

Rates & Services

ROP Retail Rates (per inch)

a. Open Rate \$35.30

Bulk Contracts

63"	\$32.50
125"	\$29.50
250"	\$29.00
500"	\$28.00
750"	\$26.70
1,000"	\$25.60
1,250"	\$25.00
2,000"	\$24.60

b. ROP Repeat Discount
ROP ads repeated within six days of original insertion with no copy changes will receive a one time 35% discount off regular rate. (Color charge does not apply)

c. The TRADING POST (Target Market Coverage)

Pickup Rate	\$4.50/column inch
Open Rate	\$14.30/column inch

TOTAL MARKET DISTRIBUTION:

M.-Fri.	Sat.
Minot Daily News	10,000
Trading Post - Tuesday	15,000

Anniversary Discount
Full Page Discount 35%

Church Rate
Any size ad \$23.15/column inch

Political
Any size ad \$31.60/column inch

Color Rates
Color accepted every publication day is subject to availability and prior commitments.

Ad up to 10"	\$3.00 CPI
11" - 33"	\$6.50 CPI
34" - 129"	\$360.00

Services

a. Proofs of ads (10 inch minimum) will be provided if all copy has been submitted by deadline.

b. Number of tearsheets will be determined by the nature and need of the business. Tearsheet service may be subject to an additional charge. Affidavits of publication will be furnished free of charge when copies

of papers in which the advertisements appeared have been depleted.

c. Glossies of completed ads will be charged at \$50.

d. E-Tears available upon request

Classified Rates

a. Open Rate \$5.13/line (\$51.30/inch)

b. **Bulk Contracts**

Lines.....Inches.....	Per Line.....	Per Inch.....
950.....95.....	\$2.07.....	\$20.70
1,870.....187.....	\$1.90.....	\$19.00
3,750.....375.....	\$1.88.....	\$18.80

c. 9 columns per page. Ads with no copy changes which repeat within 30 days of original insertion will be discounted 35% 3 lines or 1 inch minimum

d. **Color Rates**

Ad up to 10"	\$3.00 CPI
11" - 33"	\$6.50 CPI
34" - 129"	\$360.00

e. Internet Line Ad Charge..... \$5.60

f. The TRADING POST (Target Market Coverage)

Ad up to 10"	\$3.00 CPI
11" - 33"	\$6.50 CPI
34" - 129"	\$360.00

g. Church Rate
Any size ad \$16.00/column inch

h. Classified TRADING POST Rates

Open Rate	\$9.10
Pick Up	\$4.30

Preprint Rates
Minot Daily News Preprints: Full Distribution (cpm)
EFFECTIVE 9/1/19

	Open	13x	26x	50x
Minimum (1 page)	\$41	\$36	\$34	\$32
4 tab (2 full pages)	\$52	\$43	\$40	\$38
8 tab (4 full pages)	\$59	\$52	\$48	\$44
12 tab (6 full pages)	\$65	\$56	\$54	\$52
16 tab (8 full pages)	\$70	\$61	\$59	\$55
20 tab (10 full pages)	\$74	\$65	\$61	\$59
24 tab (12 full pages)	\$78	\$67	\$65	\$61
28 tab (14 full pages)	\$85	\$71	\$67	\$65
32 tab (16 full pages)	\$89	\$76	\$71	\$67
36 tab (18 full pages)	\$92	\$79	\$76	\$71
40 tab (20 full pages)	\$96	\$85	\$78	\$74
44 tab (22 full pages)	\$101	\$88	\$84	\$77
48 tab (24 full pages)	\$107	\$91	\$88	\$83

Minimum Charge \$200.00

Display Closing Schedules (deadlines)
Issue..... Reservation/Copy..... Camera Ready

Monday..... Thursday, 4:00 pm . Friday, Noon

Tuesday..... Thursday, 4:00 pm . Monday, Noon

Wednesday..... Friday, 4:00 pm Tuesday, Noon

Thursday..... Monday, 4:00 pm ... Wednesday, Noon

Friday..... Tuesday, 4:00 pm... Thursday, Noon

Sat/Weekender Wednesday, 4:00 pm Friday, Noon

Trading Post..... Wednesday, 4:00 pm (week prior)

COLUMN SIZES FOR THE NEWSPAPER

RETAIL

1 Column	1.583"
2 Column	3.25"
3 Column	4.917"
4 Column	6.633"
5 Column	8.317"
6 Column	10"
Full Page	10"x21"
Double Truck	21"x21"

CLASSIFIED

1 Column	1"
2 Column	2.133"
3 Column	3.267"
4 Column	4.4"
5 Column	5.5"
6 Column	6.65"
7 Column	7.767"
8 Column	8.883"
9 Column	10"