

Special Advertising Supplements

The Bugle publishes four advertising supplements each year: the **Wellness Guide** in March, the **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.

Place Your Own Insert

Inserts are preprinted fliers, booklets or literature you want delivered along with the Bugle. Reach more than 30,000 potential customers when you place your insert in the Bugle.

Insert Rates (per month). A minimum of 3,000 pieces is required.

Number of months	Under 1 oz.	1–2 oz.
1–2 months (no contract)	\$70/per thousand	\$75/per thousand
3–4 months out of 12	\$65/per thousand	\$70/per thousand
5–9 months out of 12	\$60/per thousand	\$65/per thousand
10–12 months out of 12	\$55/per thousand	\$50/per thousand

Inserts that cannot be inserted into the newspapers by machine will be subject to a surcharge of \$15 per 1,000 papers. We request prepayment for inserts.

Inserts must be delivered to our printer, Cannon Valley Printing, 1240 S. Highway 3, Northfield, MN 55057 (507-645-9770), by noon Friday the week prior to publication.

To place an insert, contact Bradley Max Wolfe, bradley.wolfe@parkbugle.org (952-393-6814).

Web Advertising

Bugle website ads (www.parkbugle.org) ads are “tiles”: square ads that appear on every page of the Bugle Web site. The preferred format for web ads is a GIFF 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 \$40/month. A 12-month contract qualifies for a \$5/month discount (\$35 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 \$30 a month. The banner at the top of the page is 125 x 400 pixels. Cost is \$125 a month or \$90 with a 12-month contract. A two-tile size is 125 x 275 pixels. Cost is \$65 per month or \$50 per month for 12 months.

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

Park Bugle staff

Kristal Leebrick, managing editor: editor@parkbugle.org, 651-646-5369
Stephen Parker, production manager: sdparker13@comcast.net, 651-489-0993
Mary Hamel, new business development director: hamsnapp@yahoo.com, 651-387-0738
Bradley Max Wolfe, advertising representative: bradley.wolfe@parkbugle.org, 952-393-6814
Fariba Sanikhatam, business manager: fariba@parkbugle.org, 651-239-0321

St. Anthony Park

Falcon Heights

Lauderdale

Como Park

Park Bugle

www.parkbugle.org

Advertising Rate Card

2018 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
January 2018	December 6	December 19	July	June 6	June 19
February	January 17	January 30	August	July 3	July 17
March	February 14 <i>Wellness Guide</i>	February 27	September	August 8	August 21
April	March 7	March 20	October	September 5 <i>Food & Drink Guide</i>	September 18
May	April 11	April 24	November	October 3	October 16
June	May 2 <i>St. Anthony Park Arts Festival Guide</i>	May 16	December	November 7 <i>Holiday Guide</i>	November 20
			January 2019	December 5	December 18-

Email ad materials to Production Manager Steve Parker at sdparker13@comcast.net. Files should be PDF, Illustrator or EPS formats.

Display Ad Rates and Examples

Each page of the Bugle has a printable area 5 columns wide by 15 inches deep. Column width is figured as follows:

1 column = 1 3/4" 2 columns = 3 13/16" 3 columns = 5 15/16" 4 columns = 8" 5 columns = 10 1/16"

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)	\$24	\$23	\$22	\$21
4- to 11-month contract rate	\$20	\$19	\$18	\$17
12-month contract rate	\$18	\$17	\$16	\$15

- 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: \$20 service charge, taken only as space allows.
- Color pricing: Adding one spot color is \$50 for ads 1/8 of a page or smaller and \$100 for ads more than 1/8 of a page. Adding full color to your ad costs \$75 for a business-card size ad or smaller, \$125 for a 2x4 to 1/8-page ad, \$150 for a 1/4 page, \$200 for a half page and \$300 for a full-page ad.

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



FULL PAGE 5 columns x 15"	1/2 PAGE Vertical: 3 columns x 12.5" Horizontal: 5 columns x 7.5"	1/4 PAGE Vertical: 2 columns x 10" Horizontal: 3 columns x 6.5"
1-3 month rate = \$1,575/month	1-3 month rate = \$790/month	1-3 month rate = \$420/month
4-11 month rate = \$1,270/month	4-11 month rate = \$640/month	4-11 month rate = \$340/month
12 month rate = \$1,110/month	12 month rate = \$565/month	12 month rate = \$300/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.

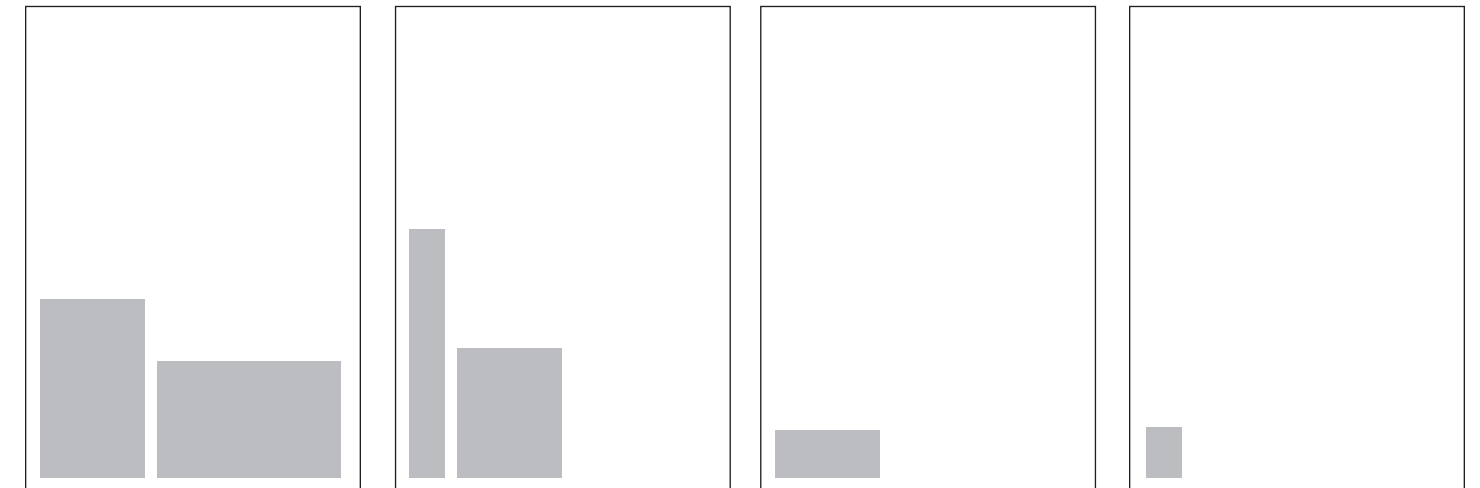
13. Specific placement requests can be made for an additional 20% of ad cost. We cannot guarantee placements, and you will not incur this charge if we cannot honor your request.

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.



1/8 PAGE Vertical: 2 columns x 5" Horizontal: 3 columns x 3.5"	2 COLUMN x 4" or 1 COLUMN x 8"	BUSINESS CARD 2 columns x 2"	1 COLUMN x 2"
1-3 month rate = \$230/month	1-3 month rate = \$180/month	1-3 month rate = \$95/month	\$48/month
4-11 month rate = \$180/month	4-11 month rate = \$145/month	4-11 month rate = \$80/month	
12 month rate = \$165/month	12 month rate = \$130/month	12 month rate = \$69/month	