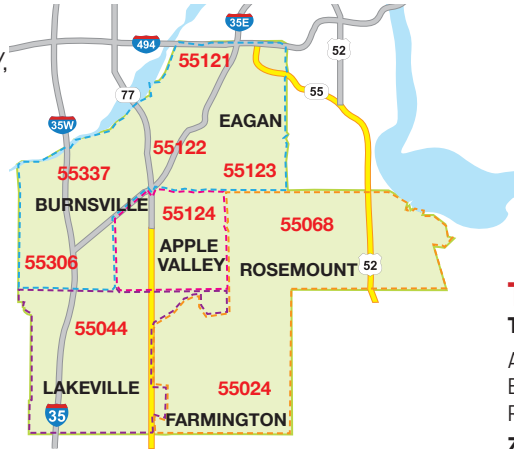




SUN THISWEEK APPLE VALLEY,
SUN THISWEEK BURNSVILLE,
SUN THISWEEK LAKEVILLE,
DAKOTA COUNTY TRIBUNE
COVERAGE AREA



LOGISTICS

Total Audience

- > The Apple Valley Sun Thisweek is delivered to 11,276 homes averaging 28,190 readers.
- > The Burnsville Sun Thisweek is delivered to 25,661 homes averaging 64,153 readers.
- > The Lakeville Sun Thisweek is delivered to 16,639 homes averaging 41,598 readers.
- > The Dakota County Tribune is delivered to 12,576 homes averaging 31,440 readers.

Deadlines & Publication Day

- > The Dakota County Tribune Publication Day: Thursday
- > Deadline: Tuesday 4:00pm
- > The Sun Thisweek Publication Day: Friday
- > Deadline: Tuesday, 4:00pm

Statistics

Over 49,000 monthly sunthisweek.com website visitors provide you with unmatched local digital reach. Combine that with over 165,381 Sun ThisWeek newspaper readers, and you have over 214,381 potential customers for your business each and every month.

COLUMN SIZES

1 COL: 1.55" | 2 COL: 3.22" | 3 COL: 4.88" | 4 COL: 6.55" | 5 COL: 8.22" | 6 COL: 9.88"

TOWNS, ZIP CODES

Towns:

Apple Valley, Burnsville, Eagan, Lakeville, Farmington, Rosemount

Zip Codes:

55121, 55122, 55337, 55123, 55124, 55306, 55068, 55044, 55024

Target specific zip codes with customized pre-print or print and deliver programs. Ask your sales representative for details.

FRONT PAGE BANNERS

5 col x 2": 8.222" x 2"

Full Color

No Discount

Apple Valley \$260

Burnsville, Eagan \$320

Lakeville \$260

Rosemount, Farmington \$260

Rate Table Includes Size Discount & Online Inclusion

DISCOUNTS

Advertisement Size Discounts

64% Greater Response on a Full Page Ad vs. Half Page Ad.

(Larger ads earn bigger discounts)

For Example:

Quarter Page 11%

Half Page 21%

Full Page 33%

- rates shown reflect discount.

Multi-Market Buy Discounts

Extend your marketing reach and save

2 Markets 10%

3 or 4 Markets 15%

5+ Markets 20%

Frequency Discounts

Increase your frequency and save

4 weeks 5%

13+ weeks 10%

Monthly Digital Buy Discounts

Broaden to a digital audience and save

\$250 or more per month 3%

\$500 or more per month 5%

\$1,000 or more per month 10%

- Discounts off print buy only not digital buy.

FULL COLOR

82% Greater Response vs. Black and White Ads

1/4-Page or less \$75

1/4-Page+ to 1/2 Page \$150

1/2-Page+ to Full Page \$300

- rates are per publication

Sun Thisweek and Dakota County Tribune are proud to be your local news leaders. Each week we bring you unparalleled coverage of the news and events that matter to you and your neighbors.

Our award winning journalists cover your city council & other local government, school board & school news, high school sports, community calendar listings, community festivals & events, community interest stories and so much more.

Thank you for supporting your community and your hometown newspaper.

PUBLICATION RATES	DOMINANCE		IDENTITY			IMPRESSION			BRANDING		NON-MODULAR	
	Full Page 126"	3/4 Page 96"	2/3 Page 84"	1/2 Page 63"	3/8 Page 48"	1/3 Page 40"	1/4 Page 31.5"	1/5 Page 24"	1/8 Page 15"	1/10 Page 12"	1/12 Page 10"	Non-Modular Inch Rate
SUN THISWEEK												
Apple Valley	\$1034	\$838	\$776	\$618	\$499	\$433	\$357	\$275	\$180	\$149	\$130	\$12
Burnsville - Eagan	\$1624	\$1316	\$1217	\$966	\$777	\$674	\$553	\$430	\$278	\$229	\$200	\$19
Lakeville	\$1371	\$1111	\$1028	\$817	\$658	\$571	\$469	\$364	\$236	\$195	\$170	\$16
Dakota County Tribune - Farmington - Rosemount	\$865	\$702	\$650	\$518	\$419	\$364	\$301	\$231	\$151	\$126	\$110	\$10

*Non-Modular advertisements can be placed using the open inch rate. A flat fee must be added to the total non-modular price for inclusion on sunthisweek.com. For advertisements 2"-9" add \$5, 10"-30" add \$10, and 31" or larger add \$20. All rates are net.