

TMC

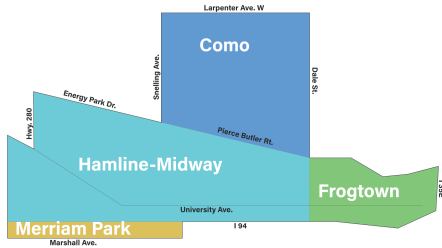
PUBLICATIONS CO
News for you

» 2022 «
advertising kit

Competition is fierce, but our dedicated efforts drive results for you.

Monitor

Midway • Como • Frogtown



- 47-year-old monthly neighborhood newspaper
- Reach of over 50,000 residents in St. Paul's Midway, Como, Merriam Park, Frogtown and Rondo neighborhoods
- Circulation of 25,000
- Delivered to 21,000 homes and businesses PLUS 4,000 high-traffic drop-off points



"I've advertised in the Midway Como Monitor for a number of years. I know I get a great response from its readers and I know that the Monitor area is a prime market for me. I

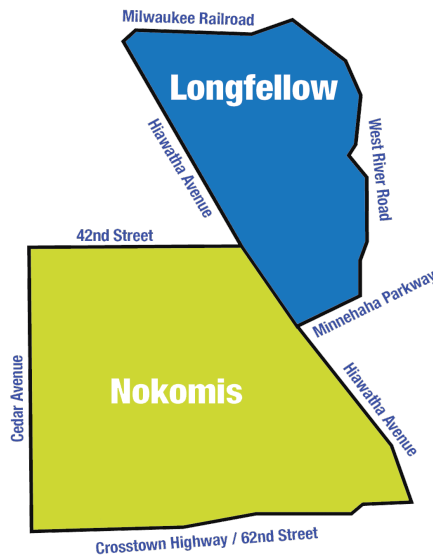
believe in community newspapers like the Monitor and advertising locally.

And advertising is where I get results."

~ Kendall Crosby, Kendall's Ace Hardware

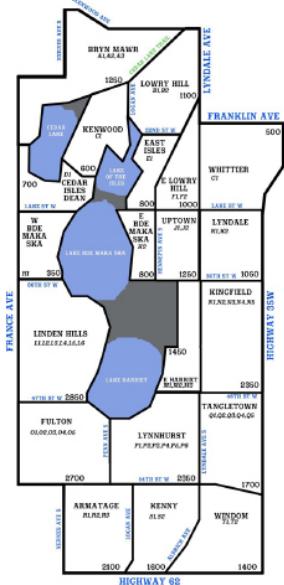
Messenger

Longfellow • Nokomis



- 40-year-old monthly newspaper
- Reach of over 42,000 residents in the Longfellow and Nokomis areas of South Minneapolis
- Circulation of 21,500
- Delivered to 19,000 homes PLUS 2,000 high-traffic drop-off points

SOUTHWEST Connector



- New 2x monthly newspaper
- Reach of over 64,000 residents in Southwest Minneapolis neighborhoods
- Circulation start 20,000 - Increasing to 30,000 within first year
- Delivered to 27,900 homes PLUS 2,100 high-traffic drop-off points

The Monitor, Messenger and Connector are for profit and for a purpose – and we don't sacrifice one for the other. We consider ourselves a zebra company, one that is both black and white, both/and. As a media company, we work to highlight issues, solve real, meaningful problems, and repair existing social systems. We are working with our readers and advertisers to create a more just and responsible society that hears, helps and heals the customers and communities we serve.



2022

Special Sections

PLAN AHEAD TO ADVERTISE
and reach your customers
at their doorsteps!

Encourage people with significant buying power
to become your customers.

