



2025 *the alley* advertising rates

| Size | Dimensions | Sq. in. | cost for 1 month | 3 months (per month) | 6 months (per month) | 12 months (per month) |
|---------------|--------------|---------|------------------|----------------------|----------------------|-----------------------|
| Full page | 10.25x 15.25 | | \$1,400.00 | \$1,330.00 | \$1,260.00 | \$1,190.00 |
| Half | varies | 80 | \$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

Deadlines to place an ad for the next issue:

The 15th of the month to reserve space and the 20th to deliver the final design. We accept .jpg, .png, .tif, .pdf

Please let us know the dimensions (width, height) when you reserve space.

Contact businessmanager@alleynews.org to discuss your ad

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 over 3,000 copies that are delivered in bulk to over 120 businesses and organizations in the Phillips community and surrounding neighborhoods. Additional copies are printed and directly mailed to subscribers in Phillips as well as outside Phillips. The paper also appears on the website and on Facebook at no extra charge.

Now in our 50th 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 issues and stories in-depth 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 are a community-serving organization. This includes serving businesses by strengthening their customer base with advertising.

Advertising in *the alley* will let your Business reach the diverse population of the Phillips Community.