KNOW YOUR

MyVillager

NEIGHBORHOOD



Reach your potential customers in more places than ever before.

PRINT

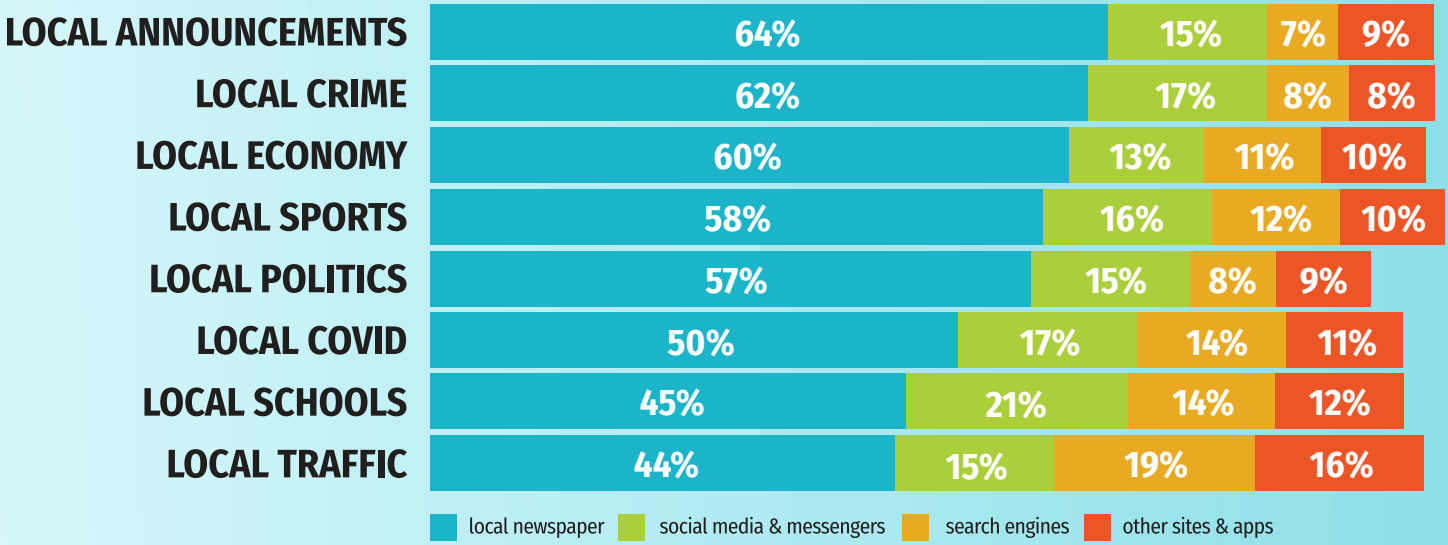
.COM

FACEBOOK

MyVillager.com
241 Cleveland Ave S, STE V | Saint Paul MN 55105-1208
651-699-1462 | displayads@myvillager.com

READER DEMOGRAPHICS

Neighborhood newspapers are the overwhelming "go-to" source for all local information.



75% of our readers frequently purchase products and services seen in our paper.

