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*A Minnesota Mailing List
for Equal Opportunity
Announcements and
Advertisements*

1997

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for Equal Opportunity
Announcements and
Advertisements***

1997

CURA RESOURCE COLLECTION

Center for Urban and Regional Affairs
University of Minnesota
330 Humphrey Center

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and Frederick W. Smith
CURA (Center for Urban and Regional Affairs)
University of Minnesota
Minneapolis, Minnesota*

A publication of CURA (Center for Urban and Regional Affairs), University of Minnesota, 330 HHH Center, 301 19th Avenue S., Minneapolis, Minnesota 55455.

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Third Edition 1997

Publication No. CURA 97-1

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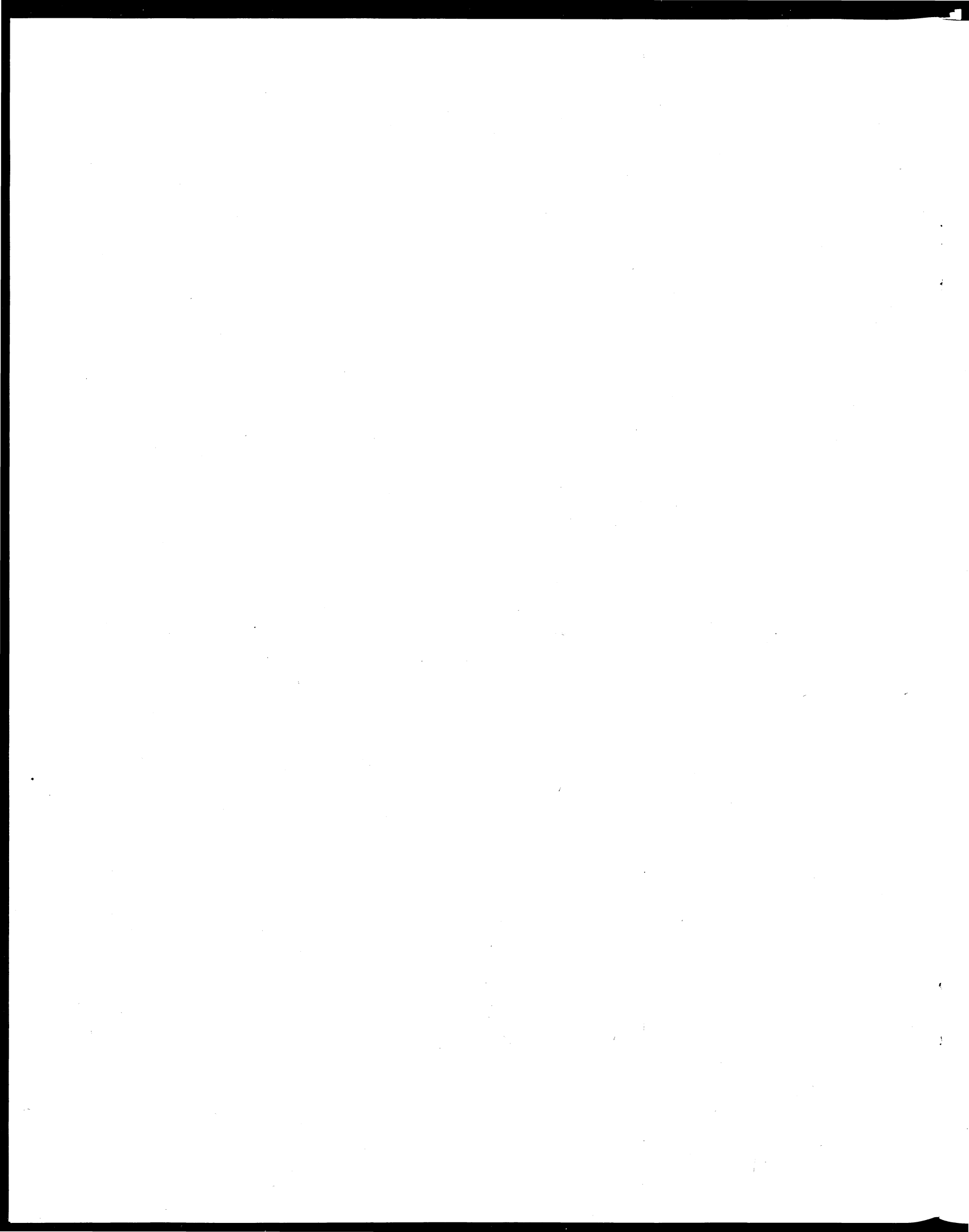
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Introduction

Background

This 1997 version of *A Minnesota Mailing List for Equal Opportunity Announcements and Advertisements* lists 27 publications and updates the 1993 directory and the first directory issued in 1991 with a listing of 17 publications. Ten publications have been added to this 1997 edition—some are new titles while others were found through a diligent effort to locate publications directed at the groups covered in our guidelines. Four publications from the 1993 directory have ceased publication.

