

Tangible. Trustworthy. The Power of Print.

Reach up to 80,000 people every month in print and online!



St. Paul Voice | La Voz Latina
Downtown St. Paul Voice | South St. Paul Voice

☑ Reach new customers for pennies per home

Our doorstep delivery will drive new customers to your business & website

☑ Build trust

*82% of people trust print ads more than any other medium when making a purchasing decision**

☑ Quality impressions

*77% of people recall print ads while just 46% recall digital ads***

☑ Diverse market

We reach a wide ethnic and socio-economic audience – 37% BIPOC

☑ Bolster digital marketing

Print ads are a proven way to reinforce digital marketing efforts

☑ Be there when they need you

A consistent presence in our monthly publications and website ensures you are top of mind when customers have a need

* Marketing Sherpa study ** Nieman Journalism Lab (Harvard University)

"I appreciate your journalism covering these communities. I am especially grateful for your approach to the diverse, timely, informative, and interesting topics you cover. News features, as well as local advertising, are an important part of my monthly reading."

- Judy P. (loyal reader)



Total Market Coverage Package

Save 25-50%

Combines the power of print and digital ads to build trust and establish new customers

What's included...

- ☒ Color ad in all four print publications and e-editions
- ☒ Color ad with hotlink on our website and all article posts
- ☒ Recognition in monthly Hot off the Press e-newsletter

1/8 page - 25% off
\$999⁹⁹/mo.

1/2 page - 35% off
\$2,444⁹⁹/mo.

1/4 page - 25% off
\$1,999⁹⁹/mo.

Full page - 50% off
\$3,096⁹⁹/mo.

Pick & Choose Publications

Placing an ad is easy. Let's get started.

Choose your publication(s)

- ☐ St. Paul Voice
- ☐ Downtown St. Paul Voice
- ☐ South St. Paul Voice
- ☐ La Voz Latina

Choose your ad size (see rates on page 3)

- ☐ 1/16 page
- ☐ 1/8 page
- ☐ 1/4 page
- ☐ Half page
- ☐ Full page
- ☐ Preprinted inserts
- ☐ Inquire about branded/sponsored content opportunities
- ☐ Online line ad (\$50)
- ☐ Online tile ad (from \$130)

Choose your color

- ☐ Black and white
- ☐ Spot color
- ☐ Full color

Submit your ad copy

- ☐ To submit your own ad, email us a high resolution pdf file. Color ads must be in CMYK.
- ☐ To take advantage of our **free ad design service**, email us your ad copy, a high resolution image of your logo and any requested photos or artwork. Our service includes professional copywriting and stock artwork.

Ask about available discounts

- ☐ **Loyalty discount**
- ☐ **Community Celebration Package (6 issues)**
Each of the communities we serve has an annual celebration and we provide complete editorial coverage. These issues offer high readership and allows you to show your community support.

Questions? Call us today.

We're here to help. Call 651-457-1177.

**Message + Reach
+ Frequency = New
Regular Customers**



Inform
Entertain
Inspire

Connecting businesses to our loyal readers since 1966!

THANK YOU for using our media group as a cost-effective advertising medium.

We sincerely appreciate the trust you're placing in us and we look forward to helping you see a return on your advertising investment. We've taken the time to exhaustively study our markets so we can most effectively assist you in advertising to the audiences we reach. We look forward to working with you on your next advertising promotion and to establishing a relationship with you as an effective partner in your overall advertising program.

What we offer:

Home delivery in the greater St. Paul area and the Latino audience of the Twin Cities

A respected and trusted medium

We've covered the communities we serve since 1966 – over half a century! We know our market like nobody else.

Professional ad consultation

We know what it takes to make an ad successful. We offer free ad design and consultation to make sure your ad gives you a return on your investment.

Experience

When you call the St. Paul Publishing Company, you'll reach professionals who live and work in our community. We are a family-owned business and take great pride in offering first-class customer service and treating our clients like friends. Are you new to marketing? We'll gladly take the time to explain the process. Have you been around the block? We'll quickly give you the information you need to make the process quick and easy.

