meeting publication standards for labeling, clarity, and design. Early submission deadlines apply to allow adequate time for review and production.

Worship Directory rates are significantly less than what businesses pay, for advertising basic schedule and contact information in the Worship Directory. Advertising is $450 for 1", $675 for 1.5" and $900 for 2". Throughout the year, churches that advertise in the Worship Directory also receive 30% discount on their commercial advertising. (See separate promo)

Dateline: Northeast - our History Page: An annual commitment of $750 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 you change logos or other 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.

Arts Insights Page: 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. (See separate promo)

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 (ask your rep for details or specifc celebrations). We coordinate the NEighbors Sale Days — ask about sponsor opportunities. The Shop Northeast promotion helps to maximize winter- and holiday- related sales that feature small business ad groupings that encourage buying local.

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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 11-1-26.

Website Advertising on MyNortheaster.com

	Duration			
Ad Type	**Annual**	**Quarterly**	**One Month**	**2 Weeks**
Leaderboard	$1000	$400	$200	$100
728 px wide x 90 px high, appears on Home page below MyNortheaster banner				
Sidebar (medium)	$1000	$400	$200	$100
300 px wide x 250 px high, appears on Home, News, Events and Archives pages				
Footer (small)	$500	$200	$100	$75
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				

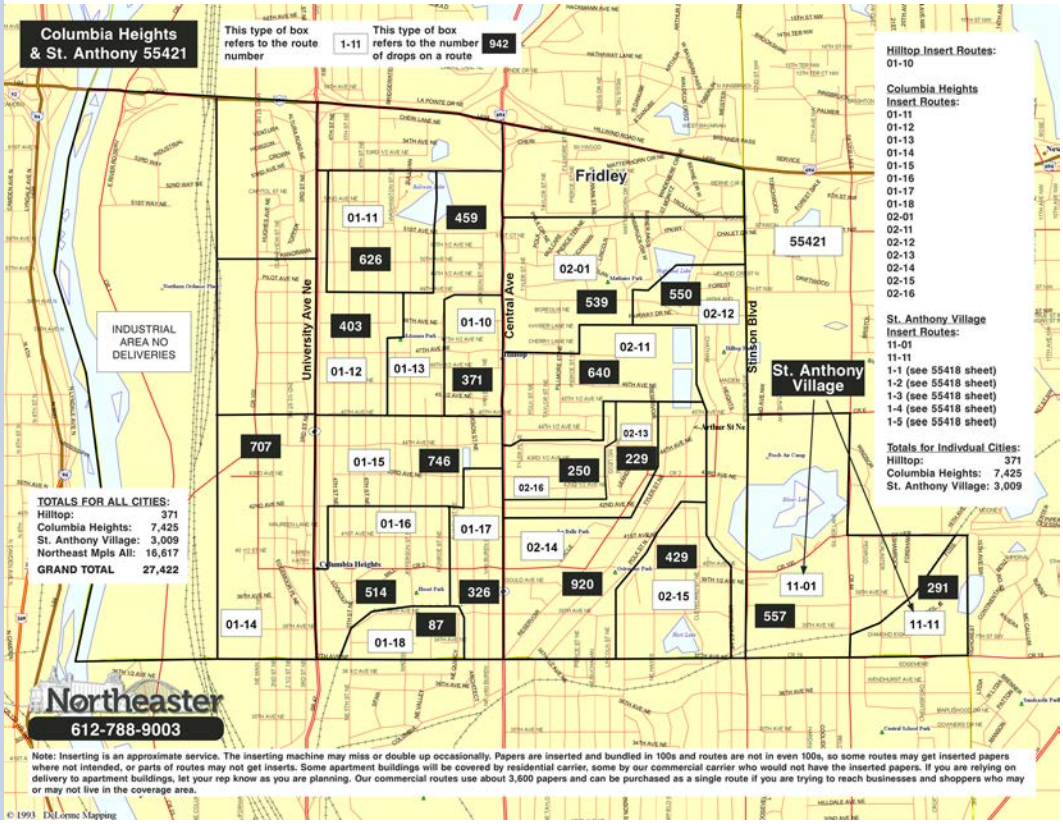
If you would like to use web to promote an event, we highly recommend starting more than a month early, or buying in conjunction with print, for most impact.

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 are at our hourly production rate of $80 per hour, with a $20 minimum fee.

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

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



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

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Planning to Buy:

Extrapolated from the 2025 Circulation Verification Council survey, here are numbers of readers likely to purchase in the next 12 months, in these categories.

Transportation:

• Auto New	6,750
• Auto Used	4,822
• Auto Accessories	16,876
• Motorcycles/ATVs	482

Technology:

• Computers	14,465
• TV/Electronics	9,643
• Cell phones	11,572

Professional Services:

• Attorney	5,786
• Financial Planner	14,947
• Tax Advisor	16,393

Health:

• Veterinarian	14,465
• Chiropractor	6,750
• Pharmacist	18,804
• Medical Services/Physicians	16,876
• Health Club/Exercise Class	10,608
• Weight Loss	1,446

Home-Related:

• Antiques	7,715
• Cleaning Services	15,429
• Furniture/Furnishing	21,697
• Home Appliance	10,125
• Home Improvement	15,911
• Carpet/Flooring	6,750
• Lawn & Garden	16,876
• Lawn Care Service	16,858
• Heating/AC	9,161
• Real Estate	3,857

Apparel:

• Men's	20,251
• Women's	34,716
• Children's	4,339
• Jewelry	11,090

Entertainment:

• Dining & Entertainment	37,126
• Florist/Gift	13,018
• Vacation/Travel	26,519
• Boats	482
• Legal Gambling	12,054
• Sports Equipment	8,197

Other:

• Arts & Craft Supplies	5,786
• Child Care	1,929
• Education/Classes	3,857
• Wedding	964
• Pet Supplies	14,465

