

E-Mail Marketing

One-to-one marketing messages delivered directly to your target audience

SEND YOUR MESSAGE TO CONSUMERS WHO WANT TO READ IT

Permission-based delivery quickly and cost effectively targets consumers who have opted in to receive newsletters and advertising e-mails in a variety of relevant categories. Lists are fresh, verified and highly deliverable to ensure an interested audience of potential customers sees your ad.

TARGETED NEWSLETTERS:

- Deliver your banner ad within a targeted newsletter
- Subscriber lists range from 65,000 to over 100,000
- Delivery is timed so that newsletters are received when interest is highest

List Options:

- Reach a broad audience daily with AM and PM Updates
- Target particular categories of interest with Weekend Scene, Vita.mn, Politics, Careers, Talking Volumes, Holiday or Home Buyer's Alert
- Reach the sports enthusiast with GoVikings!, Win Twins, Puck Wild or T-Wolves
- Target the area around your store location with community focused newsletters: West, South or North

TARGETED OFFERS:

- Showcase your message with a solo-e-mail or cost-effectively target with shared e-mail offers
- **Categories:** Travel, Personal Technology, Shopping, Entertainment, Health & Wellness, Automotive, Home & Garden, Finance, Sports & Recreation, Education

MASS
TARGETED
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SOLUTIONS

ADVERTISE TODAY BY CALLING YOUR STAR TRIBUNE REPRESENTATIVE OR 612-673-7022

StarTribune
MINNEAPOLIS • ST. PAUL

NEWSLETTER PRICING

Leaderboard banner ads are available at the top and/or bottom of Targeted Newsletters.

Newsletter	Leaderboard Ad Position	Price per week
PM Update <i>Sent weekday afternoons</i>	Top	\$3,245
	Bottom	\$1,925
	Top + Bottom*	\$4,200
AM Update <i>Sent weekday mornings</i>	Top	\$2,475
	Bottom	\$1,485
	Top + Bottom*	\$3,218
GoVikings <i>Sent before and after Vikings games</i>	Top	\$1,595
	Bottom	\$935
	Top + Bottom*	\$2,063
Politics <i>Sent Mondays during legislative session</i>	Top	\$275
	Bottom	\$165
	Top + Bottom*	\$360
Weekend Scene (Entertainment) <i>Sent Fridays</i>	Top	\$360
	Bottom	\$300
	Top + Bottom*	\$509
Jobs <i>Sent Mondays</i>	Top	\$440
	Bottom	\$275
	Top + Bottom*	\$715
West <i>Sent Tuesdays</i>	Top	\$165
	Bottom	\$140
	Top + Bottom*	\$235
South <i>Sent Tuesdays</i>	Top	\$165
	Bottom	\$140
	Top + Bottom*	\$235
North <i>Sent Tuesdays</i>	Top	\$165
	Bottom	\$140

SOLO OFFER PRICING

Offer	Price
Travel	\$5,000
Personal Tech	\$1,500
Shopping	\$2,000
Entertainment	\$6,000
Health & Wellness	\$2,000
Automotive	\$1,500
Home & Garden	\$3,500