

HOW DO I PLACE AN AD IN "THE ALLEY"?

Contact us in one of three ways:

Raymond Jackson

phone: 612-871-6884

email: ads@alleynews.org

We would be happy to talk you through the process of placing an ad in "The Alley"

Ad costs are based on how much space they take up in the newspaper. That space is measured by column inches. If you look at our paper, you will see that it has five "columns", which are 1 7/8 inches wide, on one page. A column inch is one column wide and one inch high. If an ad is two inches wide the width of the "gutter", the space between two columns, is included for free. So a two column wide ad will be about 4 inches wide. Confused? You can look at the chart to the right or just call us and we will help you figure it out.

Also, if you need help designing your ad, our staff can help. We have very reasonable design fees

Remember, we are here to help, so if you are new to placing ads in the paper and need assistance, call **612-871-6884**

Advertising Rate Sheet

The sizes shown here are suggestions only!

Ad sizes can be made up of any combination of column width times the number of inches high.

___ cols x ___ inches high

x ad rate

= total price

2 columns x 3"
Base Rate: \$91
3 Month Run: \$85.50
6 Month Run: \$81
12 Month Run: \$76.50
2 columns x 5"
Base Rate: \$150
3 Month Run: \$142.50
6 Month Run: \$135.50
12 Month Run: \$127.50

5 columns x 8"
(half page ad)

Base Rate: \$600
3 Month Run: \$570
6 Month Run: \$540
12 Month Run: \$510

1 column 2" 2 columns 4" 3 columns 6" 4 columns 8" 5 columns 10"

Deadline:

"The Alley" is published the 1st week of every month. We would like the final ad copy by the 15th of the month before publication. Please call for approval for later submission.

DISPLAY AD RATES

Including discounts for long-term runs

BASE RATE per column inch	\$15.00
Column inch rate for 3 month run	\$14.25
Column inch rate for 6 month run	\$13.50
Column inch rate for 12 month run	\$12.75

CLASSIFIED AD RATES

Per line rate	\$2.50
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SPECIAL SERVICES

Inserts (Customer provides Inserts)	\$40.00/ thousand
4-page, single sheet insert on newsprint	<i>Please call</i>
Color ads and Spot Color	<i>Please call</i>
Ad design	\$35.00/ hour

WHY SHOULD I PLACE AN AD IN "THE ALLEY"?

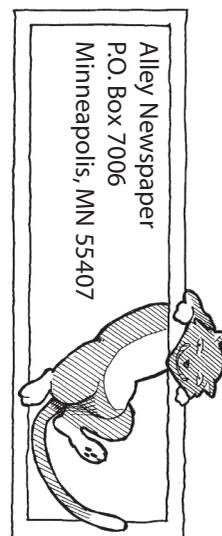
"The Alley" is the community newspaper of the Phillips Community in Minneapolis, serving more than 20,000 residents and many businesses, agencies, schools, and visitors to Phillips. We print 10,000 copies; 70% are delivered to houses, apartments, businesses, and institutions in the Phillips Community and 30% to neighborhoods surrounding Phillips.

Now in our 34th year of publication, we continue to be a forum of ideas, information, and announcements all directed at the variety of individuals and groups who are part of this neighborhood.

"The Alley" is the only paper to concentrate exclusively on the Phillips Community. This allows us to cover in-depth the issues and stories that matter to the people who live here.

"The Alley" is a non-profit organization whose mission is to provide a place where voices that are usually ignored in the mainstream media can be heard. We encourage community involvement in all aspects of creating the paper. We want the voices of Phillips to be heard.

We're also a business, serving other businesses with the opportunity to establish and strengthen their customer base with advertising. Advertising in "The Alley" will let your business reach the diverse population of the Phillips Community.



Advertising In "The Alley" Newspaper

The Alley Newspaper
P.O. Box 7006
Minneapolis, MN 55407
Tel: 612-871-6884
Email: ads@alleynews.org