Aging Well/Living 50+

QUARTERLY in all 3 papers

March - Housing
June - Activities

September - Medical
December - Money

REGULAR SECTIONS

REBUILD REPAIR RECYCLE

Green living

MINDFUL CREATIVITY

Artist community

Southwest Connector

JANUARY

Health & Wellness due Dec. 20
School Guide due Dec. 20

FEBRUARY

Summer Camp Guide due Jan. 24
Wedding due Feb. 7

MARCH

Home Improvement due Feb. 18
CSA Guide due Mar 7

APRIL

Home & Garden due Mar 28
Drive & Ride due Apr 11

MAY

Home & Garden due Apr 25
Summer in the City due May 9

JUNE

Summer in the City due May 23
@ Lake & Hennepin due June 6

JULY

Summer in the City due June 20
Back to School due July 11

AUGUST

Summer in the City due July 25

SEPTEMBER

Back to School due Sept. 12
- Health focus

OCTOBER

Home Improvement due Sep. 26
Domestic Violence due Oct. 10
Awareness Month

NOVEMBER

Food & Drink due Oct. 24
Shop Small/Buy Local due Nov. 7

DECEMBER

Shop Small/
Buy Local due Nov. 21
Paws and Claws due Dec. 5

Midway Como Frogtown Monitor

JANUARY due Jan. 3

Health & Wellness
School Guide

FEBRUARY due Jan. 31

Summer Camp Guide
Wedding

MARCH due Feb. 28

Home Improvement
CSA Guide

APRIL due April 4

Home & Garden
Drive & Ride

MAY due May 2

Home & Garden
Summer in the City

JUNE due May 27

Summer in the City

JULY due July 1

@ University Ave.
Summer in the City

AUGUST due Aug. 1

Back to School
Summer in the City

SEPTEMBER due Sept. 2

Back to School
- Health focus

OCTOBER due Oct. 4

Home Improvement
Domestic Violence
Awareness Month

NOVEMBER due Oct. 31

Food & Drink
Shop Small/Buy Local

DECEMBER due Nov. 28

Paws and Claws
Shop Small/Buy Local

Longfellow Nokomis Messenger

JANUARY due Dec. 13

Health & Wellness
School Guide

FEBRUARY due Jan. 14

Summer Camp Guide
Wedding

MARCH due Feb. 11

Home Improvement
CSA Guide

APRIL due March 14

Home & Garden
Drive & Ride

MAY due April 18

Home & Garden
Summer in the City

JUNE due May 16

Summer in the City

JULY due June 13

@ Lake Street
Summer in the City

AUGUST due July 18

Back to School
Summer in the City
Crazy Days (Nokomis)

SEPTEMBER due Aug. 22

Back to School - Health

OCTOBER due Sept. 19

Home Improvement
Domestic Violence
Awareness Month

NOVEMBER due Oct. 17

Food & Drink
Shop Small/Buy Local

DECEMBER due Nov. 14

Paws and Claws
Shop Small/Buy Local



5139 34th Ave. S. #17097, Minneapolis, MN 55417 | 612-345-9998 | www.tmcpub.com
www.monitorsaintpaul.com | www.longfellownokomismessenger.com | www.swconnector.com

Monitor **Messenger** **SOUTHWEST Connector**
Midway • Como • Frogtown Longfellow • Nokomis

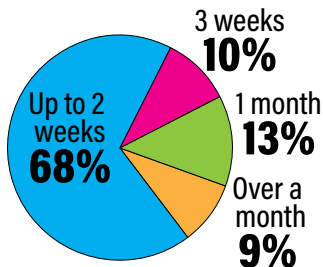
MEET OUR READERS

6 IN 10

frequently purchase items and services they see in the paper

— thanks to the 'halo effect' of partnering with a trusted source

How long do you keep the newspaper?



Each paper is read by

2

people -

which means folks are passing their papers around to friends and family

AD TIP: Tell your story.
Ads should be about more than showcasing your logo.

They're planning to buy:

Readers are likely to purchase items in these categories, per info from our annual Circulation Verification Council survey.

