



MERCHANDISE COMMERCIAL

Open Line Rates**

Minimum size is 3 lines

Days	Local	National
1 Sunday	\$14.00	\$16.47
1 Weekday	\$13.00	\$15.29
2-3 Days	\$8.75	\$10.29
4-6 Days	\$7.00	\$8.24
7-10 Days	\$6.00	\$7.06
11 Days	\$5.50	\$6.47

Space Contracts Rates**

Annual lines to be used in one year

Lines	1x Sunday	1x or 2x Wkday or Sat	3x - 10x	11x or more
350	\$6.48	\$5.68	\$4.78	\$4.65
500	\$6.25	\$5.48	\$4.55	\$4.43
2,500	\$6.14	\$5.43	\$4.49	\$4.34

Daily lines used every day in one year

Lines	1x Sunday	1x or 2x Wkday or Sat*	3x - 10x	11x or more*
3	\$5.78	\$5.16	\$4.27	\$4.09

*Rate applies to consecutive days without change. **\$1/per order surcharge will be added for mobile.

Association Rates

Bona fide associations qualify for the 2,500 line contract rate. The publisher reserves the right to determine eligibility for this rate category.

Courtesy Rate

A retail contract advertiser automatically qualifies for the 350-line Classified contract rate. A classified contract advertiser automatically qualifies for a half page Retail contract rate.

Premium Position*

Banner Ears: 3x, 42 lines	\$1.47
Banner Ears: 12x, 42 lines	\$1.06

*Anchor ads on available basis on bannered Business Service Directory, Garage Sale, Pets & Thrifties - Monday, Tuesday & Wednesday.



Effective January 1, 2021

10 RIVER PARK PLAZA • ST PAUL • MINNESOTA • 55107 651-228-5280 classifiedads@pioneerpress.com





Legal Rates

email: legals@pioneerpress.com

	Local	National
Public Notice (Line Rate)*	\$4.70	\$5.37
Certif of Assumed Name (Line Rate)*	\$2.95	\$3.32
ROP Display (Inch Rate)	\$108.63	\$127.68

*\$1 per order surcharge will be added for mobile

MERCHANDISE PRIVATE PARTY RATES

4 Lines, 14 Day Programs*

Merchandise \$151 to \$3,500	\$30	Additional Lines \$7.45
Merchandise \$3501 and up	\$49	Additional Lines \$12.25
Automobile Liners	\$34	Additional Lines \$7.45
Automobile Liners: Repeat 14 days	\$28	Additional Lines \$7.45
Automobile Liners: Repeat 7 days	\$18	Additional Lines \$7.45
Pet Liners	\$33	Additional Lines \$7.45
Lost	\$31	Additional Lines \$7.00
Found - 2 Lines/3 Days	FREE	Additional Lines \$7.00
Sports Collectibles	\$5.44 per line	

*Ads run in the Pioneer Press, online at twincities.com and mobile.

Auto ads online appear on everycarlisted.com.

Pet ads online appear on gad zoo.com.

Questions about your pet ad go to: gad zoo.com/emailhome.aspx

Ads are non-refundable due to early cancellation.

Garage Sales	\$34	Additional Lines \$3.05
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Ads run from 1 to 3 consecutive days and include up to 14 lines. Ads appear in print, online at twincities.com & mobile.

Pet Remembrance	\$1.61 per line per day
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Runs in classified, online at twincities.com

Celebrations	\$14 per inch - 3 inch min
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Includes photos. Ads run in Sunday Life and online at twincities.com, special sections.

Call for deadlines and specifics.



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Directories and Service Rates

Business & Service Directory, 28 Days, 3 Lines	\$79.00
Additional Lines	\$6.50

\$1 per order surcharge will be added for mobile.
Sunday Real Estate Repeat Rate, Videos and Other Programs Available. Call for specifics.

Travel Directory Rates

	Local	National
1-3 Times	\$8.75	\$10.60
4-10 Times	\$8.29	\$10.05
11+ Times	\$7.61	\$9.22

5-line minimum. Rates are for consecutive Sundays and includes Friday lift into Weekend Life.
\$1 per order surcharge will be added for mobile.

Pet Directories \$36 per unit (14 lines)

Announcements Rates

Personal & special notices, ticket booth

1x Sun	\$6.00 line
1-2x Weekday	\$5.50 line per day
3-10x daily	\$4.50 line per day
11x +	\$4.14 line per day

\$1 per order surcharge will be added for mobile.



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Obituary-Related Page Rates

Line ads: florists, cemeteries, funeral directors, etc.

	Sunday	\$7.90 line	In Memory	\$2.00 - 8 line min
1 weekday or 2 consecutive days		\$7.00 line per day	ads include 2 free lines, photo (in-paper only)	\$32
Buy 2 days, get 3rd day Free		Third day will be at no cost	\$1 per order surcharge will be added for mobile.	
4-10 consecutive days		\$5.75 line per day		

Lasting Remembrance Plaque Rates

Sizes: 5"x 7" or 8"x 10" \$45

Delivery via mail, direct from vendor 14 - 21 days post order

Obituaries please call 651-228-5263 or email obits@pioneerpress.com for specific obituary information.

In Memory please email memoriams@pioneerpress.com.

Deadlines and Sizes

Closing Times for Merchandise Line Ads

Publication Date	Deadline
Tuesday-Friday	1:00pm day preceding publication
Saturday	Noon Friday
Sunday-Monday	5:00pm Friday preceding publication

Note: Deadlines can vary so please call to check.
Deadlines are often earlier on holiday weeks.

Classified Ad Column Width

	Picas	Decimal Inches
1 column	5p9	.97"
2 columns	12p2	2.03"
3 columns	18p5	3.08"
4 columns	24p10	4.14"
5 columns	31p1	5.19"
6 columns	37p6	6.25"
7 columns	43p10	7.31"
8 columns	50p1	8.36"
9 columns	56p6	9.42"
10 columns	62p9	10.47"

Classified Depth Conversion

Inches	Lines	Picas	Inches	Lines	Picas
1	14	6	10.5	147	63
1.5	21	9	11	154	66
2	28	12	11.5	161	69
2.5	35	15	12	168	72
3	42	18	12.5	175	75
3.5	49	21	13	182	78
4	56	24	13.5	189	81
4.5	63	27	14	196	84
5	70	30	14.5	203	87
5.5	77	33	15	210	90
6	84	36	15.5	217	93
6.5	91	39	16	224	96
7	98	42	16.5	231	99
7.5	105	45	17	238	102
8	112	48	18	252	108
8.5	119	51	19	266	114
9	126	54	20	280	120
9.5	133	57	21	294	126
10	140	60			

myTCads mobile: Text "myTCads" to 48696

Self Transact Private Party & Business & Service Directory ads online at twincities.com. Choose classifieds; drop down to place an ad; select print and online then follow on screen instructions.



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