2023 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.

<table>
<thead>
<tr>
<th>Rate per column inch:</th>
<th>less than 8”</th>
<th>8 to 11.5”</th>
<th>12 to 19.5”</th>
<th>20 +</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard rate (noncontract)</td>
<td>$27</td>
<td>$26</td>
<td>$25</td>
<td>$24</td>
</tr>
<tr>
<td>4- to 11-month contract rate</td>
<td>$23</td>
<td>$22</td>
<td>$21</td>
<td>$20</td>
</tr>
<tr>
<td>12-month contract rate</td>
<td>$21</td>
<td>$20</td>
<td>$19</td>
<td>$18</td>
</tr>
</tbody>
</table>

- 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 on next page).
- 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.
- Church rate: $7 per line.

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

Web Advertising

Bugle website ads (parkbugle.org) ads are “tiles”: square ads that appear on every page of the Bugle website. The preferred format for web ads is PNG or JPEG. 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 $30/month or $25/month for 12 months. The rate for an animated rotating two-tile web ad is $55/month or $45/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 $20/month.

Classifieds

Send your ad to roald.sateren@parkbugle.org or P.O. Box 8126, St. Paul, MN 55108.
Ads are $1 per word. Phone numbers, email addresses and websites are considered two words. Add a box or art for $10 each.
# 2023 Publishing and Closing Dates

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

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE DEADLINE</th>
<th>PUBLICATION</th>
<th>ISSUE</th>
<th>SPACE DEADLINE</th>
<th>PUBLICATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2023</td>
<td>December 7</td>
<td>December 20</td>
<td>*July 2023 (Graduation)</td>
<td>June 14</td>
<td>June 27</td>
</tr>
<tr>
<td>February 2023</td>
<td>January 11</td>
<td>January 24</td>
<td>August 2023</td>
<td>July 12</td>
<td>July 25</td>
</tr>
<tr>
<td>*March 2023 (Wellness)</td>
<td>February 8</td>
<td>February 21</td>
<td>*September 2023 (Back to School)</td>
<td>August 9</td>
<td>August 22</td>
</tr>
<tr>
<td>April 2023</td>
<td>March 8</td>
<td>March 21</td>
<td>*October 2023 (Food &amp; Drink)</td>
<td>September 13</td>
<td>September 26</td>
</tr>
<tr>
<td>*May 2023 (Home &amp; Garden)</td>
<td>April 12</td>
<td>April 25</td>
<td>November 2023</td>
<td>October 11</td>
<td>October 24</td>
</tr>
<tr>
<td>*June 2023 (Arts Festival)</td>
<td>May 10</td>
<td>May 23</td>
<td>*December 2023 (Holiday)</td>
<td>November 8</td>
<td>November 21</td>
</tr>
</tbody>
</table>

* Special sections

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 = $1,870/month
- 4–11 month rate = $1,560/month
- 12 month rate = $1,400/month

**1/2 PAGE**
- Vertical: 3 columns (5.9583") x 12.5"
- 1–3 month rate = $900/month
- 4–11 month rate = $750/month
- 12 month rate = $675/month

**1/4 PAGE**
- Vertical: 2 columns (3.9167") x 10"
- 1–3 month rate = $480/month
- 4–11 month rate = $400/month
- 12 month rate = $360/month

**1/8 PAGE**
- Vertical: 2 columns (3.9167") x 5"
- 1–3 month rate = $270/month
- 4–11 month rate = $220/month
- 12 month rate = $200/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 = $208/month
- 4–11 month rate = $176/month
- 12 month rate = $160/month

**BUSINESS CARD**
- 2 columns (3.9167") x 2"
- 1–3 month rate = $108/month
- 4–11 month rate = $92/month
- 12 month rate = $84/month

**FEATURE SPONSOR AD**
- 12 month rate = $275/month
- Includes banner ad (4.0735" in x 1"),
- 2 columns (3.9167") x 5" display ad,
- and web tile ad

* Note: Publication date refers to when bulk delivery drops begin to be made. Mailed copies typically are delivered within 5–8 days thereafter.