


Duluth News Tribune Online Advertising Rates

Duluthnewstribune.com

Section	3rd Column CPM	Mid Page CPM	Min. Impressions	Share of Voice
Homepage	\$15	\$7.50	100,000	10%
News	\$15	\$7.50	62,500	50%
Sports	\$15	\$7.50	40,000	50%
Obituaries	\$15	\$7.50	50,000	10%
Run of Site*	\$12	\$6.00	50,000	n/a
Run of Northland Network*	\$12	\$6.00	50,000	n/a
Run of Forum Communications Network*	\$12	n/a	80,000	n/a
Sponsorship	Cost per Month	Approx. Impressions	Share of Voice	
Weather	\$3000	1,200,000	100%	
Email Alerts	\$2500	1,200,000	100%	
Mobile Alerts	\$1825	1,200,000	100%	
Tiffany Ad Spot	\$1750	2,000,000	50%	



SuperiorTelegram.com

Section	3rd Column CPM	Mid Page CPM	Minimum Impressions	Share of Voice
Homepage	\$25	\$12.50	16,000	20%
News	\$25	\$7.50	6,000	50%
Obituaries	\$25	\$7.50	30,000	33%
Run of Site*	\$20	\$10.00	25,000	n/a
Sponsorship	Cost per Month	Approx. Impressions	Share of Voice	
Weather	\$500	100,000	100%	
Email Alerts	\$500	100,000	100%	
Tiffany Ad Spot	\$700	250,000	50%	

PineJournal.com

Section	3rd Column CPM	Mid Page CPM	Minimum Impressions	Share of Voice
Homepage	\$25	\$12.50	5,500	25%
News	\$25	\$7.50	5,000	100%
Obituaries	\$25	\$7.50	7,600	100%
Run of Site*	\$20	\$10.00	25,000	n/a
Sponsorship	Cost per Month	Approx. Impressions	Share of Voice	
Weather	\$300	22,000	100%	
Email Alerts	\$300	22,000	100%	
Tiffany Ad Spot	\$550	85,000	50%	

TwoHarborsMN.com

Section	3rd Column CPM	Mid Page CPM	Minimum Impressions	Share of Voice
Homepage	\$35	\$17.50	4,000	50%
Obituaries	\$35	\$17.50	2,500	100%
Run of Site*	\$30	\$15.00	5,000	n/a
Sponsorship	Cost per Month	Approx. Impressions	Share of Voice	
Weather	\$350	8,500	100%	
Email Alerts	\$350	8,500	100%	
Tiffany Ad Spot	\$450	50,000	50%	

Duluth.com

Section	3rd Column CPM	Mid Page CPM	Minimum Impressions	Share of Voice
Homepage	\$25	\$12.50	10,000	33%
Run of Site*	\$20	\$10.00	7,500	n/a
Sponsorship	Cost per Month	Approx. Impressions	Share of Voice	
Weather	\$500	8,500	100%	
Best Bet Alerts	\$500	8,500	100%	
Tiffany Ad Spot	\$700	50,000	50%	

*Not guaranteed to show up in all sections