

NEWS FROM
A NATIVE
AMERICAN
PERSPECTIVE

January 2013 • Volume 43, Issue 1

A pipe, a tribe, a quest to reclaim the past

New Native Theatre celebrates tenth anniversary

THE CIRCLE

11 • \$5.00 and 16, 20th Avenue, Minneapolis, MN 55407-9998

12 • 612-222-3686 • thecirclenews@gmail.com • www.thecirclenews.org

Reader Habits

- 90% say they have been reading *The Circle* regularly for over 5 years
- 55% say they read between 10-12 issues out of 12 per year
- 80% say 2 or more people read their copy of *The Circle*
- 40% save *The Circle* for later reference
- 55% of those responding say they have patronized an advertiser in the paper

About The Circle

- *The Circle* is a 501(c)(3) nonprofit organization
- *The Circle* is governed by a Board of Directors made up of people from the American Indian community
- *The Circle* is dedicated to presenting news from a Native American perspective, while granting an equal opportunity to community voices
- *The Circle* is published by The Circle Corporation
3045 Bloomington Ave, # 7506
Minneapolis, MN 55407-9998
- *The Circle* is a member of Minnesota American Indian Chamber of Commerce and the Minnesota Newspaper Association

The Circle

NATIVE AMERICAN NEWS AND ARTS

The Circle newspaper is the ONLY WAY TO REACH ALL of Minnesota's vibrant NATIVE AMERICAN COMMUNITIES. We are the newspaper for Minnesota's 11 reservations and its urban American Indian communities.

Whether you're advertizing your products and services, or recruiting for a job opening, **The Circle** delivers your message to over 45,000 loyal readers from Minnesota's American Indian communities.

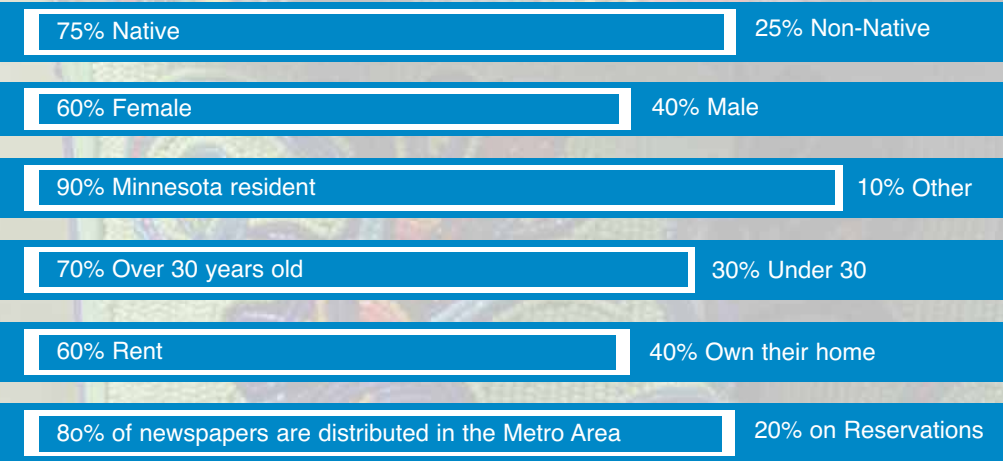
The Circle has been serving Minnesota's Native American community for over 38 years. We are well-known and respected throughout Indian Country for our journalistic standards and coverage of issues that effect American Indians today. We are the only independent Native American newspaper in Minnesota and we

are the most TRUSTED Native newspaper in Minnesota, with a circulation of 10,000 and a readership of over 45,000.

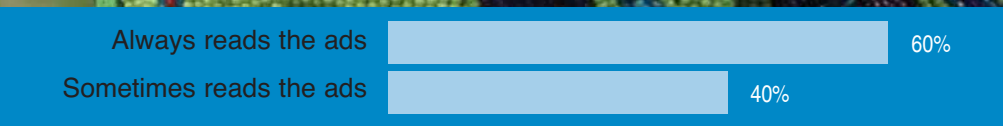
We offer a wide range of ad prices and sizes to fit any budget. Receive special rates for multiple insertions in our print edition — you can save up to 15% by advertising in seven or more issues and prepaying with signed contract. We also provide online advertising opportunities on our website at www.thecirclenews.org — with a 20% discount when running a concurrent ad in our print edition.

