



The Arts at Work SM

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4 Northeast Minneapolis | September 4, 2024



arts INSIGHTS

A page about the Arts at Work in the Northeast Minneapolis Arts District (AM) in the AM is distributed to the Northeast Minneapolis area at <https://northeastminneapolisartsdistrict.org>

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Community graffiti jam creates art on wheels



By Josh Decker
A graffiti jam in the heart of Northeast Minneapolis... The jam was held on the streets of Northeast Minneapolis... The jam was held on the streets of Northeast Minneapolis...

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The Marshall: \$3,420/year. 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
 - Northeast can produce the ads at no extra charge. Provide instructions and graphic elements.

When people look to learn about the Northeast Minneapolis Arts District via the **Arts Insights** page in the Northeast, 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 varies- see 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.



About the Northeast

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 Northeast, 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. Northeast 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



The Washington: \$1,380/year. 12 ads this size @ \$115:

ACTUAL AD SIZE

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



The University: \$2,400/year. 12 ads this size @ \$200:

ACTUAL AD SIZE

1 column
1.833" W x 2.875" H
(11p x 17p3)