

## Special Advertising Supplements

The Bugle publishes five advertising supplements each year: the **Wellness Guide** in March, the **Home and Garden Guide** in May, **St. Anthony Park Arts Festival** program in June, our **Food and Drink Guide** in October, and the **Holiday Shopping Guide** in December.

These highly successful supplements offer our advertisers a special opportunity to get their message to more than 30,000 consumers. Ask your sales representative about how to advertise in them.

## Web Advertising

Bugle website ads ([www.parkbugle.org](http://www.parkbugle.org)) ads are "tiles": square ads that appear on every page of the Bugle website. The preferred format for web ads is a GIF file, although JPEG or PNG files are also acceptable. Ads should be 125 by 125 pixels.

The rate for a one-tile web ad is \$45/month. A 12-month contract qualifies for a \$5/month discount (\$40 a month). Print advertisers with a 12-month contract can receive 3 months free web advertising when they contract for 12 months of web advertising. The cost of a web ad for our 12-month print contractors is \$35 a month. The banner at the top of the page is 125 x 400 pixels. Cost is \$130 a month or \$95 with a 12-month contract. A two-tile size is 125 x 275 pixels. Cost is \$70 per month or \$55 per month for 12 months.

## Classifieds

Send your ad to [classifieds@parkbugle.org](mailto:classifieds@parkbugle.org) or P.O.Box 8126, St. Paul, MN 55108, or call Fariba Sanikhatam, 651-440-8160. Ads are \$1 per word. Phone numbers, email addresses and websites are considered two words. Add a box or art for \$10 each.

## Park Bugle Staff

Scott Carlson, managing editor: [editor@parkbugle.org](mailto:editor@parkbugle.org), 651-646-5369

Sonia Ellis, advertising sales representative: [sonia.ellis@parkbugle.org](mailto:sonia.ellis@parkbugle.org) 651-226-1274

Paula Mielke, advertising representative: [paula.mielke@comcast.net](mailto:paula.mielke@comcast.net), 651-492-4143

Fariba Sanikhatam, business manager: [fariba@parkbugle.org](mailto:fariba@parkbugle.org), 651-239-0321

Email ad materials to your advertising representative. Files should be high-resolution PDF, Illustrator, or TIF format.



# Park Bugle

St. Anthony Park / Falcon Heights  
Lauderdale / Como Park

[www.parkbugle.org](http://www.parkbugle.org)



**ADVERTISING RATE CARD**



# Park Bugle

P.O. Box 8126 • St. Paul, MN 55108  
651-646-5369 • [www.parkbugle.org](http://www.parkbugle.org)

## 2019–2020 Publishing and Closing Dates

The Park Bugle is published monthly. Display advertisement space reservations are due by the dates listed below.

Issue	Space deadline	Publication	Issue	Space deadline	Publication
November 2019	October 9	October 22	June 2020	May 13	May 26
December 2019 <i>Holiday Guide</i>	November 6	November 19	<i>St. Anthony Park Arts Festival Guide</i>		
January 2020	December 11	December 24	July 2020	June 17	June 30
February 2020	January 15	January 28	August 2020	July 15	July 28
March 2020 <i>Wellness Guide</i>	February 12	February 25	September 2020	August 12	August 25
April 2020	March 18	March 31	October 2020 <i>Food &amp; Drink Guide</i>	September 16	September 29
May 2020 <i>Home &amp; Garden Guide</i>	April 15	April 28	November 2020	October 14	October 27
			December 2020 <i>Holiday Guide</i>	November 11	November 24

## Display Ad Rates and Examples

Each page of the Bugle has a printable area 5 columns wide by 15.66 inches deep. Column width is figured as follows:

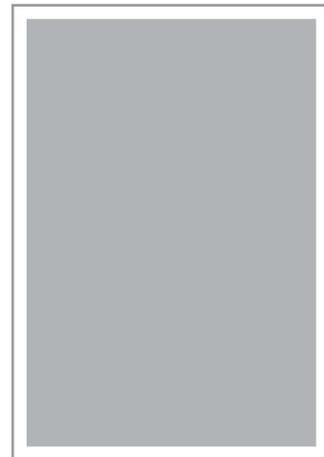
1 column = 1.875" 2 columns = 3.9375" 3 columns = 6" 4 columns = 8" 5 columns = 10.0625"

The Bugle offers discounts to advertisers who agree to run 4 or 12 months of ads.