Transportation:

- Auto New 4,572
- Auto Used 4,287
- Auto Accessories 9,145
- Motorcycles/ATVs 572

Technology:

- Computers 7,430
- TV/Electronics 7,716
- Cell phones 14,403

Professional services:

- Attorney 4,201
- Financial planner 5,430
- Tax advisor 4,201

Health & Wellness:

- Chiropractor 6,601
- Health Club/Exercise Class 16,803
- Medical Services/Physicians 28,206
- Pharmacist 27,606
- Weight Loss 3,001
- Veterinarian 8,002

Home & Garden:

- Home Improvement 8,573
- Lawn & Garden 11,145
- Real Estate 2,858
- Antiques/Auctions 2,286
- Cleaning services 7,716
- Carpet/Flooring 4,001
- Furniture/Furnishing 11,717
- Heating/AC 5,430
- Home Appliance 6,573
- Lawn Care Service 6,001

Entertainment:

- Dining & Entertainment 40,208
- Florist/Gift 12,002
- Vacation/Travel 12,574
- Boats 286
- Legal Gambling 10,802

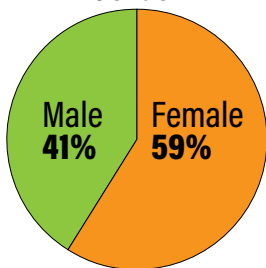
Family & Pets:

- Child Care 3,143
- Pet Supplies 8,002
- Arts & Crafts Supplies 5,715
- Education/Classes 5,401
- Sports Equipment 12,002
- Wedding 857

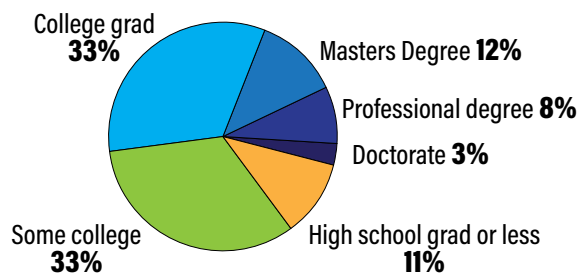
Apparel:

- Women's 19,432
- Men's 14,574
- Children's 6,287
- Jewelry 9,602

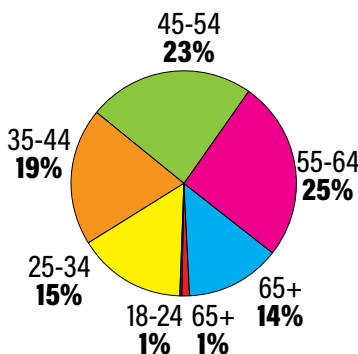
Gender



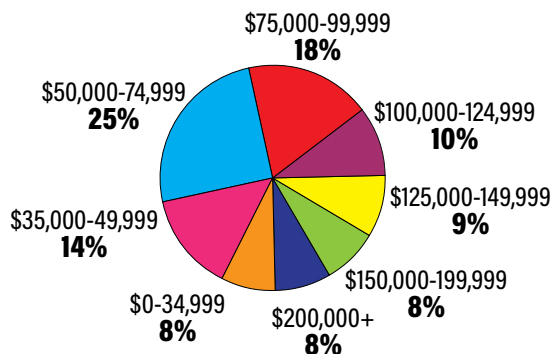
Education



Age Range



Household Income



Statistics based on 2021 circulation audit by Circulation Verification Council. Complete original audit results including methodology available on request. New audit results available annually in January.

Don't let competitors steal your customers.

INVEST in a regular ad presence to keep your business strong.

CONTACT YOUR SALES EXPERT TODAY!



5139 34th Ave. S. #17097, Minneapolis, MN 55417 | 612-345-9998 | www.tmcpub.com
www.monitorsaintpaul.com | www.longfellownokomismessenger.com | www.swconnector.com

Monitor Messenger
Midway • Como • Fogtown Longfellow • Nokomis

SOUTHWEST Connector

Inserts (WE PRINT & DELIVER)

Enjoy this extraordinary newspaper insert deal. CALL FOR DETAILS.

OPTION #1: 2-SIDED

- 10,000 flyers (2 sides of an 8.5"x11" sheet)
- 1 advertiser on both sides

\$1400 for 10,000 4-color flyers - PRINTED AND DELIVERED!

OPTION #2: PARTNERS

- 10,000 flyers (1 side of an 8.5"x11" sheet)
- Requires participation of 2 advertisers

\$800 for 10,000 4-color flyers - PRINTED AND DELIVERED!