Look over our readership information and pricing structure, and call us or email us for discounts and ad placements. We look forward to helping you with your advertising needs.

Reader Demographics



Ad Readership



Statistics based on the 2011 Circle Readership Survey.

612-722-3686 • thecirclenews@gmail.com • www.thecirclenews.org



Color Ads

Full color per ad \$150.00

Frequency Rates*

- 5% Discount for 3-6 insertions with signed contract.
- 10% Discount for 7+ insertions with signed contract.
- Additional 5% Discount for paid in advance ad contracts.

*ALL PRICES ARE GROSS RATES

- Outside ad reps ARE NOT eligible for frequency rate discounts.
- Discounts apply only to customers with signed contract via The Circle staff.

Editorial Calendar

April: Powwow Issue

May: American Indian Month

June: Environment

July: Culture

August: Education

October: Politics

(All other months are not topic specific.)

The Circle is distributed on the first week of every month. Circulation 10,000.

Printing Requirements:

- Images and pdfs must be 150 DPI or higher
- All fonts must be imbedded in the PDF
- All images must be imbedded in the PDF

Ad Design: The Circle can design your ads for you. We are a professional design service. For advertising clients we charge:

- Half Page or larger \$100
- 3/8s page or smaller \$50
- Online ad banners and cubes \$50

Graphic design services are \$75 per hour. Call us for a free estimate on your next design project. We design brochures, posters, annual reports, books, and more.

DEADLINES: Reserve ad space by the 20th of the month prior to the issue you want ad published in. Ad materials due by the 25th.

Rates Effective January 1, 2020

THE CIRCLE

3045 BLOOMINGTON AVE, Box 7506
MINNEAPOLIS, MN 55407-9998
612-722-3686 • WWW.THECIRCLENEWS.ORG

DISPLAY AD RATES

Ad Sizes	Width X Height	Net Rate
Full Page	10-1/8" x 12-1/2"	\$1,200
3/4 Page	10-1/8" x 9-1/4"	\$900
1/2H Page	10-1/8" x 6-1/8"	\$650
1/2V Page	5" x 12-1/2"	\$650
3/8 Page	5" x 9-1/4"	\$450
1/3 Page	6-11/16" x 6-1/8"	\$400
1/4 Page	5" x 6-1/8"	\$350
1/4N Page	3-5/16" x 9-1/4"	\$350
1/6 Page	3-5/16" x 6-1/8"	\$275
1/8 Page	5" x 3"	\$200
Business Card	3-1/4" x 2	\$75

Above prices do not include color. For color, add an additional \$150 per ad.
No odd-sized ads allowed. If ad doesn't fit our ad size,
we will resize the ad to fit the closest size.

ONLINE AD RATES

Banner Size	Width X Height	Net Rate
Full Width (below navigation bar)	1800 pixels W x 150 pixels H	\$250
Tower Side (runs down the side)	160 pixels W x 550 pixels H	\$150
Cube Banner (lower right side)	160 pixels W x 120 pixels H	\$75

Banners run for 30 days, unlimited impressions on all ads. If needed we will design your banner for you. (Banners should be RGB at 72 DPI.)

Take 20% off your online ad when you run an ad in the print edition the same month (applies only on print ads 1/4 page or larger).

Online Employment Ads

\$100 for 30 days for 1 job position with 1 logo, unlimited text.
Online ads can go live any time.

AD SIZES

Full
Page

3/4
Page

3/8
Page

1/8
Page

1/2
Page
Vertical

1/4
Page
Horizontal

1/6
Page

1/2
Page
Horizontal

1/4
Page
Vertical

biz
card

1/3
Page

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