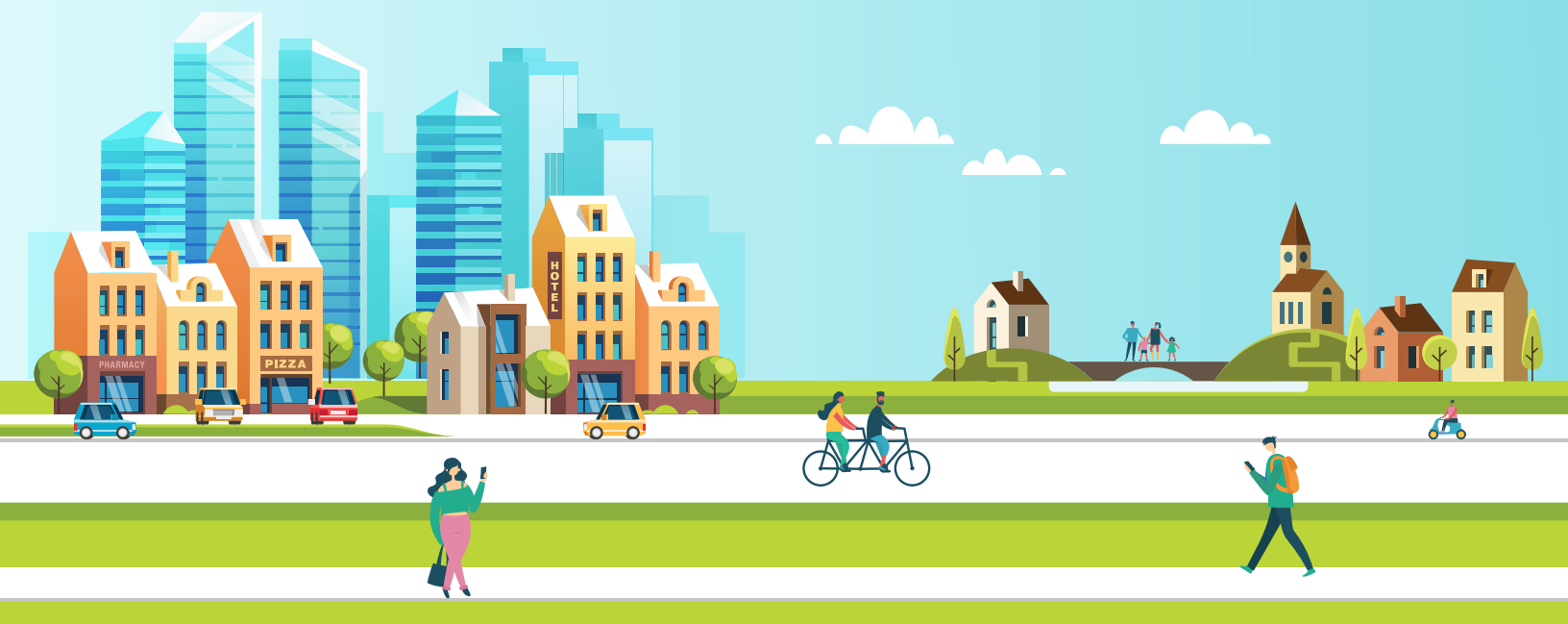
47% Home Improvement, Furnishings and Design

75% Dining and Entertainment

72% Apparel, Jewelry or Floral & Gift Shops

44% Health and Wellness Services

Circulation Verification Council 2022



WEB DISPLAY ADVERTISING

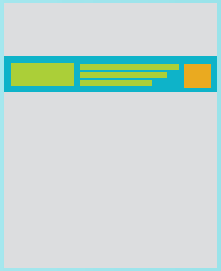
WEB

YOUR AD APPEARS ON EVERY PAGE FOR A TWO WEEK PERIOD

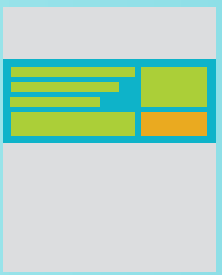
Ad Size (pixels)	OPEN RATE PER ISSUE	12 TIMES PER YEAR	24 TIMES PER YEAR
Large Leaderboard	$827.40 970 x 90	$708.75 970 x 90	$630.00 970 x 90
Billboard	$771.75 970 x 250	$682.50 970 x 250	$577.50 970 x 250
Half Page	$661.50 300 x 600	$598.50 300 x 600	$522.90 300 x 600
Medium Rectangle	$388.50 300 x 250	$352.00 300 x 250	$300.00 300 x 250
Rotating Cube	$498.75	$414.75	$388.50
	6 images rotating, combined with text and logo		
Sticky Notes	$183.75 (for two week time period)		
	Any Color Sticky with text only, any position		
Jumbo Leaderboard	$1046.85	$816.90	$388.50
	Top of the Page - Full width		

COMBO RATE - Print ad combined with Web ad
(Rate includes price of medium rectangle web ad)

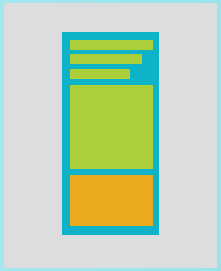
Full page	$1,731.84	$1,466.92	$1,334.93
1/2 page	$1,380.64	$1,026.34	$949.43
1/3 page	$938.03	$819.49	$786.57
1/4 page	$850.41	$742.58	$700.89
1/6 page	$714.91	$653.96	$623.51
1/9 page	$638.36	$592.74	$544.23
1/18 page	$529.69	$504.75	$493.83