Rate per column inch:	less than 8"	8 to 11.5"	12 to 19.5"	+ 20
Standard rate (noncontract)	\$25	\$24	\$23	\$22
4- to 11-month contract rate	\$21	\$20	\$19	\$18
12-month contract rate	\$19	\$18	\$17	\$16

- Ads must measure at least 4 column inches (the business card size) to earn the contract rate.
- Contract advertisers can be billed monthly. All other advertisers must prepay their ad by the ad space reservation deadline (see publishing and closing dates above).
- Late ad space reservations: \$25 service charge, taken only as space allows.
- Color pricing: Adding one spot color is \$100. Adding full color to your ad is \$250.
- Feature Sponsor Ads are available only with a 12-month contract. They will be considered automatically renewing after the initial 12 months commitment has been fulfilled. At that point, advertisers can cancel their Feature Sponsorship at any time pending 30 days written notice.

Your monthly charges are determined by the size and frequency of your ad placements.



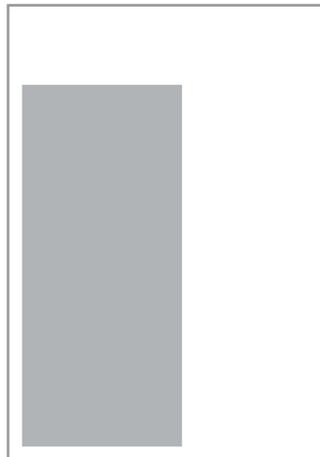
### FULL PAGE

5 columns x 15.66"

1–3 month rate = \$1,650/month

4–11 month rate = \$1,350/month

12 month rate = \$1,200/month



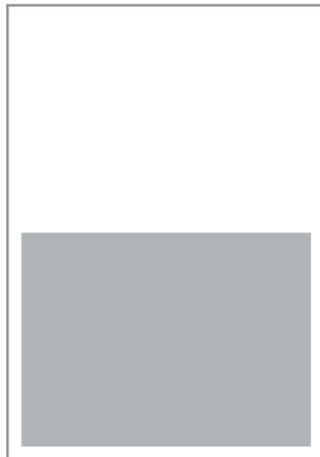
### 1/2 PAGE

Vertical: 3 columns x 12.5" Horizontal: 5 columns x 7.5"

1–3 month rate = \$825/month

4–11 month rate = \$675/month

12 month rate = \$600/month



### 1/4 PAGE

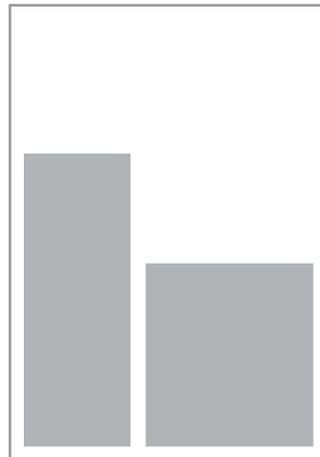
Vertical: 2 columns x 10"

Horizontal: 3 columns x 6.5"

1–3 month rate = \$440/month

4–11 month rate = \$360/month

12 month rate = \$320/month



### 1/8 PAGE

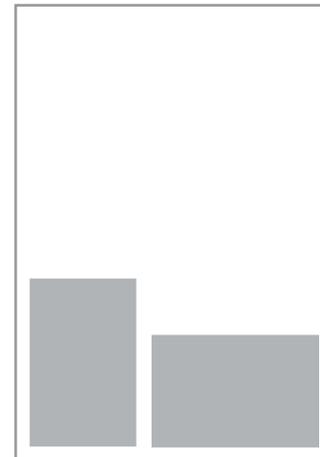
Vertical: 2 columns x 5"

Horizontal: 3 columns x 3.5"

