

## SUBMITTING ADS

**EMAIL:** [onlineads@greenspring.com](mailto:onlineads@greenspring.com)

Include the following with all compressed files sent via email:

- » Name of Advertiser
- » Publication and website the ad is to run on
- » Contact name and phone number
- » Limit file name to advertiser\_abbreviated issue
- » Do not use \ / : \* ? " < > | in the file name

**DISK:** (Mac Formatted)

All disks should be labeled with the following:

- » Name of Advertiser
- » Publication and website the ad is to run on
- » Contact name and phone number
- » Return address if disk is to be returned
- » Limit file name to advertiser\_abbreviated issue

**COURIER OR US MAIL:**

Greenspring Media Group  
600 U.S. Trust Building  
730 Second Avenue South  
Minneapolis, MN 55402  
*Attention: Traffic Manager*

## ONLINE AD SPECS

LEADERBOARD • 728 x 90 pixels (width x height) » Max file size is 30K

ISLAND UNIT • 300 x 250 pixels » Max file size is 20K

BANNER AD • 468 x 60 pixels » Max file size is 15K

SKYSCRAPER • 160 x 600 » Max file size is 30K

SECTION SPONSORSHIP • 234 x 60 pixels » Max file size is 15K

E-NEWSLETTER ISLAND AD • 300 x 250 pixels » Max file size is 20K

E-NEWSLETTER ADDITIONAL AD UNIT • 175 x 85 pixels » Max file size is 10K

### FINAL CHECKLIST:

- Saved for Web (reducing file size)
- Saved as a JPEG or GIF
- File size is under its corresponding limit

## FLASH AD SPECS

LEADERBOARD • 728 x 90 pixels (width x height) » Max file size is 30K

ISLAND UNIT • 300 x 250 pixels » Max file size is 20K

BANNER AD • 468 x 60 pixels » Max file size is 15K

SKYSCRAPER • 160 x 600 pixels » Max file size is 30K

### FINAL CHECKLIST

- Saved as a SWF file for Flash Player Version 7
- Animation is 15 seconds maximum
- Maximum of 18 frames per second or lower
- A backup GIF/JPEG must be supplied for non-Flash users
- Prepare SWF source: The original Flash file must be prepared to receive click-through parameters and must be done by the developer on the original file
- Associate the on(release) event to a clickable Flash object such as a button or hit area and attach the following Action Script: `getURL(clickTAG, "_blank");`



**ABBEY JENSEN:** Traffic Manager  
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**TABITHA HERBRANSON:** Production Artist  
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**KELLY FITZGERALD:** Online Editor  
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# MNMO.COM

## Media Kit

### YOUR 24/7 CONNECTION

#### TWIN CITIES TASTE

- » Dear Dara Blog
- » Restaurant Listings
- » Dining Reviews

#### TRAVEL & LEISURE

- » Traveler Resources
- » Activities & Attractions
- » Travel Planning Card

#### A&E

- » Front & Center Blog
- » Best Bets
- » Videos, Podcasts & Slideshows

#### FASHION & SHOPPING

- » Elizabeth's Picks
- » Style File Blog
- » Retail News

+ Health & Wellness + Education & Schools + Events and More on [www.mnmo.com](http://www.mnmo.com)



## MNMO.COM AUDIENCE

53% Female - 47% Male  
New Audience - 73% of users do not subscribe to *Minnesota Monthly* magazine

## INFLUENTIAL USERS

### AGE

- » 30% are between 18-34
- » 43% are between 35-54

### AFFLUENT

- » 52% have HHI of \$50,000+

### EDUCATED

- » 64% have graduated college
- » 15% have post graduate degrees

### HOMEOWNERS

- » 69% own a home

## E-NEWSLETTERS - DELIVERED MONTHLY

DISH • Designed with foodies in mind  
 CULTURE • Dedicated to entertainment seekers  
 STYLE • Specialized for style seekers  
 E-DITION • A sneak-peek of the newest issue of *Minnesota Monthly*  
 THE M-LIST • The inside connection to events, offers, and promotional giveaways

- » Ask your account executive for current subscription numbers and open rates.

SOURCE: QUANTCAST JULY 2009



## AD OPPORTUNITIES

### CHOOSE FROM RUN OF SITE (ROS) OR TARGET THESE SPECIFIC SECTIONS

- |                        |                            |
|------------------------|----------------------------|
| • Home Page            | • Events, Pics & Calendars |
| • Twin Cities Taste®   | • Guides & Resources       |
| • Travel & Leisure     | • Multimedia               |
| • Arts & Entertainment | • Dear Dara Blog           |
| • Fashion & Shopping   | • Style File Blog          |
| • Health & Wellness    | • Front + Center Blog      |
| • Education & Schools  |                            |

## PACKAGES

A) 100,000 IMPRESSIONS (Leaderboard, Island Unit, Skyscraper Ad, Banner Ad) • \$2,500

B) 50,000 IMPRESSIONS • \$1,250

C) 25,000 IMPRESSIONS • \$625

D) 10,000 IMPRESSIONS • \$550

E) SECTION SPONSORSHIP • \$500/section/month

## E-NEWSLETTERS

ISLAND AD 300 x 250 pixels  
\$125/month/e-newsletter

ADDITIONAL AD UNITS 175 x 85 pixels  
\$75/month/e-newsletter  
(Advertiser may combine up to three units to create one ad unit: 550 x 85 pixels.  
Ask your account executive for pricing)



LEADERBOARD  
728 x 90 pixels



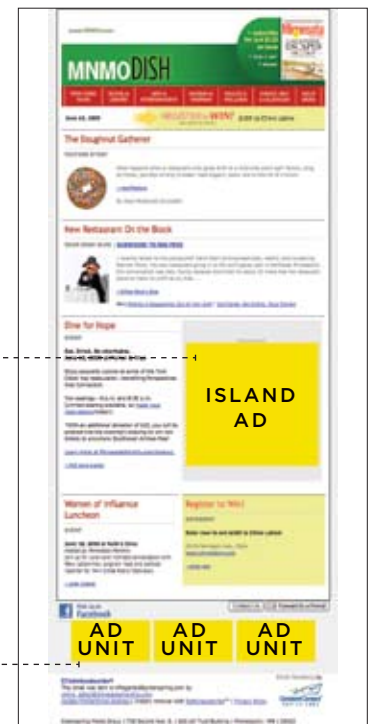
SKYSCRAPER  
160 x 600 pixels



BANNER AD  
468 x 60 pixels

ISLAND UNIT  
300 x 250 pixels

## E-NEWSLETTER



E-NEWSLETTER ISLAND AD  
300 x 250 pixels

SECTION SPONSORSHIP UNIT  
234 x 60 pixels

E-NEWSLETTER AD UNIT  
175 x 85 pixels