- Glossy bright white paper
- 4-color printing
- Delivery with newspaper

only **14¢** /piece

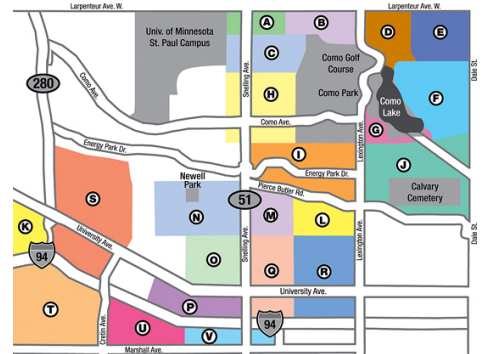
only **8¢** /piece

Inserts (YOU PRINT-WE DELIVER) Minimum of 3,000 pieces required.

Number of	1x	3x	6x	12x	24x
3,000-6,000	\$ 80/thous.	\$ 70/thous.	\$ 65/thous.	\$ 60/thous.	\$ 50/thous.
6,001-9,999	\$ 75/thous.	\$ 65/thous.	\$ 60/thous.	\$ 55/thous.	\$ 45/thous.
10,000-20,000	\$ 70/thous.	\$ 60/thous.	\$ 55/thous.	\$ 50/thous.	\$ 40/thous.
20,000-32,000	\$ 65/thous.	\$ 55/thous.	\$ 50/thous.	\$ 45/thous.	\$ 35/thous.

Monitor

Midway • Como • Frogtown



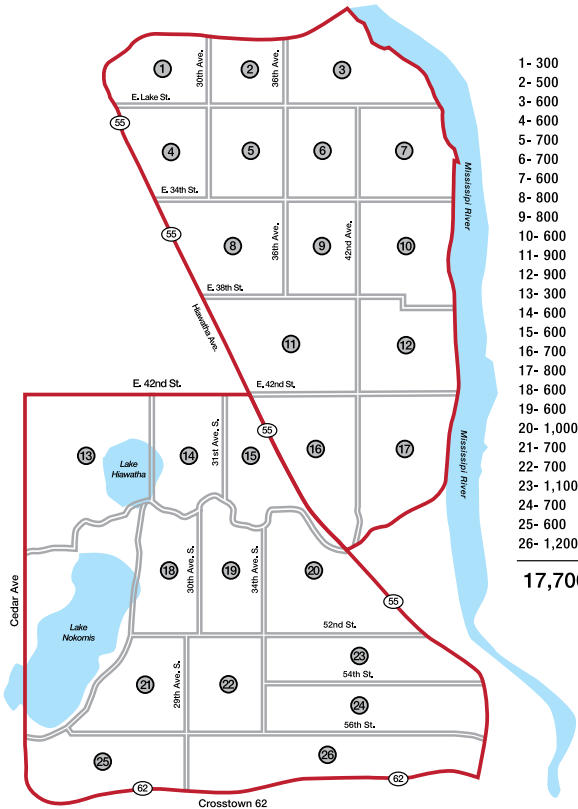
Route Counts

A - 600	I - 400	Q - 1100
B - 500	J - 1400	R - 1100
C - 900	K - 300	S - 900
D - 700	L - 600	T - 800
E - 700	M - 500	U - 900
F - 800	N - 1000	V - 300
G - 300	O - 1000	W - 1500
H - 800	P - 1000	X - 1500
		Y - 1500

