



# EARTH DAY SPECIALS

Does your company or organization offer goods or services to help the public Go Green? If so, call today to advertise in our Earth Day Specials Guide, published in our April issue.

This guide will feature tips on how our readers can Go Green all year, and is a fantastic marketing opportunity to reach over 37,500 homes in the greater St. Paul area and also the Hispanic audience of the Twin Cities.

*We're offering our lowest rate for this issue (listed as the 12-time rate on the attached rate card)*

**To reserve your space, or  
for more information,  
call 651-457-1177**

**Publication Date: March 27**

**Advertising Deadline: March 16**



# Ad Rates:



## St. Paul Voice

<b>Advertising Rates:</b>	<b>Open:</b>	<b>6-Time:</b>	<b>12-Time:</b>
<i>Net Column Inch Rate</i>	<b>\$22.19</b>	<b>\$20.35</b>	<b>\$19.10</b>
<b>1/16th page</b> (3 3/8"x3")	<b>\$133.14</b>	<b>\$122.10</b>	<b>\$114.60</b>
<b>1/8th page</b> (5"x3 1/2")	<b>\$233.00</b>	<b>\$213.68</b>	<b>\$200.55</b>
<b>1/4 page</b> (5"x7")	<b>\$465.99</b>	<b>\$427.35</b>	<b>\$401.10</b>
<b>Special Half Page</b> (10 1/4"x7" or 6 3/4"x10")	<b>\$608.81</b>		
<b>Special Full Page</b> (10 1/4"x14")	<b>\$1045.98</b>		

**Circulation: 16,500**

**Distribution:** The St. Paul Voice is distributed free to every home and apartment in West St. Paul, The West Side, Mendota Heights, Sunfish Lake and Lilydale, as well as high traffic businesses. Distribution includes zip codes 55107, 55118 and 55120.



## La Voz Latina

<b>Advertising Rates:</b>	<b>Open:</b>	<b>6-Time:</b>	<b>12-Time:</b>
<i>Net Column Inch Rate</i>	<b>\$13.82</b>	<b>\$12.54</b>	<b>\$11.17</b>
<b>1/16th page</b> (3 3/8"x3")	<b>\$82.92</b>	<b>\$75.24</b>	<b>\$67.02</b>
<b>1/8th page</b> (5"x3 1/2")	<b>\$145.11</b>	<b>\$131.67</b>	<b>\$117.29</b>
<b>1/4 page</b> (5"x7")	<b>\$290.22</b>	<b>\$263.34</b>	<b>\$234.57</b>
<b>Special Half Page</b> (10 1/4"x7" or 6 3/4"x10")	<b>\$469.22</b>		
<b>Special Full Page</b> (10 1/4"x14")	<b>\$938.45</b>		

**Circulation: 8,500**

**Translation Services:** \$40 per hour

**Distribution:** La Voz Latina is distributed free to every home on St. Paul's West Side (zip code 55107), the Twin Cities most established Hispanic community, as well as to apartments, Hispanic businesses and other high traffic points in the St. Paul and Minneapolis metro area. Distribution includes zip codes 55101, 55102, 55107, 55118, 55120, 55075, 55404, 55408, 55423.



## Downtown St. Paul Voice

<b>Advertising Rates:</b>	<b>Open:</b>	<b>6-Time:</b>	<b>12-Time:</b>
<i>Net Column Inch Rate</i>	<b>\$11.84</b>	<b>\$10.51</b>	<b>\$9.52</b>
<b>1/16th page</b> (3 3/8"x3")	<b>\$71.04</b>	<b>\$63.06</b>	<b>\$57.12</b>
<b>1/8th page</b> (5"x3 1/2")	<b>\$124.32</b>	<b>\$110.36</b>	<b>\$99.96</b>
<b>1/4 page</b> (5"x7")	<b>\$248.64</b>	<b>\$220.71</b>	<b>\$199.92</b>
<b>Special Half Page</b> (10 1/4"x7" or 6 3/4"x10")	<b>\$399.99</b>		
<b>Special Full Page</b> (10 1/4"x14")	<b>\$799.97</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.



## South St. Paul Voice

<b>Advertising Rates:</b>	<b>Open:</b>	<b>6-Time:</b>	<b>12-Time:</b>
<i>Net Column Inch Rate</i>	<b>\$13.82</b>	<b>\$12.54</b>	<b>\$11.17</b>
<b>1/16th page</b> (3 3/8"x3")	<b>\$82.92</b>	<b>\$75.24</b>	<b>\$67.02</b>
<b>1/8th page</b> (5"x3 1/2")	<b>\$145.11</b>	<b>\$131.67</b>	<b>\$117.29</b>
<b>1/4 page</b> (5"x7")	<b>\$290.22</b>	<b>\$263.34</b>	<b>\$234.57</b>
<b>Special Half Page</b> (10 1/4"x7" or 6 3/4"x10")	<b>\$469.22</b>		
<b>Special Full Page</b> (10 1/4"x14")	<b>\$938.45</b>		

**Circulation: 8,500**

**Distribution:** The South St. Paul Voice is distributed free to every home in South St. Paul (zip code 55075), as well as to high traffic businesses in South St. Paul.

## Display Ads • Employment Ads • Preprinted Inserts • Free Ad Design!

**Pre-printed Inserts:** \$60 per thousand 4,000 min. Single sheet. Larger pieces by quote.  
**Color:** Spot color - \$75; Full Color - \$300

**Combination rate (all papers):** \$58.59  
**Agency Rates:** Add 15% to net rates

The publisher reserves the right to accept or reject any editorial or advertising information submitted for publication. No deviation from the rate card for any advertiser. The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of the advertisement. The publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement. The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights or privacy resulting from the publication of the advertiser's advertisement.