



the alley advertising rates effective January 1, 2022

Size	Paper in.	Sq. in.	cost	3 months	6 months	12 months
Full page			\$1,400.00	\$1,330.00	\$1,260.00	\$1,190.00
Half			\$700.00	\$665.00	\$630.00	\$595.00
Quarter	varies	48	\$424.80	\$403.56	\$382.32	\$361.08
Eighth	varies	24	\$212.40	\$201.78	\$191.16	\$181.54
	4x5	20	\$177.00	\$168.15	\$159.30	\$150.45
	3x4	12	\$106.20	\$100.89	\$95.58	\$90.27
Business card	2x4	8	\$70.80	\$67.26	\$63.72	\$60.18

Rate is \$8.85 per square inch, discounted rates apply with 3, 6, 12 month runs

If you need help creating an ad we offer design services for \$45/hr
 Contact Ben to discuss your ad at
businessmanager@alleynews.org

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 46th 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.