



**DELIVER YOUR ADS TO AN ACTIVE, ENGAGED AUDIENCE!**  
 Maximize exposure while you minimize waste.

StarTribune.com  
 Tuesday, June 27, 2006

**Flag Ad**

**Impact Pack**

**Leaderboard**

**Button Ad**

**Big Ad**

**Impact Pack Plus**

# IMPACT PACK 2.0

Make an powerful impact – in a week!

- A turnkey, easy to execute program
- Each package lasts one week, run over 7 consecutive days allowing you to deliver your message on a timely basis

## Impact Pack

	Bronze	Silver	Gold
Homepage/Section Front Flag and Button Ads	100,000 impressions	200,000 impressions	400,000 impressions
Price	\$250	\$375	\$650

## Impact Pack Plus

	Bronze	Silver	Gold
Big Ad and Leaderboard Ads	100,000 impressions	200,000 impressions	400,000 impressions
Price	\$1,300	\$2,300	\$4,200

## Target your message with E-mail offers!

- Special pricing when you purchase an Impact Pack
- Select from these categories: Travel, Finance, Personal Technology, Shopping, Entertainment, Health & Wellness, Automotive, Home & Garden
  - Solo: \$750
  - Shared: \$500

Go to [startribune.com/uniqueads](http://startribune.com/uniqueads) for creative requirements and banner ad specs

TO INCLUDE IMPACT PACK IN YOUR MARKETING MIX,  
 CALL YOUR SALES REPRESENTATIVE OR 612-673-4000.