

# NORDSTJERNAN

Celebrating 147 years in publishing. Founded in New York 1872.

Rev. Jan 7, 2019

## Print Advertising (Nordstjernan)

Nordstjernan carries Swedish news but is also, through its unique content, mix and insightful commentary, a lifeline and a connection with a common core. 18 issues/year, 80% English.



Whether the subject is music, movies, food, travel or traditions – our enthusiastic readers trust and turn to Nordstjernan to keep them up on the subjects they care about most.



## DISPLAY AD RATES COLOR

AD SIZE	W X H (INCHES)	RATE
Full page (back cover)	8.5 x 10.5	\$2,480
Full page Full page bleed	8.5 x 10.5 9.5 x 12	\$2,320
Two thirds vertical	5.6 x 10.5	\$1,547
Half horizontal	8.5 x 5	\$1,160
Half vertical	4.15 x 10.5	\$1,160
Third vertical	2.7 x 10.5	\$773
Quarter horizontal	8.5 x 2.5	\$580
Quarter vertical	4.15 x 5	\$580
Sixth vertical	2.7 x 5	\$386
Twelfth vertical	2 x 3.3	\$193

## DIRECTORY AD RATES B/W

INSERT COUNT, DISCOUNT	1.6" x 1.6"	3.3" x 1.6"	1.6" x 3.3"
Once	\$34	\$69	\$69
6 insertions, 10%	\$30.60/ad	\$62.10/ad	\$62.10/ad
12 insertions, 15%	\$28.90/ad	\$58.65/ad	\$58.65/ad
18 (1 year), 20%	\$27.20/ad	\$55.20/ad	\$55.20/ad

## PRINT DISCOUNTS ON DISPLAY ADS

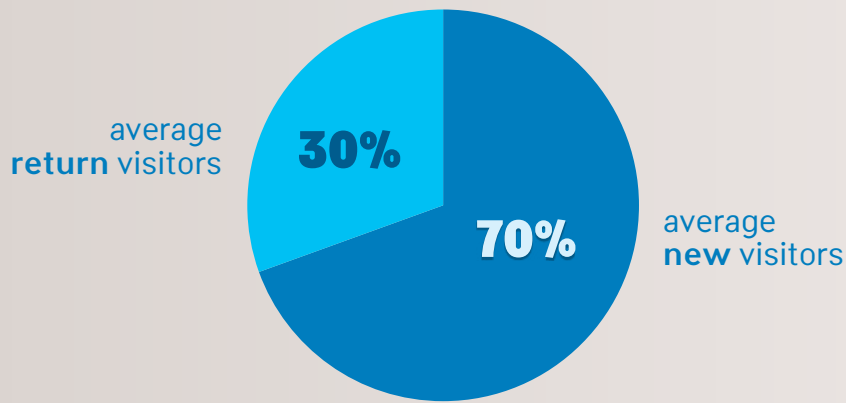
Non-profit organizations receive 50% discount, churches 60% discount  
5% discount based on 6 insertions, 10% discount based on 12 insertions,  
20% discount based on 18 insertions

Accepted file formats: PDF, EPS, TIF, JPEG, PNG, GIF and BMP. For best results, ensure your asset's resolution is at least 300dpi. For best printing results, submit color assets in CMYK.

Leave 1/4 inch safety margin on all sides for full page bleed.

## Online Advertising (www.nordstjernan.com)

There's nothing like *nordstjernan.com*. The biggest, most extensive and engaged website for Swedes in America. Updated daily, interactive and developed to serve the local communities.



95,000 monthly unique visits and growing  
 93% originating in the U.S. / 5% Sweden  
 99% list English as language (while 4% list Swedish)



## ADVERTISING RATES

AD SIZE	WEEKLY	12 WEEKS	8 WEEKS	4 WEEKS
Insider A (520 x 100px)	\$280			
Insider B (520 x 100px)	\$119			
Leaderboard A (920 x 90px)	\$217			
Leaderboard B (728 x 90px)	\$217			
Sidebar A (195 x 160px)*		\$772	\$532	\$280 <sup>+</sup>
Sidebar B (195 x 80px)*		\$386	\$266	\$140 <sup>‡</sup>
Footer (520 x 100px)	\$46	\$508	\$349	\$184

\*With 70 week contract. / †With 35 week contract.

Guaranteed top positions available for sidebar sizes, \$64 per week.

Prices above will place your ad on the home page only or all of the content pages. Double prices for views on all pages (home + content pages).

Accepted file formats: JPEG, PNG, SWF, and GIF. Maximum filesize is ≤40kb. All SWF and GIF animations are limited to a filesize ≤80kb.

We work in various media and utilize a large variety of social media platforms to identify and capture new groups in North America. The updates and population of media sites are partly automatic and created to strengthen the image of the newspaper and drive interest to our partners. The best way to capture a large audience is really through a combination of online with print.

Our digital weekly newsletter, *Sweden Today*, along with the digital and mobile issues of the newspaper available through the App Store and Google Play, offer seamless links to other media and advertisers' websites or rich media.