24,000 Total

Messenger

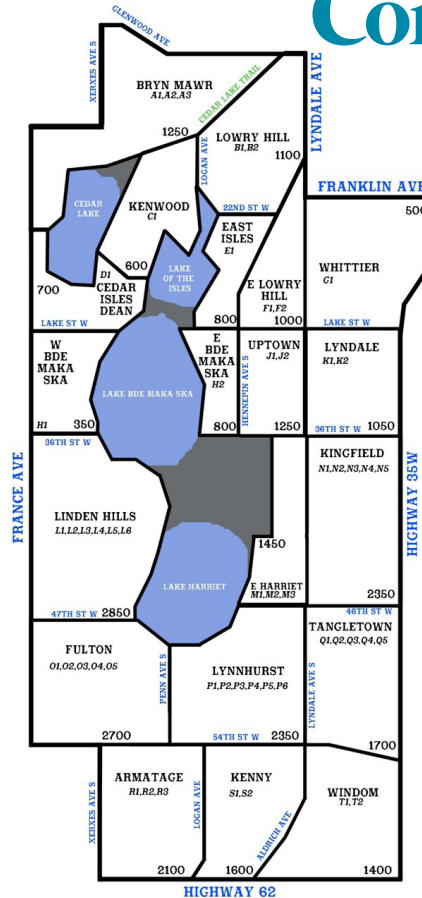
Longfellow • Nokomis



- 1- 300
- 2- 500
- 3- 600
- 4- 600
- 5- 700
- 6- 700
- 7- 600
- 8- 800
- 9- 800
- 10- 600
- 11- 900
- 12- 900
- 13- 300
- 14- 600
- 15- 600
- 16- 700
- 17- 800
- 18- 600
- 19- 600
- 20- 1,000
- 21- 700
- 22- 700
- 23- 1,100
- 24- 700
- 25- 600
- 26- 1,200

17,700 Total

SOUTHWEST Connector



- A - 1,250
- B - 1,100
- C - 600
- D - 700
- E - 800
- F - 1,000
- G - 500
- H - 1,150
- J - 1,250
- K - 1,050
- L - 2,850
- M - 1,450
- N - 2,350
- O - 2,700
- P - 2,350
- Q - 1,700
- R - 2,100
- S - 1,600
- T - 1,400

27,900 Total

* Please note that our home delivery distribution network is still being built up and is not yet the entire 27,900.

Don't let competitors steal your customers. INVEST in a regular ad presence to keep your business strong.



5139 34th Ave. S. #17097, Minneapolis, MN 55417 | 612-345-9998 | www.tmcpub.com
 www.monitorsaintpaul.com | www.longfellownokomismessenger.com | www.swconnector.com

Monitor **Messenger** **SOUTHWEST Connector**
 Midway • Como • Frogtown Longfellow • Nokomis

“The Messenger is a great way to connect with our neighbors!



It helps to inform and invite the community about activities, many for families and children. Our holiday ads in the *Messenger* let people know about concerts and special services, and the monthly listing offers a resource for people exploring church options. Overall the *Messenger* helps to **build a sense of STRONG COMMUNITY** in the Longfellow and Nokomis neighborhoods.”
 ~ Suzanne/Trinity of Minnehaha Falls



Advertise in print and online to see your response grow exponentially.

2022 Online Advertising

MonitorSaintPaul.com
 LongfellowNokomisMessenger.com
 SWConnector.com

Dimension		Monthly	3x	6x	12x	23x
Standard Cube	300x250	\$150/mo	\$145/mo	\$135/mo	\$125/mo	\$115/mo
Half page	300x600	\$300/mo	\$290/mo	\$275/mo	\$260/mo	\$250/mo
<i>(Ads rotate through on various pages and locations on site)</i>						
Half page	300x600	\$400/mo	\$390/mo	\$382/mo	\$375/mo	\$365/mo
<i>(Ads rotate through on various pages but always top right side)</i>						
Leaderboard	728x90	\$500/mo	\$490/mo	\$475/mo	\$450/mo	\$425/mo
<i>(Page Sponsor at top of page, prime placement)</i>						

MONITOR SCHEDULE

Deadlines typically last or first Monday.
 Publication typically second Thursday.
 * Some exceptions

Publication date	Deadline date
Jan. 13	Jan. 3
Feb. 10	Jan. 31
March 10	Feb. 28
April 14	April 4
May 12	May 2
June 9	May 27 (Friday)
July 14	July 1 (Friday)
Aug. 11	Aug. 1
Sept. 15	Sept. 2 (Friday)
Oct. 13	Oct. 3
Nov. 10	Oct. 31
Dec. 8	Nov. 28

MESSENGER SCHEDULE

Deadlines typically third Monday.
 Publication typically fourth Thursday.
 * Some exceptions

