

Build trust to grow your business

Harness the power of community-based marketing



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

✓ **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

✓ **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)



Our readers need your services

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

\$1,050/mo.

1/2 page - 35% off

\$2,550/mo.

1/4 page - 25% off

\$1,999⁹⁹/mo.

Full page - 50% off

\$3,250/mo.

Individual Packages

Starter Package

A great way to build trust, recognition and stay "Top of Mind." 1/16 to 1/8 page ad each month in print and online.

- **St. Paul Voice:** from \$138-\$242/month
- **Downtown St. Paul Voice:** from \$69-\$120/month
- **South St. Paul Voice:** from \$81-\$141/month
- **La Voz Latina:** from \$81-\$141/month

Growth Package

Offers high visibility, allows more messaging and makes an impact. 1/4-page ad each month in print and online; website ad.

- **St. Paul Voice:** from \$484/month
- **Downtown St. Paul Voice:** from \$241/month
- **South St. Paul Voice:** from \$283/month
- **La Voz Latina:** from \$283/month

Premium Package

Set yourself apart from your competitors by making a statement that you "own the market." Half- to full-page ad each month in print and online; website ad; recognition in our e-newsletter.

- **St. Paul Voice:** from \$967-\$1,934/month
- **Downtown St. Paul Voice:** from \$482-\$964/month
- **South St. Paul Voice:** from \$566-\$1,131/month
- **La Voz Latina:** from \$566-\$1,131/month

Flyer delivery

Home delivery at a fraction of the cost of USPS! Just 8 cents/home.

One-Time Ads

Great for special events and exclusive promotions. See rate card.

Questions? We're here to help. Call us at 651-457-1177.

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 marketing 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 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.

A tried and true approach

Print ads are the most trusted form of advertising. They have high reader engagement, create a lasting impression, are not invasive or able to be blocked, and they show you care about your community.

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>
Net Column Inch Rate	\$26.75	\$24.51	\$23.01
1/16th page (3 3/8" w x 3" h)	\$160.50	\$147.06	\$138.06
1/8th page (5" w x 3 1/2" h)	\$280.88	\$257.36	\$241.61
1/4 page (5" w x 7" h)	\$561.75	\$514.71	\$483.21

Special Half Page (10 1/4" w x 7" h or 6 3/4" w x 10" h) **\$966.42**

Special Full Page (10 1/4" w x 14" h) **\$1,932.84**

Combination rate for all publications: \$61.40

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>
Net Column Inch Rate	\$16.66	\$15.12	\$13.46
1/16th page (3 3/8" w x 3" h)	\$99.96	\$90.72	\$80.76
1/8th page (5" x 3 1/2")	\$174.93	\$158.76	\$141.33
1/4 page (5" x 7")	\$349.86	\$317.52	\$282.66

Special Half Page (10 1/4" x 7" or 6 3/4" x 10") **\$565.32**

Special Full Page (10 1/4" x 14") **\$1,130.64**

Combination rate/all publications: \$61.40

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>
Net Column Inch Rate	\$14.26	\$12.67	\$11.47
1/16th page (3 3/8" w x 3" h)	\$85.56	\$76.02	\$68.82
1/8th page (5" x 3 1/2")	\$149.73	\$133.04	\$120.44
1/4 page (5" x 7")	\$299.46	\$266.07	\$240.87

Special Half Page (10 1/4" x 7" or 6 3/4" x 10") **\$481.74**

Special Full Page (10 1/4" x 14") **\$963.48**

Combination rate/all publications: \$61.40

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>
Net Column Inch Rate	\$16.66	\$15.12	\$13.46
1/16th page (3 3/8" w x 3" h)	\$99.96	\$90.72	\$80.76
1/8th page (5" x 3 1/2")	\$174.93	\$158.76	\$141.33
1/4 page (5" x 7")	\$349.86	\$317.52	\$282.66

Special Half Page (10 1/4" x 7" or 6 3/4" x 10") **\$565.32**

Special Full Page (10 1/4" x 14") **\$1,130.64**

Combination rate/all publications: \$61.40

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: 11,600 [print + online]

Distribution: Free home delivery in South St. Paul (zip code 55075), and high traffic businesses.

Display Ads • Online Ads • Employment Ads • Preprinted Inserts • Free Ad Design

Online Ads (30 days): 300x250 tile **\$130** | 300x600 tile **\$260** | 970x250 tile **\$520** | 970x250 skyscraper **\$780**

Low cost print options: Sponsorship ads - \$25 | Business Builder ads - \$50-\$95

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. 22
 Ad Deadline: Dec. 12
 Camera Ready: Dec. 16
 Editorial: Dec. 5

Promotions

- School Choice Guide
- St. Paul Winter Carnival
- Volunteer Directory
- New Year

February

Published: Jan. 26
 Ad Deadline: Jan. 16
 Camera Ready: Jan. 20
 Editorial: Jan. 9

Promotions

- Healthy Living Guide
- Valentine's Day
- Tax & Finance
- Bridal

March

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

Promotions

- Home Improvement Guide
- Lent
- St. Patrick's Day
- Summer Camps

SECOND QUARTER**April**

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

Promotions

- Auto Care Tips
- Spring Art Crawl
- Earth Day
- Pet Day

May

Published: April 27
 Ad Deadline: April 17
 Camera Ready: April 21
 Editorial: April 10

Promotions

- Cinco de Mayo Fiesta
- Mother's Day
- Memorial Day
- Seasonal Employment

June

Published: May 26
 Ad Deadline: May 15
 Camera Ready: May 19
 Editorial: May 8

Promotions

- Summer Event Guide
- Explore West St. Paul
- Kaposia Days
- Father's Day
- Graduate Salute

THIRD QUARTER**July**

Published: June 22
 Ad Deadline: June 12
 Camera Ready: June 16
 Editorial: June 5

Promotions

- Housing Market Update
- Fourth of July
- Real Estate & Finance
- Outdoor Dining

August

Published: July 27
 Ad Deadline: July 17
 Camera Ready: July 21
 Editorial: July 10

Promotions

- Back to School Tips
- Seasonal Employment
- Fall Event Spaces
- Money-saving tips

September

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

Promotions

- Home Improvement Tips
- Hispanic Heritage Month
- Mexican Ind. Day
- Labor Day

FOURTH QUARTER**October**

Published: Sept. 21
 Ad Deadline: Sept. 11
 Camera Ready: Sept. 15
 Editorial: Sept. 4

Promotions

- Fall Event Guide
- On the Road Again
- Fall Art Crawl
- Halloween

November

Published: Oct. 26
 Ad Deadline: Oct. 16
 Camera Ready: Oct. 20
 Editorial: Oct. 9

Promotions

- Election Guide
- Veterans Day
- Thanksgiving
- Día de Muertos

December

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

Promotions

- Holiday Event Guide
- Holiday Event Spaces
- Holiday Dining
- Christmas

Connecting businesses to our loyal readers since 1966!

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.

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 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 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 historic 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 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, apartments, churches 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 popular Cinco de Mayo Fiesta.

Mechanicals:

Full Page
10.25" x 14"

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
3.3" x 3"