



# Spring Home Improvement



## Reserve Your Space Today for our Spring Home Improvement Guide

Don't miss this opportunity to reach area homeowners when they're planning their spring home improvement projects. We provide access to 37,500 homes and businesses in the St. Paul area and the Hispanic audience of the Twin Cities.



**Call 651-457-1177 today to reserve space!**

**Publication Date: March 27**

**Advertising Deadline: March 16**

# Ad Rates:



## St. Paul Voice

| Advertising Rates:                                  | <u>Open:</u>     | <u>6-Time:</u>  | <u>12-Time:</u> |
|---|------------------|-----------------|-----------------|
| <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> |                 |                 |
| <b>Circulation:</b>                                 | <b>16,500</b>    |                 |                 |

**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:                                  | <u>Open:</u>    | <u>6-Time:</u>  | <u>12-Time:</u> |
|---|-----------------|-----------------|-----------------|
| <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> |                 |                 |
| <b>Circulation:</b>                                 | <b>8,500</b>    |                 |                 |

**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

| Advertising Rates:                                  | <u>Open:</u>    | <u>6-Time:</u>  | <u>12-Time:</u> |
|---|-----------------|-----------------|-----------------|
| <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> |                 |                 |
| <b>Circulation:</b>                                 | <b>4,000</b>    |                 |                 |

**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:                                  | <u>Open:</u>    | <u>6-Time:</u>  | <u>12-Time:</u> |
|---|-----------------|-----------------|-----------------|
| <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> |                 |                 |
| <b>Circulation:</b>                                 | <b>8,500</b>    |                 |                 |

**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

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