

## 2009 Publication Dates

Publication Date	Deadline Date
January 29	January 19
February 26	February 16
April 2*	March 23
* Special Home Improvement Section	
April 30	April 20
May 28	May 18
June 25*	June 15
* Special Lake Street Section	
July 30	July 20
August 27	August 17
September 24*	September 15
* Special Home Improvement Section	
October 29	October 19
November 25	November 15
December 22	December 11

## Editorial Profile

The *Messenger* is a community or neighborhood newspaper in Minneapolis. The *Messenger* is designed specifically for people who work, live, and play in the Longfellow/Nokomis community. Our concerns and editorial interests are those of the area's residents—a cross-section of homeowners, business owners, renters, and students.

## Background Information

The Longfellow/Nokomis *Messenger* is a twenty-seven-year-old monthly neighborhood newspaper with a circulation of 21,000 in the Longfellow and Nokomis areas of Minneapolis. It offers a comprehensive home delivery to 17,000 homes and an additional circulation of 4,000 at high-traffic business, church and school drop-off points. The *Messenger* has an estimated reach of over 50,000 readers, making it one of the best local marketing tools for area businesses.

## Display Ad Rates

Number of inches	1-time contract: rate/inch	3-time contract: rate/inch	6-time contract: rate/inch	12-time contract: rate/inch
Under 8	\$ 29.15	\$ 27.80	\$ 26.40	\$ 25.20
8"-15.99"	\$ 27.80	\$ 26.40	\$ 25.20	\$ 23.95
16"-30.99"	\$ 26.40	\$ 25.20	\$ 23.95	\$ 22.85
over 31"	\$ 25.20	\$ 23.95	\$ 22.85	\$ 21.75
Full Page	\$ 1827.00	\$ 1736.40	\$ 1656.65	\$ 1576.90
Half Page	\$ 913.50	\$ 868.20	\$ 828.30	\$ 788.45
Quarter Page	\$ 475.20	\$ 453.60	\$ 431.10	\$ 411.30
Eighth Page	\$ 250.20	\$ 237.60	\$ 226.80	\$ 213.55

To earn above contract rates, total of advertising inches used in any issue must be as large as, or larger than, minimum size called for in your contract. Our advertising representative will be happy to help you design your ad or your Longfellow/Nokomis *Messenger* advertising program. **A column inch is one inch high, and one column wide.**

## Insert Rates

Minimum of 3,000 pieces required. Inserts may be zoned by carrier routes. We can also deliver inserts outside the Messenger delivery area. Call for more information.

Number of inserts	1-time contract: rate	3-time contract: rate	6-time contract: rate	12-time contract: rate
3,000- 6,000	\$ 70/thous.	\$ 65/thous.	\$ 60/thous.	\$ 55/thous.
6,001-9,999	\$ 65/thous.	\$ 60/thous.	\$ 55/thous.	\$ 50/thous.
10,000-20,000	\$ 60/thous.	\$ 55/thous.	\$ 50/thous.	\$ 45/thous.

## Insert Printing

Rates for printing of inserts distributed through the *Messenger* are on a bid basis. Call for a quote.

## Color Rates

\$150 per color for spot color. Four-color is available on the back page for \$300 and center spread for \$250. Call for a quote.

## Placement

Advertisers requesting special placement will be charged a 20% surcharge if placement can be met. Minimum order of quarter page ad.

## Classified Ad Rates

Classifieds are \$1 cents per word with a \$10 minimum charge. **Classifieds must be prepaid.** Classifieds must be in the *Messenger* office before deadline. Ask about discounts for 6 and 12 time insertions of a classified ad. Classifieds are accepted over the phone (651-645-7045) or FAX (651-645-4780) with credit card payment only. (\$20 minimum order.)

## Mechanicals

- Photocomposition and web printing
- Reproduction proofs, 85-line screen required
- Five columns wide (61.5 picas) by 16" tabloid
- Full page is 72.5 column inches (5 col. x 14.5")
- Half page is 36.25 column inches
- Quarter page is 18 column inches
- Eighth page is 9 column inches
- Column widths
  - 1 col: 11.5 picas (1.917 inches)
  - 2 col: 24 picas (4 inches)
  - 3 col: 36.5 picas (6.083 inches)
  - 4 col: 49 picas (8.166 inches)
  - 5 col: 61.5 picas (10.25 inches)

## Camera Ready Ads

- If providing a Photoshop, Tiff or JPEG File: set your resolution at "high" – no less than 300 dpi
- If providing an Illustrator File: all fonts must be outlined and images provided. Save file in editable eps format.
- If providing a Quark File: provide the file, fonts and any picture or illustration files.
- All Other Formats: please convert files to PDF format, high (press) resolution.
- Acrobat Files: setting should be "press" resolution.

## Web Site Ads

Ads placed on our web site measure 160 pixels x 160 pixels and cost \$40 per month on a 12 time contract basis.

