

UP NEXT ENTERTAINMENT GUIDE RATES

For years, Central Minnesotans have relied on Up Next, the weekly entertainment guide in the St. Cloud Times as **THE REGION'S NUMBER ONE SOURCE** for movies, nightlife, music, cultural events and more. It's Central Minnesota's Official Guide to Fun!

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 Minnesotans 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 RETAIL SALES MARKET: More than \$3.6 billion in annual retail sales in the St. Cloud area.

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. **More than 44,000 adults read the Thursday Up Next section every week.** 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 UP NEXT ENTERTAINMENT GUIDE DETAILS:

Your marketing message in our Up Next product, published every Thursday, reaches a broad audience of Central Minnesota adults. Popular with the college crowd and designated as "cool" by the boomer crowd, Up Next has something for everyone and is the most-relied on source of information and advertising by adults looking for places to go and things to do in Central Minnesota. Your marketing message in this highly-targeted publication reaches an audience ready, willing and able to spend money in your business. Your ad will also appear on the St. Cloud Times website, sctimes.com/entertainment for seven days. The Times' web site is the most visited web site in Central Minnesota with more than 250,000 unique visitors logging on each month.

AD SIZE:	B&W	1 COLOR	FULL COLOR
Full Page	\$449	\$474	\$499
1/2 page	\$229	\$254	\$279
1/4 page	\$122	\$137	\$157
1/8 Page	\$68	\$83	\$103
PREMIUM PRICING:			
Back Page			\$1000
Page 3			\$600
Pricing includes an online, seven-day text ad on sctimes.com/upnext .			

AD SIZE:	DIMENSIONS:
Full Page	4 col (9.75") x 10.12"
1/2 page Horizontal	4 col (9.75") x 4.87"
1/2 Page Vertical	2 col (4.80") x 10.12"
1/4 Page Horizontal	2 col (4.80") x 4.87"
1/4 Page Vertical	1 col (2.33") x 10.12"
1/8 Page Horizontal	2 col (4.80") x 2.30"
1/8 Page Vertical	1 col (2.33") x 4.87"

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