Publication date	Deadline date
Dec. 28 (Tuesday)	Dec. 13
Jan. 27	Jan. 14 (Friday)
Feb. 24	Feb. 11 (Friday)
March 24	March 14
April 28	April 18
May 26	May 16
June 23	June 13
July 28	July 18
Sept. 1	Aug. 22
Sept. 29	Sept. 19
Oct. 27	Oct. 17
Nov. 29 (Tuesday)	Nov. 14
Dec. 22	Dec. 12

CONNECTOR SCHEDULE

Deadlines typically 2nd and 4th Mondays.
 Publication typically 1st and 3rd Thursdays.
 * Some exceptions

Publication date	Deadline date
Dec. 2	Nov. 19 (Friday)
Break	Break
Jan. 6	Dec. 20
Feb. 3	Jan. 24
Feb. 17	Feb. 7
March 3	Feb. 18 (Friday)
March 17	March 7
April 7	March 28
April 21	April 11
May 5	April 25
May 19	May 9
June 2	May 23
June 16	June 6
July 7	June 20
July 21	July 11
Aug. 4	July 25
Break	Break
Sept. 8	Aug. 29
Sept. 22	Sept. 12
Oct. 6	Sept. 26
Oct. 20	Oct. 10
Nov. 3	Oct. 24
Nov. 17	Nov. 7
Dec. 1	Nov. 21
Dec. 15	Dec. 5
Break	Break

Classified Ad Rates

Pets, Home Repair, Services, For Sale, Announcements, Rentals, Misc. Wanted. Classifieds are \$1 per word with a \$10 minimum charge. Classifieds must be prepaid and received by the newspaper on or before the publication deadline.

Employment

The job market is tight. Advertise locally for folks who want to work and live right here.

Marketplace/Home Service Directory

Advertise your services and increase the potential that local residents will call you when they need to repair and service their homes, cars, and more.

Faith

Grow your membership by advertising in our church directory section and reach community residents.



5139 34th Ave. S. #17097, Minneapolis, MN 55417 | 612-345-9998 | www.tmcpub.com
 www.monitorsaintpaul.com | www.longfellownokomismessenger.com | www.swconnector.com




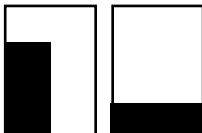
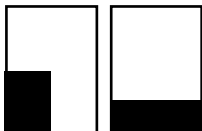



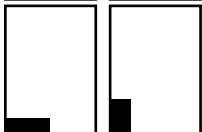

Monitor Messenger SOUTHWEST **Connector**
 Midway • Como • Fogtown Longfellow • Nokomis

PICK AN AD SIZE AND FREQUENCY THAT FITS WITH YOUR CAMPAIGN.

Rates are per time, per newspaper. Ads do not have to be the same size or content, and do not have to be consecutive.

	save 6%	save 12%	save 18%	save 20%
Open	3x	6x	12x	23x

PAGE SPONSOR	BANNER TOP OF PAGE	BW	\$1043.40/ea	\$988.50/ea	\$933.30/ea	\$878.10/ea	\$834.60/ea
	10.25" w x 1" h	Color	\$1298.40/ea	\$1243.50/ea	\$1188.30/ea	\$1133.10/ea	\$1089.60/ea

