

### The Arts at Work <sup>™</sup>



The Marshall: \$3.420/vear. 12 ads this size @ \$285:

### **ACTUAL AD SIZE**

1 column 1.833" W x 4.375" H (11p x 26p3)

- For all ads: • 600 dpi PDFs with all fonts and images embedded, or
- Northeaster can produce the ads at no extra charge. **Provide instruc**tions and graphic elements.

# You've seen it, admired it. Here's how to participate in Arts Insights!

When people look to learn about the Northeast Minneapolis Arts District via the Arts Insights page in the Northeaster, your organization will be associated with keeping the District vibrant. These 12-month print advertising commitments at any level include:

- A full-color print ad (size variessee details at left) positioned within the Arts Insights page/section
- Ongoing recognition as sponsor in "News from the District." an online newsletter with nearly 700 dedicated subscribers.
- A portion of the ad revenue directly supports the Northeast Minneapolis Arts District's website, meeting venue rentals, etc.

RTS DISTRICT

**ACTUAL AD SIZE** 

1 column

1.833" W x 2.875" H

(11p x 17p3)



## **About the Northeaster**

Readership: 48,000 (and growing) in Northeast Minneapolis, St. Anthony, and Columbia Heights. Based on 32,000 printed, over 77% readership, 1.9 readers per copy. Carried house-to-house (the only paper in the area with total market coverage).

Income: 40% have a household income over \$100,000, 22% \$75-\$99K, and 21% \$50-\$75K. 59.1% of readers frequently purchase from ads in the Northeaster, in particular, 78% of readers intend to buy dining & entertainment in the next year.

\*2024 audit by Circulation Verification Council.

#### Ads can be changed at any time. Northeaster will lay out the graphics at no extra charge.

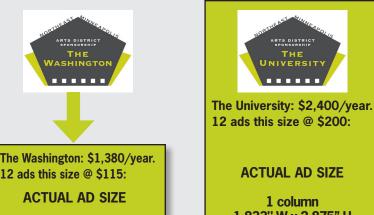
Commitment is for 12 editions but can be spread over up to 24 months (does not have to be monthly). Payment collected as ads run. Six-time rates also available, inquire.

Take advantage of these opportunities to build your brand while supporting where The Arts are at Work.

Be insightful and support **Arts Insights** and the Northeast Minneapolis Arts District!

LIMITED SPACE - RESERVE TODAY! Vince Brown 612-788-9003





1 column 1.833" W x 1.375" H  $(11p \times 8p3)$