



P.O. Box 8126 • St. Paul, MN 55108 • 651-646-5369 • parkbugle.org

2024 Advertising Rate Sheet

The Park Bugle delivers a monthly newspaper free to residents of St. Anthony Park, Como Park, Falcon Heights and Lauderdale, reaching more than 30,000 readers in these communities.

If your business is on the north side of Como Avenue, contact

Roald Sateren
roald.sateren@parkbugle.org
651-468-4040

If your business is on the south side of Como Avenue, contact

Sonia Ellis
sonia.ellis@parkbugle.org
651-226 1274 (voice message/text)

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 = 3.9167" 3 columns = 5.9583" 4 columns = 8" 5 columns = 10.0417"

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

Rate per column inch:	<u>less than 8"</u>	<u>8 to 11.5"</u>	<u>12 to 19.5"</u>	<u>20 +</u>
Standard rate (non-contract)	\$28	\$27	\$26	\$25
4- to 11-month contract rate	\$24	\$23	\$22	\$21
12-month contract rate	\$22	\$21	\$20	\$19

- Ads must measure at least 4 column inches (the business card size) to earn the contract rate.
- **Billing:** Contract advertisers can be billed monthly. All other advertisers must prepay their ad by the ad space reservation deadline (see publishing and closing dates on next page).
- **Late ad space reservations:** \$30 service charge, taken only as space allows.
- **Color pricing:** Adding one spot color is \$105. Adding full color to your ad is \$260.
- **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.
- **Church rate:** \$8 per line.

Email ad materials to your advertising representative. Files should be high-resolution (300 dpi) PDF, TIF, or JPG.

Web Advertising

Bugle website (parkbugle.org) "tiles" are square ads that appear on every page of the Bugle website. The preferred format for web ads is PNG or JPG. Ads should be square (125 x 125 pixels or larger) and will be posted online at 125 x 125 pixels. The rate for a one-tile web ad is \$32/month or \$27/month for 12 months. The rate for an animated rotating two-tile web ad is \$58/month or \$48/month for 12 months. 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 \$22/month.

Classifieds

Classified ads are \$1.10 per word. Phone numbers, email addresses and websites are considered two words. Add a box or art for \$11 each. Send your ad to roald.sateren@parkbugle.org or P.O. Box 8126, St. Paul, MN 55108.

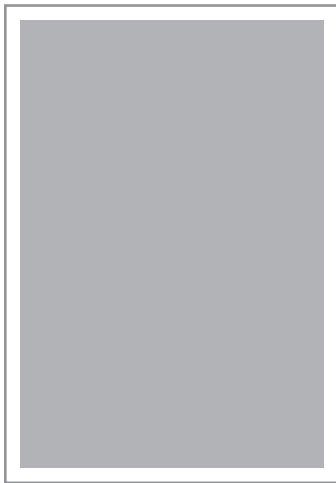
2024 Publishing and Closing Dates

* Special sections

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

ISSUE	SPACE DEADLINE	PUBLICATION	ISSUE	*GRAD AD DEADLINE	SPACE DEADLINE	PUBLICATION
January 2024	December 6	December 19	* July 2024 (Graduation)	*June 5	June 12	June 25
February 2024	January 10	January 23	August 2024		July 10	July 23
* March 2024 (Wellness)	February 7	February 20	* September 2024 (Back to School)		August 14	August 27
April 2024	March 13	March 26	* October 2024 (Food & Drink)		September 11	September 24
* May 2024 (Home & Garden)	April 10	April 23	November 2024		October 9	October 22
* June 2024 (Arts Festival)	May 8	May 21	* December 2024 (Holiday)		November 13	November 26

Please note: Publication date refers to when bulk delivery drops begin to be made. Mailed copies typically are delivered within 5-8 days thereafter.