	Full Page 72.5 column inches 10.25" w x 14.5" h	BW	\$2255.48/ea	\$2122.36/ea	\$1989.26/ea	\$1859.87/ea	\$1804.38/ea
		Color	\$2510.48/ea	\$2377.36/ea	\$2091.26/ea	\$2012.87/ea	\$2008.38/ea
	3/4 Page H: 4 column (10.25" w) x 10.9" h V: 3 column (7.6433" w) x 14.5" h	BW	\$1891.37/ea	\$1791.82/ea	\$1691.76/ea	\$1591.70/ea	\$1512.85/ea
		Color	\$2146.37/ea	\$2046.82/ea	\$1946.76/ea	\$1846.70/ea	\$1767.85/ea
	1/2 Page H: 4 column (10.25" w) x 7.25" h V: 2 column (5.0433" w) x 14.5" h	BW	\$1127.76/ea	\$1061.16/ea	\$994.65/ea	\$929.93/ea	\$902.21/ea
		Color	\$1382.76/ea	\$1316.16/ea	\$1216.83/ea	\$1133.86/ea	\$1106.21/ea
	1/3 Page V: 2 column (5.0433" w) x 9.6" h H: 4 column (10.25" w) x 4.8" h	BW	\$790.70/ea	\$746.64/ea	\$702.58/ea	\$658.51/ea	\$632.56/ea
		Color	\$994.70/ea	\$950.64/ea	\$875.34/ea	\$815.65/ea	\$795.76/ea
	1/4 Page V: 2 column (5.0433" w) x 7.25" h H: 4 column (10.25" w) x 3.5" h	BW	\$593.03/ea	\$559.98/ea	\$526.93/ea	\$493.88/ea	\$474.42/ea
		Color	\$730.73/ea	\$697.68/ea	\$628.93/ea	\$595.88/ea	\$584.58/ea
	1/6 Page V: 2 column (5.0433" w) x 4.75" h H: 4 column (10.25" w) x 2.85" h	BW	\$417.36/ea	\$395.40/ea	\$373.32/ea	\$351.24/ea	\$333.84/ea
		Color	\$527.36/ea	\$505.40/ea	\$483.32/ea	\$461.24/ea	\$443.84/ea
	1/8 Page V: 2 column (5.0433" w) x 3.5" h H: 4 column (10.25" w) x 1.8" h	BW	\$313.04/ea	\$296.51/ea	\$279.99/ea	\$263.47/ea	\$250.43/ea
		Color	\$389.54/ea	\$373.01/ea	\$356.49/ea	\$339.97/ea	\$311.63/ea
	1/12 Page H: 2 column (5.0433" w) x 2.25" h 3 column (7.6433" w) x 1.5" h	BW	\$208.68/ea	\$197.70/ea	\$186.66/ea	\$175.62/ea	\$166.92/ea
		Color	\$258.68/ea	\$247.70/ea	\$236.66/ea	\$225.62/ea	\$216.92/ea
	1/16 Page H: 2 column (5.0433" w) x 1.75" h V: 1 column (2.4417" w) x 3.5" h	BW	\$164.78/ea	\$154.89/ea	\$145.00/ea	\$135.12/ea	\$131.82/ea
		Color	\$204.78/ea	\$192.49/ea	\$180.20/ea	\$167.92/ea	\$163.82/ea
	1/36 Page 1 column (2.4417" w) x 1.75" h	BW	\$73.24/ea	\$69.56/ea	\$65.89/ea	\$62.22/ea	\$58.59/ea
		Color	\$93.64/ea	\$89.96/ea	\$86.29/ea	\$82.62/ea	\$74.91/ea

AD TIP: Build momentum with regular, monthly ads.

Multi-Newspaper Discount

An discount of 20% off your second and third newspaper ad/s can be earned when the same ad is scheduled to run in another newspaper. *Can not be stacked on top of frequency discounts.

Mechanicals

- 16" tabloid
- 4 COLUMN WIDTHS
 - 1 col: 2.4417 inches
 - 2 col: 5.0433 inches
 - 3 col: 7.6433 inches
 - 4 col: 10.25 inches

Camera Ready Copy

High resolution PDFs and 300 dpi minimum resolution JPGs or TIFF images are preferred for all submitted advertising. Caution: Many programs export 72 dpi files, which is not enough for print media. Make sure complete fonts (not subsets) and images are embedded.

Black-and-white ads should be submitted in grayscale - K (black) only. Color ads should be submitted as CMYK. For the crispest look possible, we recommend that any small type should be printed in black, not color, and not white reversed out of color.

Production Charges

Ad production is provided at no additional cost unless the newspaper must retain a graphic designer or retain a photographer.

Special Placement

Advertisers requesting special placement will be charged a 20% surcharge if placement can be met.

Political Advertising

Regular advertising rates and contract discounts apply. Cash payment in advance of advertising required.

070822



5139 34th Ave. S. #17097, Minneapolis, MN 55417 | 612-345-9998 | www.tmcpub.com
www.monitorsaintpaul.com | www.longfellownokomismessenger.com | www.swconnector.com

Monitor Messenger SOUTHWEST **Connector**
Midway • Como • Fogtown Longfellow • Nokomis