Ad Rates:

www.stpaulpublishing.com

Call: 651-457-1177

St. Paul Voice

Advertising Rates:	<u>1 time:</u>	<u>6 times:</u> <i>per issue</i>	<u>12 times:</u> <i>per issue</i>
<i>Net Column Inch Rate</i>	\$25.97	\$23.80	\$22.34
1/16th page (3 3/8" w x3" h)	\$155.82	\$142.80	\$134.04
1/8th page (5" w x3 1/2" h)	\$272.69	\$249.90	\$234.57
1/4 page (5" w x7" h)	\$545.37	\$499.80	\$469.14

Special Half Page (10 1/4" w x7" h or 6 3/4" w x10" h) **\$938.28****Special Full Page** (10 1/4" w x14" h) **\$1,876.56****Combination rate for all publications: \$59.63****Color charge:** Add \$75 for 1/16 page and smaller; \$150 for 1/8 page or \$300 for 1/4 page and larger**Preprinted inserts:** \$80 per thousand. Single sheet. Larger sizes by quote.**Circulation: 16,550 [print + online]****Distribution:** Free home delivery to St. Paul's West Side, West St. Paul and Mendota Heights, as well as high traffic businesses. Zip codes 55107 and 55118.

La Voz Latina

Advertising Rates:	<u>1 time:</u>	<u>6 times:</u> <i>per issue</i>	<u>12 times:</u> <i>per issue</i>
<i>Net Column Inch Rate</i>	\$16.17	\$14.68	\$13.07
1/16th page (3 3/8" w x3" h)	\$97.02	\$88.08	\$78.42
1/8th page (5" x3 1/2")	\$169.79	\$154.14	\$137.24
1/4 page (5" x7")	\$339.57	\$308.28	\$274.47

Special Half Page (10 1/4" x7" or 6 3/4" x10") **\$548.94****Special Full Page** (10 1/4" x14") **\$1,097.88****Combination rate/all publications: \$59.63****Translations:** \$40 per hour**Color charge:** Add \$75 for 1/16 page and smaller; \$150 for 1/8 page or \$300 for 1/4 page and larger**Preprinted inserts:** \$80 per thousand. Single sheet. Larger sizes by quote.**Circulation: 11,900 [print + online]**

Free home delivery to St. Paul's West Side (zip code 55107), the Twin Cities most established Latino community, as well as to apartments, Latino businesses and churches, and other high traffic points in the St. Paul and Minneapolis metro area. Zip codes 55101, 55102, 55107, 55118, 55120, 55075, 55404, 55408, 55423.

Downtown St. Paul Voice

Advertising Rates:	<u>1 time:</u>	<u>6 times:</u> <i>per issue</i>	<u>12 times:</u> <i>per issue</i>
<i>Net Column Inch Rate</i>	\$13.84	\$12.30	\$11.14
1/16th page (3 3/8" w x3" h)	\$83.04	\$73.80	\$66.84
1/8th page (5" x3 1/2")	\$145.32	\$129.15	\$116.97
1/4 page (5" x7")	\$290.64	\$258.30	\$233.94

Special Half Page (10 1/4" x7" or 6 3/4" x10") **\$467.88****Special Full Page** (10 1/4" x14") **\$935.76****Combination rate/all publications: \$59.63****Color charge:** Add \$75 for 1/16 page and smaller; \$150 for 1/8 page or \$300 for 1/4 page and larger**Preprinted inserts:** \$80 per thousand. Single sheet. Larger sizes by quote.**Circulation: 7,500 [print + online]****Distribution:** Free delivery to the apartments, condominiums and high traffic areas in St. Paul's historic Lowertown district and throughout downtown St. Paul. Zip codes 55101, 55102.

