



10,000 copies of *Patron* are distributed **FREE** of charge at more than three-dozen sites across Minot.

Patron is placed in more than **1,400 hotel/motel rooms**, which is nearly 90 percent of all rooms in Minot, and 11 hotel/motel lobbies. Included are all Minot convention hotels.

Patron reaches up to **20,000 readers** per issue.

Patron is placed in businesses that have a lot of **pedestrian traffic**, such as hotels, restaurants, bars, shopping centers, grocery stores, and at Minot State University and in Downtown Minot.

Patron's **advertising rates are competitive** with those of daily media. For the cost of one day's advertising in the daily media, you can receive one month's advertising in *Patron*.

Patron **does not charge extra for full color or bleeds.**

Patron's **quality is unsurpassed** in the Minot area.

Patron's readers are interested in the **arts and popular culture** in the Minot area, and are **out-and-about in the community** looking for places to dine or shop, or for events and activities to attend.

Patron is a **local enterprise**, founded and edited by a native of Minot. **Your advertising dollars stay in the area.**

Patron is easily **available to college students**, who shop, eat, and like to have a good time.

PATRON

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P.O. Box 1577 • Minot, ND 58702-1577

ADVERTISING RATE CARD

Rates are effective until December 31, 2010.

**Advertising deadline 15th of each month preceeding the issue
(example: April 15 for May-June issue).**

TRADITIONAL ADVERTISER	COST	DESCRIPTION OF ADVERTISEMENT	COLOR / BLEED
Full page Full page, back cover	\$1,750 \$2,500	9.25-inch by 12-inch print advertisement. Online advertisement of a similar size and dimension. Four Web enhancements.	Full color and bleed included, if desired.
Three-quarter page	\$1,400	6.5-inch by 12-inch or 9.25-inch by 8.25 print advertisement. Online advertisement of a similar size and dimension. Three Web enhancements.	Full color and bleed included, if desired.
Half page	\$1,000	9.25-inch by 6-inch or 4.5-inch by 12-inch print advertisement. Online advertisement of a similar size and dimension. Three Web enhancements.	Full color and bleed included, if desired.
One-third page	\$750	9.25-inch by 4-inch or 2.375-inch in by 12-inch print advertisement. Online advertisement of a similar size and dimension. Two Web enhancements.	Full color and bleed included, if desired.
One-quarter page	\$500	4-inch by 5-inch (no bleed), or 9.25-inch by 3-inch (with bleed), or 2.5-inch by 12-inch (with bleed) print advertisement. Online advertisement of a similar size and dimension. Two Web enhancements.	Full color included and bleed included in certain configurations, if desired.
One-eighth page	\$275	4-inch by 2.5-inch or 2-inch by 5.5-inch print advertisement. Online advertisement of a similar size and dimension. One Web enhancement.	Full color included. No bleed available.
One-sixteenth page	\$150	2-inch by 2.75-inch or 4-inch by 1.25-inch print advertisement. Online advertisement of a similar size and dimension. One Web enhancement.	Full color included. No bleed available.
One-thirty-second page	\$75	2-inch by 1.5-inch print advertisement. Online advertisement of a similar size and dimension. One Web enhancement.	Full color included. No bleed available.
SPECIAL OPPORTUNITIES			
SPECIAL OPPORTUNITIES	COST	DESCRIPTION OF ADVERTISEMENT	COLOR / BLEED
1-inch ribbon advertisement at bottom of front cover	\$4,800	9.25-inch by 1-inch advertisement. (Some content and graphic restrictions apply.) Online advertisement of a similar size and dimension at the bottom of the home page of Patron Online. Four Web enhancements.	Full color and bleed included, if desired
Two-page center spread advertisement	\$3,000	Each page is same as full-page advertisement.	Full color and bleed included, if desired.
Four-page center core (including center spread) advertisement	\$5,000	Each page is same as full-page advertisement.	Full color and bleed included, if desired.
Inserts (supplied by advertiser)	Quote	Subscription issues of Patron Online may be exempt from this option.	N/A
PREMIUM ADVERTISERS			
PREMIUM ADVERTISERS	COST	DESCRIPTION OF ADVERTISEMENT	COLOR / BLEED
Sponsor one of the six main sections – Visual Arts, Performing Arts, Words & Pages, Food & Dining, Popular Culture, and Lifestyles (signed annual contract required)	\$1,000/month (\$12,000/annually)	Size and dimension of print and online advertisements are similar to one-quarter-page advertisement. Advertisement will be dominant advertisement on the spread (two facing pages.) Advertiser will be noted as sole sponsor of that section. (As an example [using our name], "Patron Online is proud to bring you Visual Arts.")	Full color and bleed included, if desired.
Sponsor INTERACT calendar (signed annual contract required)	\$2,000/month (\$24,000/annually)	Size and dimension of print and online advertisements are similar to one-quarter-page advertisement. Advertisement will be dominant advertisement on the spread (two facing pages.) Advertiser will be noted as sole sponsor of INTERACT calendar. (As an example [using our name], "Patron Online is proud to bring you INTERACT calendar.")	Full color and bleed included, if desired.

- 10 percent discount for continuous advertising.
- 15 percent discount for advertising in 12 consecutive issues with signed annual contract. (Not concurrent with the above.)
- 50 percent discount for nonprofit organizations, according to our definition of "nonprofit organizations." Included are arts organizations and charitable associations (e.g., Susan G. Komen for the Cure). Excluded are organizations, associations, and institutions that advertise for paying "customers" (e.g., colleges and universities; doctors offices, medical clinics and facilities, and hospitals). (Not concurrent with the above.)
- One Web enhancement includes link from name on home page to advertisement. Two Web enhancements include link from name on home page to advertisement, plus one additional link. Three Web enhancements include link from name on home page to advertisement, plus two additional links. Four Web enhancements include link from name on home page to advertisement, plus two additional links, plus embedded video, audio, or animation.
- **Advertising agencies should contact Patron Online for discounts.**
- **This information is subject to change.**