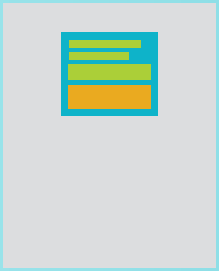
Large Leaderboard
970 x 90 pixels



Billboard
970 x 250 pixels



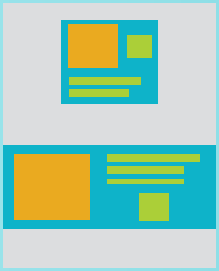
Half Page
300 x 600 pixels



Medium Rectangle
300 x 250 pixels

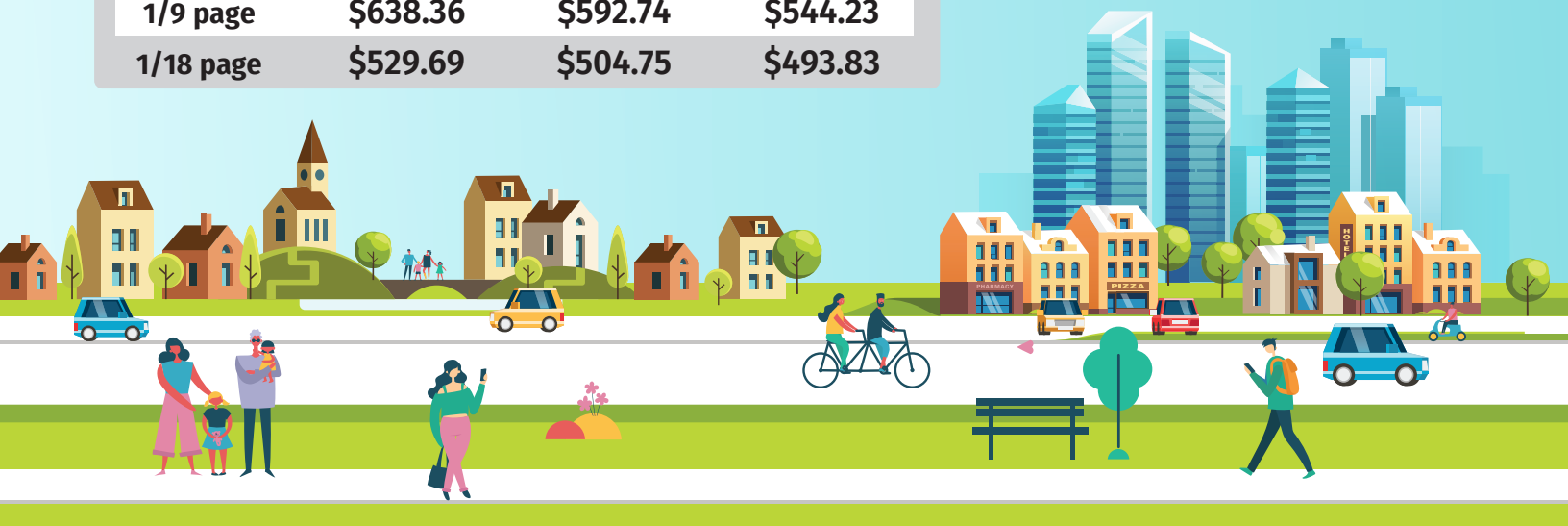


Sticky Notes
Any Color with text



Rotating Cube
Horizontal or Vertical shape with 6 images rotating plus text and logo

Medium Rectangle and Half Page ads generally run on the right rail of any page or post and Billboard and large Leaderboard run at the top of a page or post or incopy on a page or post. For more information and placement check with account rep.



PRINT DISPLAY ADVERTISING

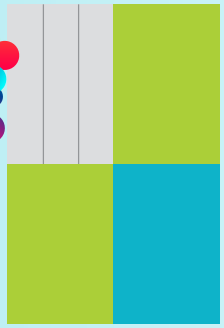
PRINT

COLOR included

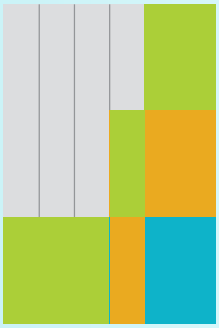
Ad Size	OPEN RATE PER ISSUE	INTRO TWO ISSUES ONLY	12 TIMES ONCE PER MONTH	24 TIMES PER YEAR (EACH ISSUE)
Full page	$2092.65	$1,788.00	$1,711.55	$1,497.35
1/2 page	$1,265.62	$1,088.00	$1,034.46	$918.75
1/3 page	$916.86	$805.00	$755.48	$674.73
1/4 page	$733.27	$668.00	$608.74	$546.26
1/6 page	$567.26	$525.00	$475.97	$430.13
1/9 page	$452.34	$415.00	$383.88	$349.76
1/18 page	$289.38	$270.00	$253.52	$235.67

All ad sizes smaller than 1/18 page are at...

