

# ONLINE DISPLAY

**mspmag.com** The premiere lifestyle website from *Mpls.St.Paul Magazine*

*Reach an audience that is involved, affluent, and influential.*

## KEY CONTENT AREAS

- Food + Dining
- Arts + Entertainment
- Shopping + Style
- Health
- Travel + Visitors
- Homes
- Promotions + Events
- Weddings
- Family
- Parties

## ADVERTISING RATES

All rates are net.

### Online Advertising Rates for Display Advertising (Non-Commissionable)

Ad	Unit Size	CPM
Leaderboard	728 X 90	\$25
Skyscraper	160 X 800	\$25
Extra Wide Skyscraper	336 X 848	\$35
Micro Banner	360 X 60	\$15
Rectangle	300 X 250	\$30

Note: Please see online specifications and requirements sheet for deadlines. Premiums apply for Rich Media

## ADVERTISING INFORMATION

Please call your advertising representative or 612.336.9227 to learn more.



**Rectangle:**  
Rotates through all feature pages.

**Micro Banner:**  
Appears on the left hand side of the web page on each category home page.



**Leaderboard:**  
Rotates horizontally at the top of every page.

**Extra Wide Skyscraper:**  
Rotates through all feature pages.



**Skyscraper:**  
Rotates vertically down the right hand side of all search results pages.