South St. Paul Voice

Advertising Rates:	<u>1 time:</u>	<u>6 times:</u> <i>per issue</i>	<u>12 times:</u> <i>per issue</i>
<i>Net Column Inch Rate</i>	\$16.17	\$14.68	\$13.07
1/16th page (3 3/8" w x3" h)	\$97.02	\$88.08	\$78.42
1/8th page (5" x3 1/2")	\$169.79	\$154.14	\$137.24
1/4 page (5" x7")	\$339.57	\$308.28	\$274.47

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Terms and Policies - Prepayment by credit card for first-time advertisers. When billed, payment is due in full in ten days of date of invoice. If payment is not received in 14 days, St. Paul Publishing Company will charge the credit card on file. 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.

Member of the Minnesota Newspaper Association

FIRST QUARTER**January**

Published: Dec. 23
 Ad Deadline: Dec. 13
 Camera Ready: Dec. 17
 Editorial: Dec. 6

Editorial Feature

- School Choice Guide

Advertising Promotions

- St. Paul Winter Carnival
- School open enrollment
- New Year

February

Published: Jan. 27
 Ad Deadline: Jan. 17
 Camera Ready: Jan. 21
 Editorial: Jan. 10

Editorial Feature

- Volunteering Guide

Advertising Promotions

- Valentine's Day
- Tax & Finance
- Bridal

March

Published: Feb. 24
 Ad Deadline: Feb. 14
 Camera Ready: Feb. 18
 Editorial: Feb. 7

Editorial Feature

- Commerce

Advertising Promotions

- Home Improvement
- Lent
- Summer Camps

SECOND QUARTER**April**

Published: March 24
 Ad Deadline: March 14
 Camera Ready: March 18
 Editorial: March 7

Editorial Feature

- Spring Art Crawl

Advertising Promotions

- Spring Art Crawl
- Earth Day
- Pet Day

May

Published: April 28
 Ad Deadline: April 18
 Camera Ready: April 22
 Editorial: April 11

Editorial Feature

- Cinco de Mayo Fiesta

Advertising Promotions

- Mother's Day
- Memorial Day
- Seasonal Employment

June

Published: May 27
 Ad Deadline: May 16
 Camera Ready: May 20
 Editorial: May 9

Editorial Feature

- Summer Event Guide

Advertising Promotions

- Explore West St. Paul
- Kaposia Days
- Father's Day

THIRD QUARTER**July**

Published: June 23
 Ad Deadline: June 13
 Camera Ready: June 17
 Editorial: June 6

Editorial Feature

- Housing Market Update

Advertising Promotions

- Fourth of July
- Real Estate
- Auto

August

Published: July 28
 Ad Deadline: July 18
 Camera Ready: July 22
 Editorial: July 11

Editorial Feature

- Back to School

Advertising Promotions

- School Registration
- Outdoor Dining
- Seasonal Employment

September

Published: Aug. 25
 Ad Deadline: Aug. 15
 Camera Ready: Aug. 19
 Editorial: Aug. 8

Editorial Feature

- Hispanic Heritage Month

Advertising Promotions

- Home Improvement
- Mexican Ind. Day
- Labor Day

FOURTH QUARTER**October**

Published: Sept. 22
 Ad Deadline: Sept. 12
 Camera Ready: Sept. 16
 Editorial: Sept. 5

Editorial Feature

- Fall Event Guide

Advertising Promotions

- On the Road Again
- Fall Art Crawl
- Halloween

November

Published: Oct. 27
 Ad Deadline: Oct. 17
 Camera Ready: Oct. 21
 Editorial: Oct. 10

Editorial Feature

- Election Guide

Advertising Promotions

- Veterans Day
- Thanksgiving
- Día de Muertos

December

Published: Nov. 24
 Ad Deadline: Nov. 14
 Camera Ready: Nov. 18
 Editorial: Nov. 7

Editorial Feature

- Holiday Event Guide

Advertising Promotions

- Holiday Event Spaces
- Holiday Dining
- Auto

Connecting businesses to our loyal readers since 1966!

THANK YOU for using our newspaper group as a cost-effective advertising medium.

We sincerely appreciate the trust you're placing in us and we look forward to helping you see a return on your advertising investment. We've taken the time to exhaustively study our markets so we can most effectively assist you in advertising to the audiences we reach. We look forward to working with you on your next advertising promotion and to establishing a relationship with you as an effective partner in your overall advertising program.