Purpose and Criteria for Listing

CURA's goal in publishing these directories is to make it easier to reach members of groups covered by equal opportunity and affirmative action initiatives by listing in a single directory the newspapers and magazines which accept announcements and advertising and that have members of these various groups as their primary audience. Publications in the directory are organized by these groups: communities of color (African American, American Indian, Asian, and Chicano/Latino), gay/lesbian/bisexual/transgender communities, people with disabilities, seniors/older adults, veterans, and women.

Mailing Labels

In the back of the book are sheets of addresses that can be copied onto pressure sensitive labels for a fast way to submit advertising and announcements of upcoming events to the contacts listed for each publication. The directories have also been used in the preparation of equal opportunity mailings, development of minority contacts, and as a general reference resource.

Another Way to Reach Members of Minority Racial/Ethnic Groups

Members of minority racial/ethnic groups can also be reached through many neighborhood newspapers which serve communities where relatively large numbers of these target groups reside. For this reason, we are enclosing a brochure published by the Neighborhood & Community Press Association (NCPA) that lists their 27 member papers along with basic information on contacts, circulation, and rates. These NCPA publications are targeted at specific *neighborhoods* and are delivered *door-to-door*, while this CURA directory lists publications aimed at specific *protected groups* and are distributed at *drop-off locations* on a metro- or state-wide basis. For both groups of papers, paid subscriptions for direct mail delivery outside their basic areas are generally available.

Web Access and Updates

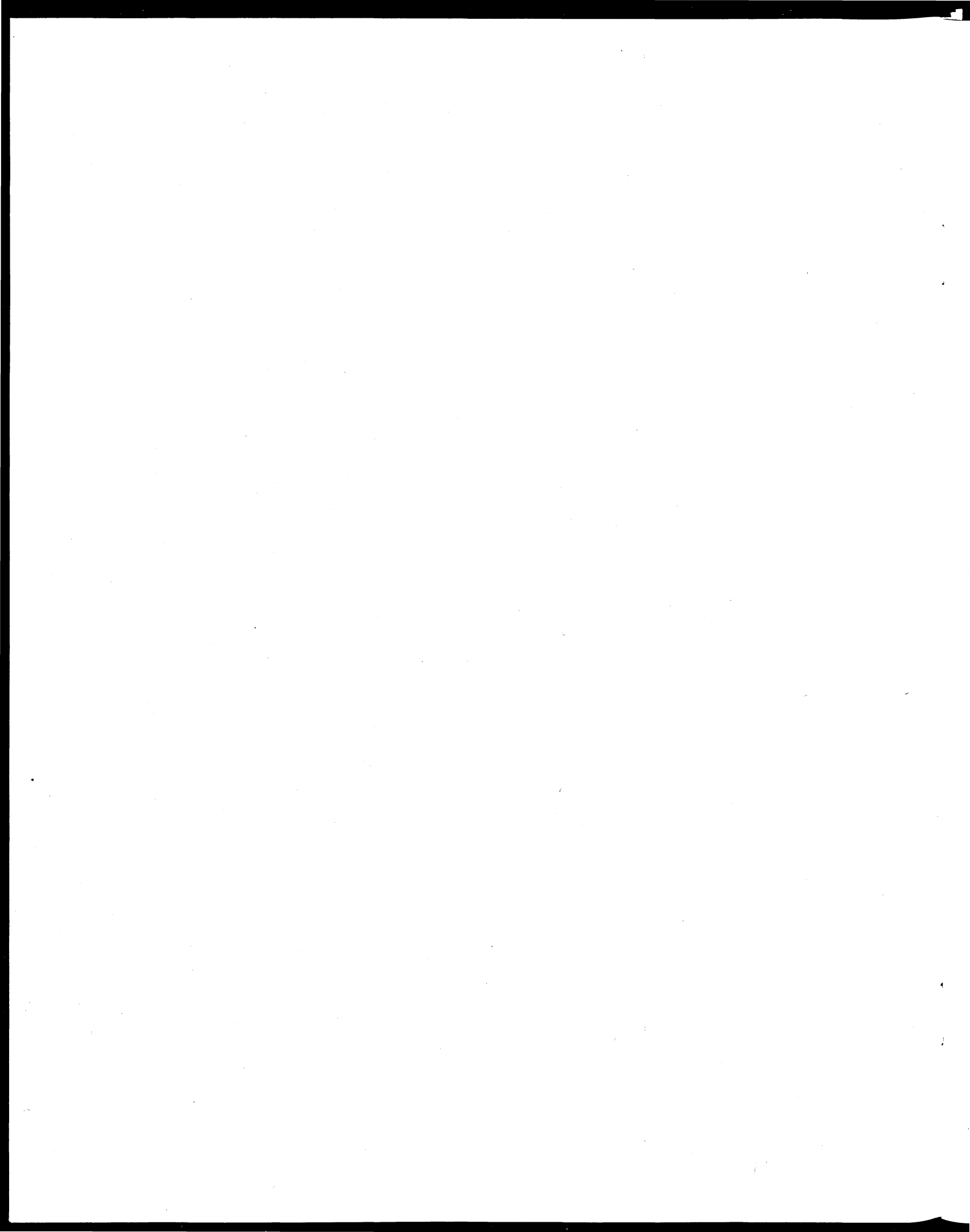
Plans call for an electronic version of this directory. It will be posted on the World Wide Web at CURA's Web site—<http://www.umn.edu/cura/equal.html>—and will be revised periodically as listed publications provide updated information. An effort will be made to add publications that have been missed or are new to Minnesota if they meet our criteria and provide appropriate information.

