

NORTH NEWS

ADVERTISING 2019

Reach the whole Northside

We're the only print paper with an editorial approach focused solely on North Minneapolis that distributes to *all* Northside neighborhoods via 400 drop sites and 10,000 papers.

Overcome the digital divide

North households have some of the lowest home internet access percentages in the city (24% in some parts). Print media with targeted delivery, free for readers, ensures maximum impact.

Enjoy a positive environment

Unlike radio and TV ads which are typically perceived as disruptive, newspaper ads are expected and often welcomed for the information they provide alongside editorial content. Our ads don't disappear after a few seconds, and they can't be erased by ad blockers.

Cost effective

Newspaper ads require no out of pocket costs for materials, and we'll design your ad free of charge if you're a frequent customer. Our prices are very competitive with other local options.

A vibrant, modern look

Our design is simpler and more visually eye catching than traditional newspapers. Your ads won't get lost in a sea of text.



Ready to book? Contact kenzieo@pillsburyunited.org or 651.245.2647

Deadlines & Payment

Confirm Ad Buy	Submit Ad Artwork	Publication Date
January 17	January 24	January 31
February 14	February 21	February 28
March 14	March 21	March 28
April 11	April 18	April 25
May 16	May 23	May 30
June 13	June 20	June 27
July 11	July 18	July 25
August 15	August 22	August 29
September 12	September 19	September 26
October 17	October 24	October 31
November 14	November 21	November 28
December 5	December 12	December 19

Reservations must be made and artwork must be submitted to kenzieo@pillsburyunited.org by 5pm on the the date they are due.

Payment: Payment is due 30 days from the publication date. Invoices will be emailed. We accept credit card payments and checks.

Ad Design

We've been designing impactful ads for local businesses for 25+ years. We'll work with you, (free of charge if you are a frequent customer) to design ads that meets all of your needs.

Pre-Printed Inserts

Connect with us to arrange a full run insert delivery. \$800 for delivery; additional costs apply for printing (if needed).

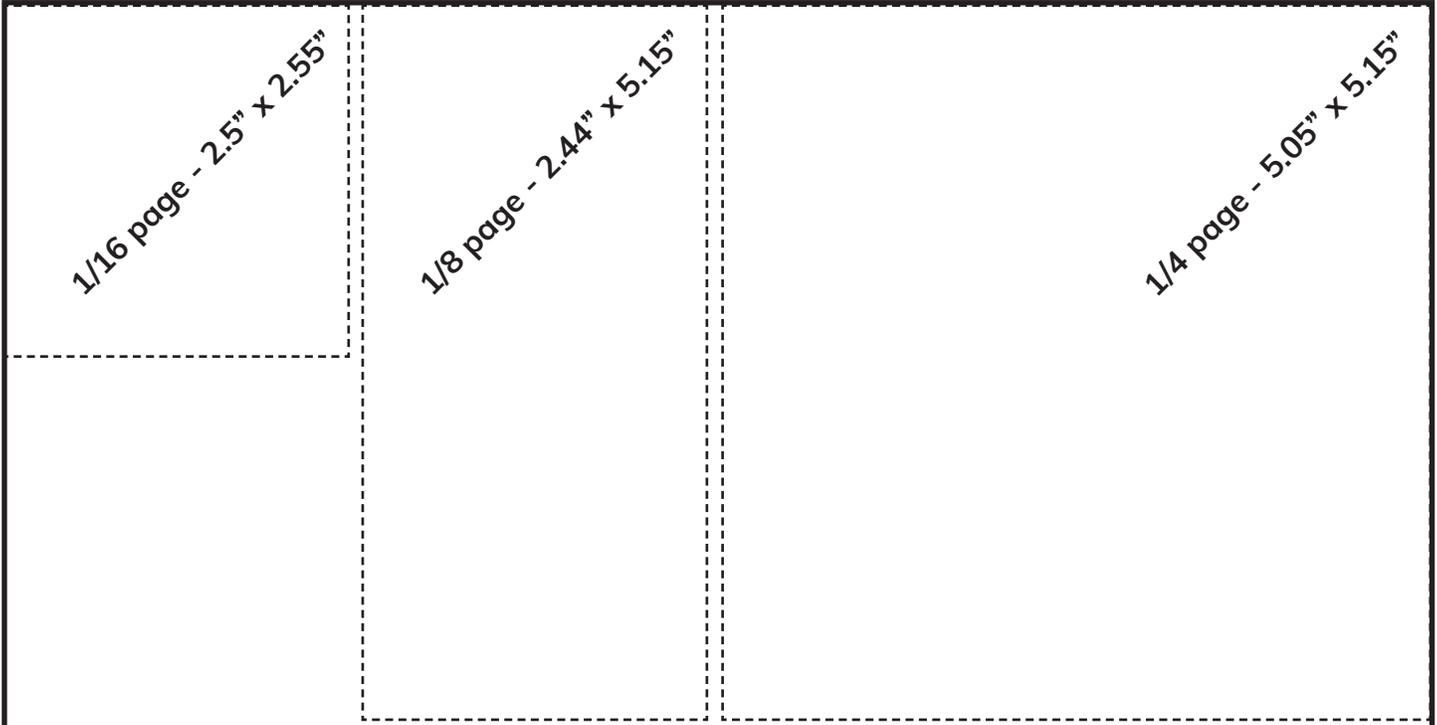
Home Delivery

Connect with us to arrange for home delivery of a targeted area in North Minneapolis.

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Rates & Sizing

Full page - 10.25" x 10.375"



PLEASE NOTE: All pages print in color. Please inquire for pricing if you would like a different size than the options listed. North News pages are 11.25" (4 columns) x 11.375" with a .5 inch white border.

As about our frequency discounts and discounts for Northside small businesses!

1 page.....	\$1100
1/2.....	\$600
1/4.....	\$350
1/8.....	\$200
1/16.....	\$110

1/2 page - 10.25" x 5.0575"

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About Us

North News is a grassroots print and digital community news source and youth journalism training program in North Minneapolis. We seek to deepen understanding and empathy for the Northside through our deep, interrogative, and community-sourced journalism. Our goal is to expand local and Twin Cities-wide perceptions of this place, which is often reduced to a single, negative narrative – one of crime, poverty, blight, and disparity. We dig deep beneath the surface to lift up North Minneapolis' nuanced truths.



From top, left: Pillsbury United Communities CEO Adair Mosley, Editor and Publisher Kenzie O'Keefe, Staff Reporter Ciren Saadeh, Photographer David Pierini, and Intern Reporters Ashley Powell, Myesha Powell, and Daija Triplett.

Founded in 1992 by Margo and Kerry Ashmore, we were bought by Pillsbury United Communities and relaunched as an independently operated social enterprise in early 2016. PUC addresses the marginalized and disengaged population of Minneapolis by building the capacity of individuals to interact with systems and civil society.



PUC recognizes a key social issue facing Minneapolis is the lack of empathy and understanding of one another's experiences. PUC helps to amplify these stories and voices to deepen understanding and ultimately trust through its Community Media Initiative (CMI), which comprises North News and KRSM radio station.

North News offices out of Oak Park Community Center in North Minneapolis. We run a year round internship program for area high school students and have taught a daily introductory journalism elective at North High School since the 2016-17 school year. We began teaching at Patrick Henry High School in Fall 2018.

Our monthly print paper has a circulation of 10,000 through 400 public bulk drop sites and home subscriptions in the 14 neighborhoods that make up North Minneapolis. We are the only North-focused newspaper that distributes to all Northside neighborhoods. Our Facebook and Instagram posts, along with our Tweets and web stories reach an audience that numbers in the thousands.