The St. Paul Voice

The St. Paul Voice has a rich history of providing the best local news and advertising coverage for St. Paul's West Side, West St. Paul and Mendota Heights. This newspaper was founded in 1966 with the intent of informing local residents of community news and events, and to celebrate the accomplishments of individuals and organizations within the community. Today, we still accomplish the same goals as those of our founders but continually adapt to

stay fresh and meet the needs of our readership.

The community we serve is very diverse both racially and socioeconomically and provides numerous exciting editorial and marketing opportunities that are atypical to community newspapers. It's thrilling to know that the 48,500 people who live in the homes we distribute to each month trust us and look to us for information that helps them be better informed citizens and consumers.

The Downtown St. Paul Voice

We started the Lowertown News in 1994 to serve St. Paul's Lowertown District, a neighborhood that achieved national recognition as one of the most vibrant and fastest growing urban villages in the United States. At that time there were 4,000 people living in downtown St. Paul, and most lived in Lowertown.

Today, more than 10,000 people live in downtown St. Paul in new and renovated apartments and condominiums, and high numbers of people continue to move to the city for its charm and convenience.

To better reflect our desire to be the community newspaper for downtown St. Paul, we changed the name of the Lowertown News to the Downtown St. Paul Voice in June 2004. We are excited to provide a newspaper that meets the needs of the growing and vibrant downtown residential and business community.

South St. Paul Voice

Established in June 2004, this newspaper serves the community of South St. Paul, a suburban community with small town roots. Although it is located just minutes from downtown St. Paul, South St. Paul has held on to its own identity and continues to nurture itself that way. It is this sense of community pride that prompted us to answer the call of the residents and business owners who wanted their own community newspaper. Our editorial content focuses solely on the issues, activities and personalities of South St. Paul. This focus ensures high readership of your advertising message when marketing to the 20,000-plus residents of the city.

La Voz Latina

La Voz Latina is a Spanish language newspaper that is delivered to key Latino centers in the Twin Cities; including homes, apartment complexes and businesses. It was founded in September 1997 to meet the needs of the fastest growing audience in the Twin Cities.

In 2003, the Latino population became the largest ethnic population in the United States, and demographers report that it continues to grow faster than the general population. According to Census data, the Latino population in Minnesota makes up approximately 6 percent of the state's population. Two-thirds live in the Twin Cities metropolitan area, and 6 in 10 have their origins in Mexico. We are the only Spanish-language newspaper that is home delivered to the Twin Cities oldest and most established Latino neighborhood, St. Paul's West Side. The West Side is home to nearly 5,000 Latino residents, and District del Sol, a vibrant Latino shopping district and site of the hugely popular Cinco de Mayo Fiesta.

	Half Page Horizontal 10.25" x 7"	1/2 Page Vertical 6.75" x 10"
1/4 Page Vertical 5" x 7"	1/4 Page Horizontal 6.75" x 5"	1/8 Page Horizontal 5" x 3.5"
1/8 Page Vertical 3.3" x 5"	1/16 Page Horizontal 3.3" x 3.5"	<i>We are a community newspaper with a magazine approach.</i> <i>We offer in-depth coverage on the most important issues that affect the readers in the communities we serve.</i>

A tried and true approach

Print advertising

- The most trusted form of advertising
- High reader engagement
- Creates a lasting impression
- Not invasive or able to be blocked
- Shows you care about your community

Online bonus coverage

- Print ads also appear in our e-editions at stpaulpublishing.com

While it's true that circulation numbers at daily newspapers have plummeted in the past two decades, community newspapers continue to shine because they are a trusted and valuable source of information on what's happening in the reader's neighborhood.

According to a recent survey conducted by the National Newspaper Association (NNA) report, 150 million people regularly read a community newspaper. They spend an average of 39 minutes with each edition, and 73% read all or most of each edition. They also share it with others, passing it on to an average of 2.3 people.