

RESTAURANT & NIGHTCLUB RATES

For years, you've trusted the credibility that Times Media brings to your marketing message. As **THE REGION'S NUMBER ONE SOURCE** for news, local event information and advertising content, Central Minnesotan's always turn to the St. Cloud Times for information first.

In the news and information business, a lot has changed. But some things remain the same. Today **MORE PEOPLE** get their local news from the St. Cloud Times than any other source in Central Minnesota. That's right. The daily newspaper. YOUR newspaper. Our readership is up. And the audiences we reach are the prospects you want to reach. Advertise your products or service with the source more Central Minnesotan's rely on every day and **GET RESULTS.**

A PROFILE OF THE CENTRAL MN MARKET AND TIMES READERS:

A GROWING POPULATION BASE: More than 139,700 adults live in the St. Cloud Times' primary coverage area.

BOOMING SPENDING IN EATING AND DRINKING: More than \$355 million in annual spending on dining out and nightclubs.

MORE READERS THAN EVER BEFORE: More than 99,200 readers (71% of total adults) read the St. Cloud Times in an average week. More than 57,799 (41% of total adults) read the Times on an average weekday. And more than 78,000 (56% of total adults) read the St. Cloud Times on an average Sunday.

SCTIMES.COM WEBSITE READERS:

More than 250,000 unique visitors each month.

More than 3.5 million pages viewed each month.

One out of every four adults in Central Minnesota visits sctimes.com each week.

TIMES MEDIA RESTAURANT AND NIGHTCLUB INVESTMENT

PACKAGES: More than 70,000 Central Minnesota residents cite the St. Cloud Times as their primary ad source when choosing a restaurant. Take advantage of special Times Media marketing programs to get your slice of the entertainment and dining dollars being spent.

CONSECUTIVE WEEKS	1	2	4	8+
13 weeks inch rate	\$15.69	\$13.50	\$12.63	\$11.74
26 weeks inch rate	\$15.25	\$12.62	\$11.74	\$10.86
39 weeks inch rate	\$14.81	\$11.74	\$10.86	\$10.40
52 weeks inch rate	\$14.37	\$10.86	\$9.97	\$9.25
One Color/per col. in.	\$2.31	\$2.31	\$2.31	\$2.31
Full Color/per col. in.	\$3.85	\$3.85	\$3.85	\$3.85

1. Rates apply only to restaurants and nightclubs purchasing a contract for advertising within the St. Cloud Times daily or Sunday.
2. Ads run at these rates can be part of a discount series but cannot themselves be discounted past frequency rate signed.
3. These are rate holder rates. That means that the committed frequency pricing holds for any size run each week greater than the committed weekly size.
4. Multiple ads may be run each week as long as one of them is at the minimum size contract.
5. Multiple ads in one issue count as one for contract fulfillment purposes.
6. Rebates will be limited to one level.
7. Short rates will be calculated upon levels achieved on this schedule.

ADDENDUM TO 2010 St. Cloud Times rate card.

To find out how we can make media work for you, call us at 320-255-8793 today.