



## Newsletter Advertising Policy

Effective Date: February 17, 2009

**Newsletter submission deadlines are  
March 20<sup>th</sup> and September 20<sup>th</sup> by 12:00 noon**

All advertisements are subject to the Mayor's or his designates' approval. The City of St. Paul Park reserves the right to decline or cancel any submitted advertisement or discontinue posting of any advertisement previously accepted.

All advertising must be **prepaid**. The ad must be typed as it should appear (camera-ready) and include the number of issues in which it should be placed. The City of St. Paul Park assumes no liability for errors in advertisement submitted.

Positioning of advertisement is at the discretion of the City of St. Paul Park except where a request for a specific position is accepted as part of the advertising sale.

Advertising does not guarantee or endorse product, service or company claims made in the advertisements.

The City does not accept advertisements that are of political nature.

### **Circulation:**

The newsletter is mailed to all households within the 55071 zip code.

### **Cancellation:**

If an advertiser desires to cancel their already paid-in-full advertisement, they must make a written request to the newsletter editor. All cancellations must be received in writing no later than five (5) business days after the deadline for submitting advertisements for the issue in which the advertisement was to be placed.

### **Display Advertising Prices & Specifications:**

| Ad Size                     | Frequency |       |
|-----------------------------|-----------|-------|
|                             | 1X        | 2X    |
| 2.409 (column width) x 1.5" | \$75      | \$100 |
| 2.409 (column width) x 3"   | \$150     | \$200 |
| Quarter page                | \$275     | \$350 |
| Half page                   | \$425     | \$500 |

**CITY OF ST. PAUL PARK NEWSLETTER  
APPLICATION FOR ADVERTISEMENT**

**Advertiser Contact Information**

Company: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

**Select Size:**

|                          |                              | <b>1X</b> | <b>2X</b> |
|--------------------------|------------------------------|-----------|-----------|
| <input type="checkbox"/> | 2.409" (column width) x 1.5" | \$75      | \$100     |
| <input type="checkbox"/> | 2.409" (column width) x 3"   | \$150     | \$200     |
| <input type="checkbox"/> | quarter page                 | \$275     | \$350     |
| <input type="checkbox"/> | half page                    | \$425     | \$500     |

**Position Guarantee:**

When available, we can provide a specific position for an advertisement 1/4 page or larger at an extra charge of \$\_\_\_\_\_ (25% of the ad space cost)

- Position Request \_\_\_\_\_
- add \$\_\_\_\_\_

**Content:**

The City reserves to right to refuse any advertisement which it feels the content is inappropriate.

**Submission:**

E-mail or attach your colored advertisement in the following format: PDF, TIFF, JPG

- e-mailed to [sornquist@stpaulpark.org](mailto:sornquist@stpaulpark.org)
- attached

Mail application and payment to City Hall, 600 Portland Avenue, St. Paul Park MN 55071

**Questions:**

Sharon Ornquist, City Clerk at (651) 459-9785.

---

|                       |          |
|-----------------------|----------|
| Advertisement Cost    | \$ _____ |
| Position Guarantee    | \$ _____ |
| Total Amount Enclosed | \$ _____ |