

2025 DIGITAL RATE CARD

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Basic rates follow—but with all the solutions we have to meet your objectives, there's just no way to fit them on one rate card. Call 612.673.4899 or email Advertise@StarTribune.com to get a solution customized to your needs.

RUN OF NETWORK

Creative Type	Size	Type	Rate
Banners	970x250 300x1050 970x90 300x600 300x250 728x90 320x50	CPM	\$11

SECTION FRONT (Only available on a CPW basis)

Creative Type	Size	Type	Rate
Section Exclusive * 7 Day (M-S)	970x250 300x600	CPD	\$2,460
Sports Exclusive * 7 Day (M-S)	970x250 300x600	CPD	\$6,150

VIDEO

Creative Type	Type	Rate
:15 OR :30 Pre-Roll	CPM	\$62

DAILY EXCLUSIVE

Creative Type	Size	Type	Rate
Top Story Roadblock	970 x 250 300 x 600	CPD	\$3,075

MOBILE

Creative Type	Size	Type	Rate
Homepage Daily Mobile	300 x 600	CPD	\$2,460

NEWS APP

Creative Type	Size	Type	Rate
20% SOV	728x90, 300x250, 320x50	CPW	\$2,460

HOMEPAGE DAILY DESKTOP

Creative Type	Size	Type	Rate
Super Billboard	1663x300	CPD	\$12,300
Billboard	970x250	CPD	\$7,385
Content Breaker	970x250	CPD	\$4,925

EMAIL

Creative Type	Size	Type	Rate
StarTribune FYI	Half List	CPD	\$4,300
StarTribune FYI	Full List	CPD	\$7,385
StarTribune FYI	Entertainment	CPD	\$985
StarTribune FYI	Travel	CPD	\$740
Newsletters	50% SOV	CPW	\$3,075

NATIVE

Creative Type	Size	Type	Rate
Native	100% SOV	CPM	\$20
Article Hosting	Custom	CPW	\$150