

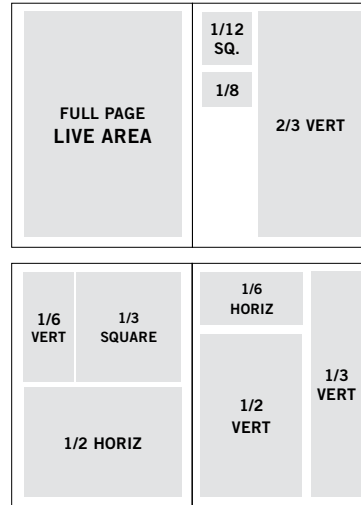
# Rates & Requirements

## ISSUE AND CLOSING DATES

**Minnesota**  
Monthly

SPECIAL ADVERTISING SECTIONS WITH OVERRUNS WILL CLOSE A MINIMUM OF FIVE DAYS EARLIER THAN THE CLOSING DATE BELOW. PLEASE CONTACT YOUR ACCOUNT EXECUTIVE FOR INFORMATION.

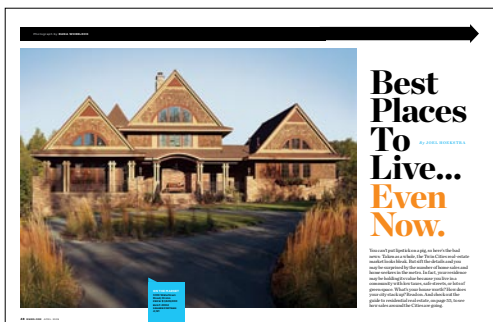
ISSUE	CLOSING DATE (Order & Production Required Deadline)	DIGITAL DEADLINE	ON NEWSSTAND
OCT. 2009	Aug. 21	Aug. 26	Sept. 17
NOV. 2009	Sept. 28	Oct. 1	Oct. 22
DEC. 2009	Oct. 26	Oct. 29	Nov. 19
JAN. 2010	Nov. 19	Nov. 24	Dec. 17
FEB. 2010	Dec. 17	Dec. 22	Jan. 21
MAR. 2010	Jan. 25	Jan. 28	Feb. 18
APR. 2010	Feb. 22	Feb. 25	Mar. 18
MAY 2010	Mar. 22	Mar. 25	Apr. 15
JUNE 2010	Apr. 26	Apr. 29	May 20
JULY 2010	May 21	May 26	June 17
AUG. 2010	June 25	June 30	July 22
SEPT. 2010	July 26	July 29	Aug. 19
OCT. 2010	Aug. 20	Aug. 25	Sept. 16
NOV. 2010	Sept. 27	Sept. 30	Oct. 21
DEC. 2010	Oct. 25	Oct. 28	Nov. 18



## ADVERTISING RATES

	SIZE	12X	6X	3X	1X
BLACK/WHITE	FULL PAGE	\$4,450	\$5,375	\$5,850	\$6,325
	2/3 PAGE	3,550	4,250	4,700	5,075
	1/2 PAGE	3,150	3,775	4,200	4,425
	1/3 PAGE	2,475	3,025	3,300	3,550
	1/6 PAGE	1,750	2,100	2,300	2,475
	1/12 PAGE	1,225	1,475	1,625	1,750

	SIZE	12X	6X	3X	1X
FOUR COLOR	SPREAD	\$14,400			
	FULL PAGE	\$6,675	\$7,675	\$8,375	\$9,050
	COVER 2	7,275	8,825	9,625	10,400
	COVER 3	6,975	8,450	9,200	9,950
	COVER 4	7,600	9,200	10,050	10,850
	2/3 PAGE	5,075	6,150	6,675	7,225
	1/2 PAGE	4,450	5,375	5,850	6,325
	1/3 PAGE	3,550	4,300	4,600	5,075
	1/6 PAGE	2,475	3,025	3,300	3,550
	1/12 PAGE	1,750	2,125	2,300	2,475



For web site advertising rates please go to [www.minnesotamonthly.com](http://www.minnesotamonthly.com)

## AD SIZES

### 2 PG SPREAD

- Trim Size = 16 x 10.5\*
- Bleed Size = 16.25 x 10.75

\* Call for specifics, additional charges will apply.

\*\* Pull bleed 1/8" on all four sides for full page ads.

### FULL PAGE

- Trim Size = 8 x 10.5\*\*
- Bleed Size = 8.25 x 10.75
- Live Area = 7 x 9.625

### 2/3 PAGE

- Vertical = 4.625 x 9.625

### 1/2 PAGE

- Vertical = 4.625 x 7.125
- Horizontal = 7 x 4.75

### 1/3 PAGE

- Vertical = 2.25 x 9.625
- Square = 4.625 x 4.75

### 1/6 PAGE

- Vertical = 2.25 x 4.75
- Horizontal = 4.625 x 2.25

### 1/12 PAGE

- Square = 2.25 x 2.25

### 1/8 MKT.PLC

- Square = 3.375 x 2.25

## ADVERTISING POLICIES

**CONTRACTS:** Oral and written orders for advertising are accepted subject to terms and conditions stated in the standard written contract.