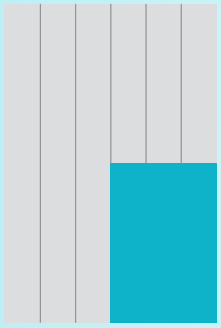
OPEN RATE $62.06	12 TIME $49.56	24 TIME $43.37
per column inch	per column inch	per column inch



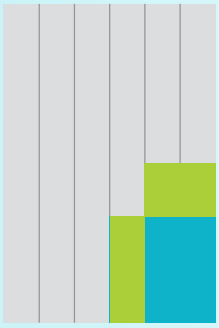
1/2 PAGE
3 col (5.0835") x 15" deep or
6 col (10.3334") x 7.444" deep



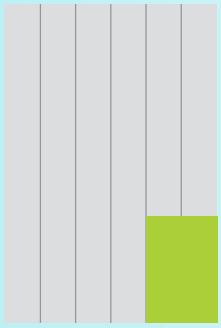
1/3 PAGE
3 col (5.0835") x 9.944" deep or
6 col (10.3334") x 4.944" deep or
2 col (3.3335") x 15" deep



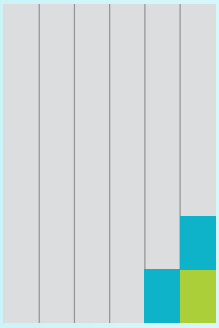
1/4 PAGE
3 col (5.0835") x 7.444" deep



1/6 PAGE
2 col (3.3335") x 7.444" deep or
3 col (5.0835") x 4.944" deep

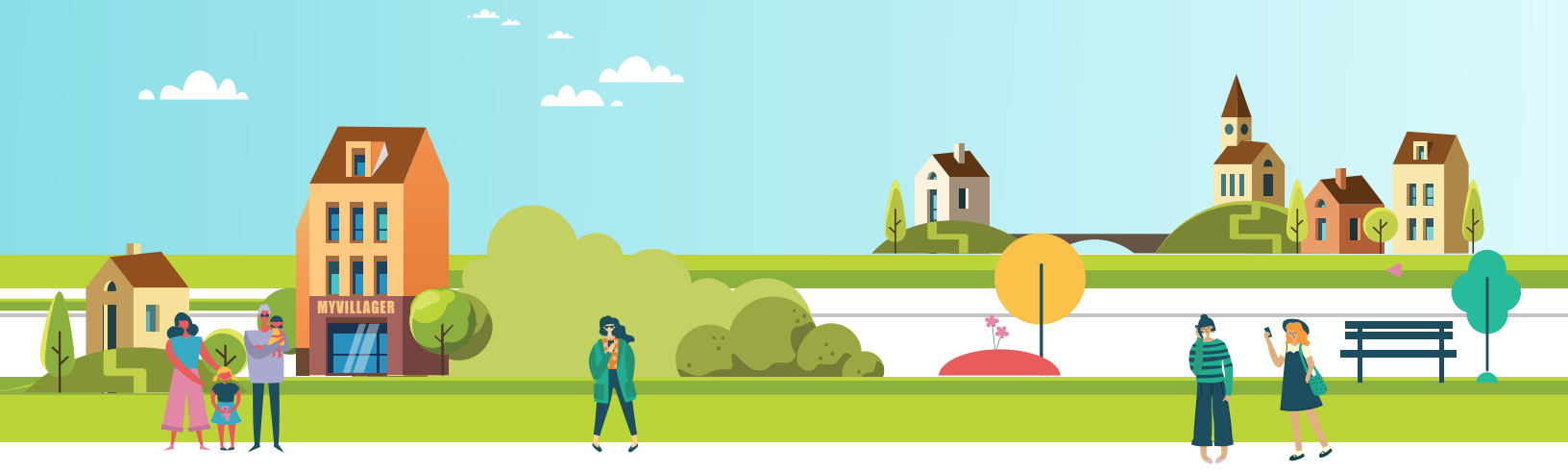


1/9 PAGE
2 col (3.3335") x 4.944" deep



1/18 PAGE
2 col (3.3335") x 2.444" deep or
1 col (1.5835") x 4.944" deep

Please subtract .056" (p4) from the desired ad depth to allow for gutter space. The measurements provided have the .056" already subtracted. Do not subtract .056" for ads that are the full 15-inch page depth.



2026 DATES & DEADLINES

MyVillager Publication Date | News Deadline | Want Ad Deadline | Display Ad Deadline

January

28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

7 Education
Health & Fitness
21 Education

February

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

4 Summer Camps
Valentine's Day
25 Boomers & Beyond

March

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

11 Home Improvement
St. Patrick's Day
25 Home Improvement
Easter

April

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

8 Home Improvement
22 Real Estate

May

					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

6 Gardening/Mother's Day
20 Grand Old Day/Graduation

June

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

3 Boomers & Beyond
17 Fourth of July
Juneteenth/ Father's Day

July

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

8 Rondo Days
22 Real Estate

August

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

5 Education
19 Education

September

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

2 Home Improvement
Selby JazzFest
16 Home Improvement
30 Home Improvement

October

				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

14 Home Improvement
28 General Election

November

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

11 Boomers & Beyond
25 Holiday Gift Ideas
Grand Meander

December

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7		

9 Holiday Gift Ideas
23 Last Minute Gift Guide

POLICIES & PRODUCTION

OUR POLICIES

Advertising and insert rates are non-commissionable.