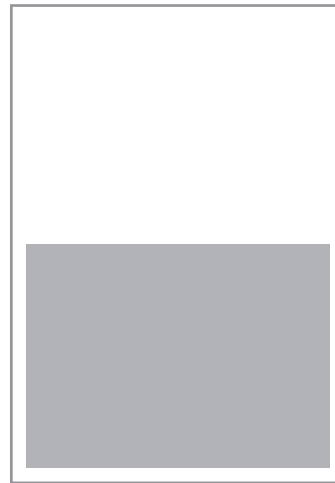
FULL PAGE

5 columns (10.0417") x 15.66"
 1-3 month rate = \$1,960/month
 4-11 month rate = \$1,645/month
 12 month rate = \$1,490/month



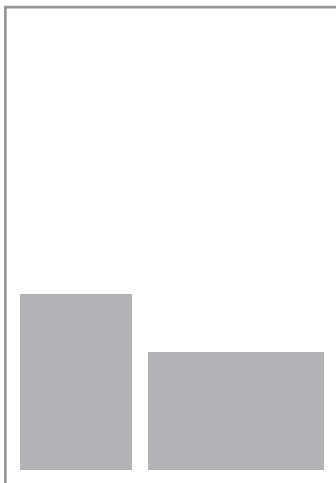
1/2 PAGE

Vertical: 3 columns (5.9583") x 12.5"
 Horizontal: 5 columns (10.0417") x 7.5"
 1-3 month rate = \$938/month
 4-11 month rate = \$788/month
 12 month rate = \$713/month



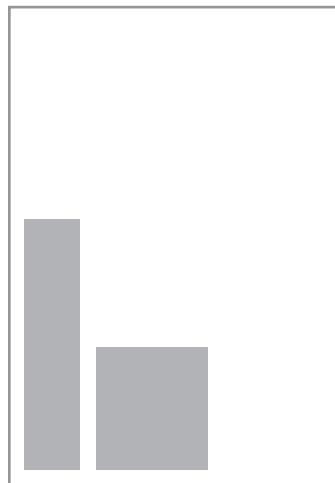
1/4 PAGE

Vertical: 2 columns (3.9167") x 10"
 Horizontal: 3 columns (5.9583") x 6.5"
 1-3 month rate = \$500/month
 4-11 month rate = \$420/month
 12 month rate = \$380/month



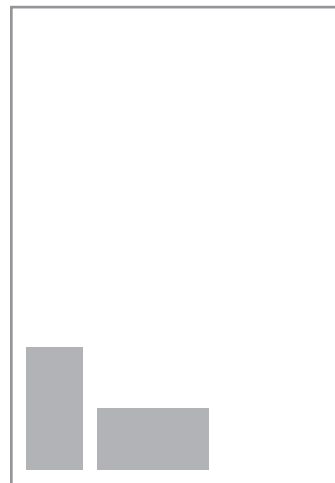
1/8 PAGE

Vertical: 2 columns (3.9167") x 5"
 Horizontal: 3 columns (5.9583") x 3.5"
 1-3 month rate = \$285/month
 4-11 month rate = \$242/month
 12 month rate = \$221/month



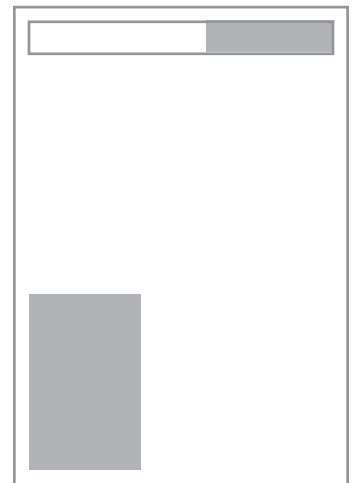
1 COLUMN x 8" or 2 COLUMN x 4"

1 column (1.875") x 8" or
 2 columns (3.9167") x 4"
 1-3 month rate = \$216/month
 4-11 month rate = \$184/month
 12 month rate = \$168/month



1 COLUMN x 4" or 2 COLUMN x 2"

1 column (1.875") x 4" or
 2 columns (3.9167") x 2"
 1-3 month rate = \$112/month
 4-11 month rate = \$96/month
 12 month rate = \$88/month



FEATURE SPONSOR AD

12 month rate = \$290/month
 Includes banner ad (4.0735" x 1"),
 2 columns (3.9167") x 5" display ad,
 and web tile ad