

# Advertising Rates

# DOWNTOWN St. Paul Voice

Advertising Rates:	Open:	6-Time:	12-Time:
<u>Net Column Inch Rate</u>	<b>\$11.28</b>	<b>\$10.01</b>	<b>\$9.07</b>
1/16th page (3 3/8"x3")	<b>\$67.68</b>	<b>\$60.06</b>	<b>\$54.42</b>
1/8th page (5"x3 1/2")	<b>\$118.44</b>	<b>\$105.11</b>	<b>\$95.24</b>
1/4 page (5"x7")	<b>\$236.88</b>	<b>\$210.22</b>	<b>\$190.47</b>
Special Half Page (10 1/4"x7" or 6 3/4"x10") .....	<b>\$380.94</b>		
Special Full Page (10 1/4"x14") .....	<b>\$761.88</b>		

**Circulation: 4,000**

**Distribution:** The Downtown St. Paul Voice is distributed free to apartments, condominiums and high traffic areas in St. Paul's historic Lowertown district and throughout downtown St. Paul. Distribution includes zip codes 55101, 55102 and St. Paul's skyway system.

**Employment Ads:**  
(1 1/4" per column)  
\$11.28 per column inch

**Color:**  
Spot color - \$75  
Four Color - \$300

**Combination rate: \$55.80**

**Pre-printed Inserts:**  
\$50 per thousand (4,000 minimum)  
*Single sheet flyer. Larger pieces by quote.*

**Agency Rates:**  
Add 15% to net rates

**Publication Day:**  
Last Tuesday of each month

**Advertising Deadline:**  
See promotional calendar

**Demographics:**  
**Racial Makeup:**  
White: 74.2%   Black: 15.8%   Hispanic: 6%   Asian: 4.6%  
Other: 5.3%

**Median Household Income:** \$47,279  
**Average Household Size:** 1.34 people  
**Home Ownership:** 17%  
**Rental:** 83%

**Age Group:**

0-20	9.7%
21-54	64.2%
55+	26.1%

**Population: 5,743**