



MAKE WAVES IN THE MARKETPLACE.

Star Tribune *Water's Edge*, an affordable 4-color tab section, showcases waterfront properties, land and the Realtors and builders who market these properties.

- Perfect for marketers who want to advertise products and services to those who own, or are looking to own, waterfront properties
- Reach over 37% of Twin Cities consumers who expect to own or buy a second/vacation home in the next 12 months*
- Content features various regions, from the Twin Cities to greater Minnesota and Wisconsin

**2005 Belden Consumer Behavior Study, Minneapolis/St. Paul MSA*
***The Media Audit April-May 2006*

PUBLICATION DATES

- Saturday, March 3, 2007
- Saturday, May 19, 2007
- Saturday, August 25, 2007

DISTRIBUTION

- 30,000 copies on racks and 150,000 distributed to Star Tribune subscribers in zip codes with the highest proportions of households with incomes over \$100,000

ONLINE

- Entire section runs online for 30 days at startribune.com/homes
- StarTribune.com is the Twin Cities' most visited local media website, reaching an average of 845,600 adults per month**

FORMAT

- 4-color 35# upgraded paper stock
- Measures 11" wide x 12.5" tall

NEWSPAPER - INTERACTIVE - PRINT PRODUCTS - DIRECT MARKETING - SERVICES

WATER'S EDGE 2007

continued

FEATURES INCLUDE THE FOLLOWING REGIONS

- Aitkin County
- Alexandria/Fergus Falls
- Brainerd Lakes/Whitefish Chain/Crosslake
- Detroit Lakes
- Mille Lacs
- North Shore/Arrowhead
- Twin Cities (also includes the Rochester/St. Cloud/Lake Pepin/Annandale areas)
- Walker/Bemidji/Leech Lake/Longville
- West Central Lakes (includes St. Cloud/Little Falls)
- Western Wisconsin

PRICING*

• Full page:	9.18"w x 11.5"h	\$2,808
• Half page:	9.18"w x 5.5"h	\$1,489
	4.55"w x 11"h	\$1,489
• 1/4 page:	4.55"w x 5.5"h	\$853
• 1/8 page:	4.55"w x 2.75"h	\$475

PREMIUM POSITIONS

• Back cover:	9.18"w x 11.5"h	\$3,088
• Inside front cover:	9.18"w x 11.5"h	\$2,948
• Inside back cover:	9.18"w x 11.5"h	\$2,948
• Page 3:	9.18"w x 11.5"h	\$2,948
• Center spread:	20.44"w x 11.5"h	\$5,840
• Adjacent to table of contents: (half page vertical)	4.55"w x 11"h	\$1,563

COVER PACKAGE (FOR HOUSING ADVERTISERS ONLY)

- Includes cover photo** with text box and referral (with picture) on contents page - \$3,138

DEADLINES

DATE PUBLISHED	SPACE RESERVATION	MATERIALS DUE	PROOF TO ADVERTISER	DIGITAL ADS (NO PROOF)	FINAL CHANGES
March 3	Feb. 8	Feb. 12	Feb. 15	Feb. 16	Feb. 20
May 19	April 25	April 27	May 2	May 3	May 7
August 25	Aug. 1	Aug. 3	Aug. 8	Aug. 9	Aug. 13

*All packages include placing ad online at startribune.com/homes for 30 days

**Cover photo subject to approval by the Star Tribune Sales and Marketing Division

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TO INCLUDE WATER'S EDGE IN YOUR MARKETING MIX,
CALL YOUR STAR TRIBUNE REPRESENTATIVE OR 612-673-7357.

StarTribune
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