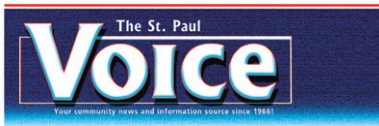


Ad Rates:



St. Paul Voice

Advertising Rates:	Open:	6-Time:	12-Time:
<i>Net Column Inch Rate</i>	\$21.13	\$19.38	\$18.19
1/16th page (3 3/8"x3")	\$126.78	\$116.28	\$109.14
1/8th page (5"x3 1/2")	\$221.87	\$203.49	\$191.00
1/4 page (5"x7")	\$443.73	\$406.98	\$381.99
Special Half Page (10 1/4"x7" or 6 3/4"x10")	\$579.82		
Special Full Page (10 1/4"x14")	\$996.17		
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

Advertising Rates:	Open:	6-Time:	12-Time:
<i>Net Column Inch Rate</i>	\$13.16	\$11.94	\$10.64
1/16th page (3 3/8"x3")	\$78.96	\$71.64	\$63.84
1/8th page (5"x3 1/2")	\$138.18	\$125.37	\$111.72
1/4 page (5"x7")	\$276.36	\$250.74	\$223.44
Special Half Page (10 1/4"x7" or 6 3/4"x10")	\$446.88		
Special Full Page (10 1/4"x14")	\$893.76		
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 metropolitan area.



Downtown St. Paul Voice

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

Advertising Rates:	Open:	6-Time:	12-Time:
<i>Net Column Inch Rate</i>	\$13.16	\$11.94	\$10.64
1/16th page (3 3/8"x3")	\$78.96	\$71.64	\$63.84
1/8th page (5"x3 1/2")	\$138.18	\$125.37	\$111.72
1/4 page (5"x7")	\$276.36	\$250.74	\$223.44
Special Half Page (10 1/4"x7" or 6 3/4"x10")	\$446.88		
Special Full Page (10 1/4"x14")	\$893.76		
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: \$50 per thousand 4,000 min. Single sheet. Larger pieces by quote.
Color: Spot color - \$75; Full Color - \$300

Combination rate (all papers): \$55.80
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.

FIRST QUARTER

High Readership!

January

Published: Dec. 28
 Ad Deadline: Dec. 16
 Camera Ready: Dec. 17
 Editorial: Dec. 10

Editorial Focus

- Year in Review

Advertising Promotions

- School Choice Guide
- Tax & Finance

February

Published: Jan. 25
 Ad Deadline: Jan. 15
 Camera Ready: Jan. 19
 Editorial: Jan. 13

Editorial Focus

- Family/Relationships

Advertising Promotions

- Valentine's Day
- Tax & Finance

March

Published: Feb. 22
 Ad Deadline: Feb. 12
 Camera Ready: Feb. 16
 Editorial: Feb. 10

Editorial Focus

- Commerce

Advertising Promotions

- Home Improvement
- Tax & Finance

SECOND QUARTER

High Readership!

April

Published: March 29
 Ad Deadline: March 19
 Camera Ready: March 23
 Editorial: March 17

Editorial Focus

- Transportation

Advertising Promotions

- Home Improvement
- St. Paul Art Crawl

May

Published: April 26
 Ad Deadline: April 16
 Camera Ready: April 20
 Editorial: April 14

Editorial Focus

- State of the City

Advertising Promotions

- Cinco de Mayo Fiesta
- West St. Paul Days

June

Published: May 24
 Ad Deadline: May 14
 Camera Ready: May 18
 Editorial: May 12

Editorial Focus

- Housing

Advertising Promotions

- Health and Fitness
- Summer Preview

THIRD QUARTER

High Readership!

July

Published: June 28
 Ad Deadline: June 18
 Camera Ready: June 22
 Editorial: June 16

Editorial Focus

- Summer Fun Guide

Advertising Promotions

- Summer Fun
- Kaposia Days

August

Published: July 30
 Ad Deadline: July 16
 Camera Ready: July 20
 Editorial: July 14

Editorial Focus

- Back to School

Advertising Promotions

- Back to School

September

Published: Aug. 30
 Ad Deadline: Aug. 20
 Camera Ready: Aug. 24
 Editorial: Aug. 18

Editorial Focus

- Education

Advertising Promotions

- Home Improvement
- Mexican Independence

FOURTH QUARTER

High Readership!

October

Published: Sept. 27
 Ad Deadline: Sept. 17
 Camera Ready: Sept. 21
 Editorial: Sept. 15

Editorial Focus

- Community Service

Advertising Promotions

- On the Road Again
- St. Paul Art Crawl
- Hispanic Heritage Month

November

Published: Oct. 25
 Ad Deadline: Oct. 15
 Camera Ready: Oct. 19
 Editorial: Oct. 13

Editorial Focus

- Political

Advertising Promotions

- Holiday Event Guide
- Thanksgiving

December

Published: Nov. 29
 Ad Deadline: Nov. 19
 Camera Ready: Nov. 23
 Editorial: Nov. 17

Editorial Focus

- Holidays/Traditions

Advertising Promotions

- Holiday Greetings
- Holiday Entertainment