

## Editorial Profile

The *Monitor* is a community or neighborhood newspaper—one of many in the Twin Cities. The *Monitor* is designed specifically for people who work, live, and play in the Midway, Como, Merriam Park, and North End communities. Our concerns and editorial interests are those of the area's residents—a cross-section of homeowners, business owners, renters, and college students.

Our news stories will often center on development in the area, such as Lexington Park on University Avenue, or improvements to the area's landmarks, such as Como Park, and what effects the proposed changes will have on the community.

## Background Information

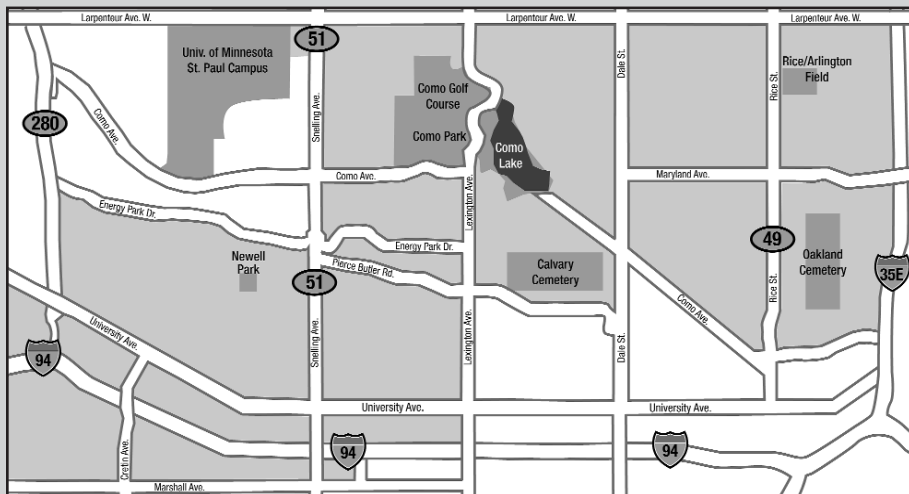
The *Monitor* is a thirty-four-year-old monthly neighborhood newspaper with a circulation of 30,000 in the Midway, Como and North End areas of St. Paul. It offers a comprehensive delivery to 21,500 homes and businesses and an additional circulation of 8,500 at high-traffic business, church and school drop-off points. The *Monitor* has an estimated reach of over 65,000 readers. That means that the *Monitor* is one of the best local marketing tools, contacting over 25 percent of St. Paul's population.

## General Provisions

1. The Publisher shall not be liable for slight changes or typographical errors which do not lessen the value of an advertisement. In the event of an error in an advertisement for which the Publisher is responsible, its liability shall be limited to republishing the advertisement or refunding such proportion of the entire cost of the advertisement as the space occupied by the error bears to the whole space occupied by such advertisement as it shall elect. Goods may not be sold at the wrong price printed in the advertisement and the difference charged to this newspaper. The Publisher is only liable for the first insertion.
2. The Advertiser must pay within 30 days of the billing date for advertisement purchased during any given month.
3. Advertising having the appearance of editorial material must have the word "Advertisement" printed above.
4. Advertising of alcoholic beverages is accepted in accordance with Minnesota State Law:
  - A. No price claims may be made.
  - B. No liquor coupons will be accepted.
5. Political ads must be paid in advance and must plainly identify the sponsor of the ad. No political advertisements will run on the day of the election.
6. All ads smaller than one full page will be required to have borders.
7. Any advertiser wishing to break a contract will be billed the difference between the contract rate and non-contract rate for the number of times their ad or insertion appeared in the paper.

Effective January 2010

## Distribution Area\* / Ad Contacts



\* Shaded portion of map denotes distribution area.

**deRuyter Nelson Publications, Inc.**  
1885 University Ave. W., Suite 110  
St. Paul, MN 55104  
(651) 645-7045 • FAX: (651) 645-4780

### FOR ADVERTISING INFORMATION:

**Call Dennis Stern:**  
**(651) 452-5324**  
dennisstern@comcast.net

**Or Denis Woulfe:**  
**(651) 917-4183**

denisw@APlaceToRemember.com

30,000 Circulation

2010 Rate Card

# monitor

Serving the Midway, Como, and North End Communities of St. Paul



**deRuyter-Nelson Publications, Inc.**

1885 University Avenue, Suite 110 • St. Paul, MN 55104

**(651) 645-7045**

**Toll Free (800) 631-0973**

**Fax: (651) 645-4780**

denisw@aplacetoremember.com

www.monitorsaintpaul.com

## 2010 Publication Dates

Publication Date	Deadline Date
February 11	February 1
March 11*	March 1
* Special Home Improvement Section	
April 15	April 5
May 13	May 3
June 10	May 28
July 8	June 28
* Special Rice St. Section	
August 12	August 2
September 9*	August 30
* Special Home Improvement Section	
October 14	October 4
November 11	November 1
December 9	November 29
January 13, 2011	January 3, 2011

## Display 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"	\$30.50	\$29.10	\$27.65	\$26.35
8"-15.99"	\$29.10	\$27.65	\$26.35	\$25.10
16"-30.99"	\$27.65	\$26.35	\$25.10	\$23.90
over 31"	\$26.35	\$25.10	\$23.90	\$22.80
Full Page	\$1910.40	\$1819.75	\$1732.75	\$1653.00
Half Page	\$955.20	\$909.90	\$866.40	\$826.50
Quarter Page	\$497.70	\$474.30	\$451.80	\$430.20
Eighth Page	\$261.90	\$248.85	\$237.15	\$225.90

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 *Monitor* 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 *Monitor* territory. 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 *Monitor* are on a bid basis. Call for a quote.

## Color Rates

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

## Placement

Advertisers requesting special placement will be charged a 20% surcharge if placement can be met. Minimum order of a 10 inch ad.

## Classified Ad Rates

Classifieds are \$1 per word with a \$10.00 minimum charge. **Classifieds must be prepaid.** Classifieds must be in the *Monitor* 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.

## Political Advertising

Regular advertising rates and contract discounts apply. Cash payment in advance of advertising required.

## Production Charges

Ad production is provided at no additional cost unless the *Monitor* must retain a graphic designer to create artwork or retain a photographer.

## New Customers

First time advertisers will be requested to prepay their initial ad in order to establish credit.

## MULTI-NEWSPAPER DISCOUNT

An additional discount of 20% can be earned for same display ad purchased in the Longfellow Nokomis Messenger.

