

Advertising Rates



Advertising Rates:	Open:	6-Time:	12-Time:
<u>Net Column Inch Rate</u>	\$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, apartment and high traffic business in West St. Paul, The West Side and Mendota Heights. Distribution includes zip codes 55107, 55118 and 55120.

Employment Ads:
 (1 1/4" per column)
 \$21.13 per column inch

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

Combination rate: \$55.80

Pre-printed Inserts:
 \$50 per thousand (5,000 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:

West Side:
Racial Makeup:
 White: 49% Hispanic: 33%
 Other: 18%
Median Household Income: \$38,692
Age:

0 - 20	36.4%
21-54	47.2%
55+	27.6%

West St. Paul:
Racial Makeup:
 White: 83% Hispanic: 10%
 Other: 18%
Median Household Income: \$41,103
Age:

0 - 20	23.5%
21-54	48.9%
55+	16.4%

Population: 16,417

Population: 19,405