Advertisers contracting for three or more insertions within a 12-month period earn frequency discounts. Advertisers who do not fulfill their contracted frequency agreements will be billed for the shorter rate. Credit earned by increased frequency during a contract year will be rebated.

Advertising rates are subject to change. Rates are guaranteed for the duration of the original contract.

**CANCELLATIONS:** Cancellations of reserved advertising space will not be accepted after the published closing date.

**TERMS:** Net 30 days. A 15% commission will be paid only to recognized advertising agencies and only when they perform all regular agency functions, including furnishing press-ready (digital) ads and accepting payment liability for ad placements. Subject to finance charges per contract.

**PUBLISHER'S PROTECTION:** Advertisers agree to indemnify publisher against liability, loss, or expense as a result of claims or suits based on advertisement content.

**ADVERTISING POLICY:** All advertising is subject to publisher's approval.

**ADVERTISING COLLECTIONS:** Payment is due within 30 days of date of invoice. Greenspring Media Group is entitled to reasonable attorney and collection fees on all past due accounts.

**ISSUANCE AND CLOSING:** *Minnesota Monthly* and its supplements are delivered by the 28th day of the month preceding the cover date. Closing date for space reservations is approximately the 20th of the second month preceding the issue date. Advertising reservations are accepted through the closing date.

Materials for ads needing production are due on closing. Digital ready ads received after the digital deadline date are subject to a \$50 late fee. Proof of advertisement will not be issued for materials received after closing date.

**AD ARCHIVING AND RETRIEVAL:** Digital ad materials are archived for two years and then destroyed unless otherwise specified. Once payment is received for production, upon request, newly created ads and ads with major changes are provided to advertiser on a CD for use in other publications. Extra CDs are \$25 each.

**RETURN OF ARTWORK:** Return address and contact information must be provided for return delivery of materials (zip disks, transparencies, photos, etc.). Floppy disks, CDs and color proofs will not be returned unless requested.

## AD CHANGES

Production charges are in addition to space rate and are **non-negotiable, and non-commissionable**. Production is billed at \$65 per hour with a minimum of \$20 for type changes, resizing, color changes, etc. These prices should be used as a guideline only. **Additional charges may apply.**

## MECHANICAL REQUIREMENTS

**PRINTING PROCESS:** Web Offset, printed at 150 line screen

**BINDING METHOD:** Perfect Bound

**TRIM SIZE:** 8" x 10.5"

We require all ads to be submitted in a digital format. Ads submitted incorrectly, including incorrectly sized ads, will incur additional production charges to correct the files.

- All ads should include a hard copy of the ad. If color accuracy is important, any four color ads should include a matchprint or equivalent digital color proof. If you can't provide a digital color proof, we can supply one for a \$10 charge.

- All ads must include hi-res files (300 dpi placed at 100%), any graphics or logos (.tiff, .eps or .ai), and all fonts used in the ad. Please remember to "collect for output" or "package" prior to submitting.

- We print in process color. All Pantone colors must be converted to CMYK (process). Please remember to convert all hi-res images from RGB to CMYK. We are not responsible for color accuracy in files that must be converted to CMYK upon arrival.

- We accept InDesign, (Mac Formatted) Quark, Illustrator, Photoshop or hi-res PDFs. We do not accept Pagemaker, Microsoft Publisher, Word or PowerPoint files. We may be able to convert other PC file formats for a fee. Please call to verify. We do not accept film.

## SUBMITTING ADS

**UPLOAD SITE:** [www.greenspring.com/uploads](http://www.greenspring.com/uploads)

Files should be:

- Compressed
- Not contain \ / : \* ? " < > | in the file name
- Limit file name to advertiser\_abbreviated issue

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

Include the following with all compressed files sent via email:

- Name of Advertiser
- Publication and issue the ad is to run in
- Contact name and phone number
- Limit file name to advertiser\_abbreviated issue

**DISK:** (Mac Formatted)

All disks should be labeled with the following:

- Name of Advertiser
- Publication and issue the ad is to run in
- 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 S. Second Avenue  
Minneapolis, MN 55402

**ATTENTION:** Traffic Manager

## CONTACTS

### ABBAY JENSEN:

Traffic Manager, 612-371-5849 or [ajensen@greenspring.com](mailto:ajensen@greenspring.com). Please contact Abbey with questions regarding deadlines, extensions, ad specs, etc.

### TABITHA HERBRANSON:

Production Assistant, 612-371-5839 or [therbranson@greenspring.com](mailto:therbranson@greenspring.com). Please contact Tabitha with technical questions about advertising requirements.

**GREENSPRING**  
MEDIAGROUP