1–3 month rate = \$240/month

4–11 month rate = \$200/month

12 month rate = \$180/month

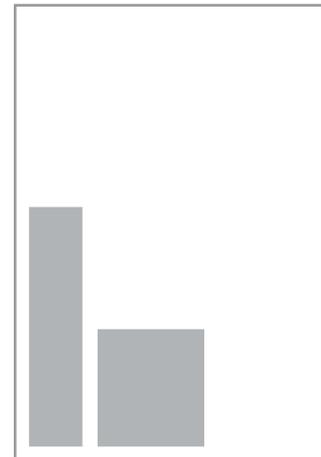


### 1 COLUMN x 8" or 2 COLUMN x 4"

1–3 month rate = \$192/month

4–11 month rate = \$160/month

12 month rate = \$144/month

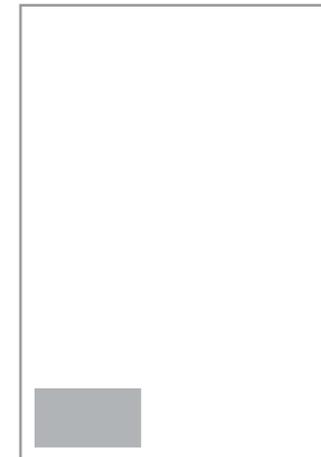


### BUSINESS CARD 2 columns x 2"

1–3 month rate = \$100/month

4–11 month rate = \$84/month

12 month rate = \$76/month



### FEATURE SPONSOR AD

12 month rate = \$250/month

## General Provisions

1. All advertising submitted is subject to the approval of the Publisher. The Publisher reserves the right to refuse any advertising content that does not meet the Publisher's standards of acceptance. On acceptance, publication is contingent upon space being available.

2. The subject matter, form, wording, illustrations and typography of all advertising are subject to the approval of the Publisher, but unless otherwise authorized in advance, no charge will be made without the consent of the agency or advertiser. Advertising that attacks, criticizes or demeans any individual race, religion, sex, institution, firm, business, profession, organization or affectional preferences will not be accepted.

3. Advertiser represents and warrants to the Publisher that it has full power and authority to enter into and perform this Agreement and to advertise the business or product represented in the advertising copy it submits. Advertiser further represents and warrants to the Publisher that the advertising copy it submits will not violate any copyright, trademark, trade name or other proprietary right or otherwise violate the rights of any third party (including but not limited to rights of unfair competition, unfair trade practices, patents, libel and privacy) or create any liability to any third party.

4. The Publisher shall not be liable for slight changes or typographical errors that 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. The Publisher is only liable for the first insertion.

5. The liability of the Publisher for failure to publish an advertisement for any reason in the issue specified shall be limited to publishing the advertisement in a subsequent issue at the regular rate. Orders cannot be canceled after the deadline.

6. The Publisher reserves the right to revise rates at any time. Advertisers who have signed written contracts will be given at least 30 days written notice of such revision.

7. The advertiser must pay within 30 days of the billing date for advertisement purchased during a given month. A 1.5% finance charge will be added to all unpaid invoices more than 30 days old, and an additional 1.5% charge will accrue every 30 days until the overdue amount is paid in full.

8. Political ads must be paid in advance and must plainly identify the sponsor of the ad.

9. All noncontract display advertisements and inserts must be paid in advance by the space reservation date for any given issue to run in that issue.

10. The advertiser and/or advertising agency shall designate the width in columns and exact depth in inches. Advertisements will be published and billed on the basis of exact space ordered. Ads are

made up 1 pica short (approx. 1/8 inch) except for ads that are a full page in length.

11. Minimum advertisement size is 2 column inches (28 lines) and 1/2-inch increments thereafter. Advertisements 12 inches or more in depth will be set up full column depth (15 inches) and will be billed accordingly.

12. Any and all advertisements or copy changes that are submitted past space and copy deadlines will incur a service charge of \$20 and will only be accepted as space allows.

13. Specific placement requests can be made for an additional 20% of ad cost. We cannot guarantee placements, and you will not incur this charge if we cannot honor your request.

14. Advertising having the appearance of editorial material must have the word "Advertisement" printed above it.

15. Advertising of alcoholic beverages is accepted in accordance with Minnesota state law.

16. All ads smaller than one full page will be required to have borders.

17. The advertiser and/or advertising agency will defend, indemnify and hold the Publisher harmless from and against any and all third-party claims, actions, causes of action, liabilities, damages, costs and expenses, including attorneys' fees, arising out of or related to any facts or alleged facts which, if true, would constitute a breach of the advertiser's representations and warranties.