The publisher reserves the right to reject or revise any ad or insert that he deems to be objectionable. Advertisements that demean any individual, race, religion, sex, institution, firm, business, profession, organization or affectional preference will not be accepted.

Any advertisement having the appearance of editorial material will have "Advertisement" printed above it. (In case it somehow doesn't, we'll insert it for you.)

The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability resulting from the publication of the advertisement.

The publisher will not be liable for slight changes or typographical errors that do not lessen the value of an advertisement, or for any other errors appearing in the advertisement unless the publisher received corrected copy before the copy deadline with corrections plainly noted thereon. However, if the mistake was ours, we'll make all reasonable amends.

If, for whatever reason your ad or preprinted insert does not make it into the paper, we'll make sure it's in the next issue–free.

Any display ad cancelled after the space reservation deadline is subject to a cancellation fee of $3.00 per column inch ($30 minimum–see deadlines on calendar page). Any display ad cancelled after 12:00 p.m. on the day following the space reservation deadline will be charged at the full rate. (In other words, you can pull it, but you still pay for it.)

Artwork and all other items created by the newspaper are understood to be the newspaper's property. Such items will be stored for a period of time at the newspaper's discretion.

POLITICAL ADVERTISING

In true democratic fashion, we offer our political advertisers the same advertising rates and discounts as everyone else. However, political ads are accepted with payment in advance only.

While we may agree that too many laws exist governing political advertising, we'll do our best to help you comply so that neither of us gets sued.

RELIGIOUS ADVERTISING

A discount of 20% is available to churches and synagogues on advertising that refers to services with no admission charge.

TERMS OF PAYMENT

Payment may be made by cash, check or credit card (Visa, MasterCard or Discover).

Credit account applicants must complete and remit a signed credit application. Ask your account executive for details. Until we get the results, you'll need to pre-pay.

All pre-payments must be received by the display ad deadline (see deadlines on calendar page). If not, we must regretfully cancel your ad and charge a cancellation fee of $3.00 per column inch ($30 minimum).

A service charge of $30.00 will be added to any check returned to MyVillager unpaid by the advertiser's bank.

PRODUCTION SPECS

When setting ads, subtract .056" (p4) from the ad's depth to allow for gutter space between ads. Do not subtract .056" from ads that are the full-page 15 inch depth. Ads over 13 inches will be set and billed at the full-page 15 inch depth.

- 6-column tabloid format
- Printed area: 10-5/16 inches wide by 15 inches deep (10.3334" x 15" or 62 x 90 picas)

COLUMNS	COMPUTER INCHES	INCHES	PICAS
1 column	1.5835"	1-9/16"	9p6
2 column	3.3335"	3-5/16"	20p
3 column	5.0835"	5-1/16"	30p6
4 column	6.8334"	6-13/16"	41p
5 column	8.5834"	8-9/16"	51p6
6 column	10.3334"	10-5/16"	62p
12 column	21.5"	21-1/2"	129p

HOW TO PROVIDE US WITH AN ELECTRONIC FILE

MyVillager is published electronically on Macintosh computers. Our production artists import your electronic file directly into the newspaper. We prefer the following formats: Adobe Acrobat, InDesign, Illustrator or Photoshop - INDD, PDF, or TIFF

Files from other software applications or computer platforms that create a high resolution PSD, TIFF or PDF file with embedded fonts and graphics also work. We cannot open MS Publisher files.

POINTS TO REMEMBER

Image resolution should be near 300 dots per inch (dpi). Many programs export 72 dpi files, which is not enough for print media.

PDF files. Please embed complete fonts (not subsets) and graphics. Please do not enable any password protection or security block when creating a pdf.

Illustrator files must include fonts unless font outlines have been created.

Convert all RGB color to CMYK. Grayscale should be black (K) only.

MyVillager does not print spot colors. When a customer requests a specific Pantone color number, the printer simulates the color with CMYK while matching to the appropriate Pantone swatch.

THEN HIT SEND

If sending your ad via email, please use the email address of your display ad account executive:

Gary Ball gball@myvillager.com
Emmet McCafferty emmet@myvillager.com
Phone 651-699-1462