Ordering Copies

Free copies of this printed version of *A Minnesota Mailing List for Equal Opportunity Announcements and Advertisements* are available while supplies last. They can be requested from CURA by phone: 612/625-1551, fax: 612/626-0273, or e-mail: cura@tc.umn.edu.

Margaret R. Wolfe, Research Fellow

Frederick W. Smith, Coordinator, Community Development Programs



Insight News

The Journal for Business and the Arts

Greater Southside Edition
Minneapolis Northside Edition
Minnesota Edition
St. Paul Edition

Al McFarlane, Publisher
1815 Bryant Ave. N.
Minneapolis, MN 55411-3212

Target Audience: African American community
Geographic Area: Greater Southside: South Minneapolis
Minneapolis Northside: North Minneapolis
Minnesota: Duluth, Rochester, St. Cloud, Worthington,
Mankato, Twin Cities suburbs
St. Paul: St. Paul
Frequency: Weekly
Publication Date: Greater Southside: Wednesday
Minneapolis Northside: Monday
Minnesota: Monday
St. Paul: Tuesday
Circulation: 35,000
Distribution: Free newsstand pickup
Subscriptions available at \$35 per year

News and Events Announcements

Contact: Brandt Williams, Editor
Phone: 612/588-1313
Fax: 612/588-0048
Deadline: Wednesday 4:00 p.m.

Advertising Rates and Data

Contact: Classified: Michelle Deziel
Display: Michelle Wells
Phone: 612/588-1313
Fax: 612/588-0048
Format: Newspaper
Page Size: 12½" x 21½"
Classified Rates: \$69.07 per column inch—4 editions
Display Rates: \$63.52 per column inch—4 editions
Deadline: Classified: Thursday 4:00 p.m.
Display: Wednesday 5:00 p.m.

Minneapolis Spokesman

Launa Q. Newman, Publisher
Spokesman-Recorder Co., Inc.
3744 4th Ave. S.
Minneapolis, MN 55409-1390

Target Audience: African American community
Geographic Area: Minneapolis
Frequency: Weekly
Publication Date: Thursday
Circulation: 16,000
Distribution: 50¢ per copy at selected locations in Minneapolis
Subscriptions available at \$25 per year in Minnesota, \$30 out of state

News and Events Announcements

Events Calendar: "Community Announcements"
Contact: Gayle Anderson
Phone: 612/827-4023
Email: spokesmn@bitstream.net
Fax: 612/827-0577
Deadline: Friday 2:00 p.m.

Advertising Rates and Data

Contact: Tracey Williams, Advertising Manager
Phone: 612/824-4452
Email: spokesmn@bitstream.net
Fax: 612/827-0577
Format: Newspaper
Page Size: 13" x 21"
Classified Rates: \$11.24 per column inch
Display Rates: \$16.06 per column inch; full page \$2,023.56, ½ page \$1,011.78,
¼ page \$505.89, ⅛ page \$252.95
Deadline: Monday 2:00 p.m.

St. Paul Recorder

Launa Q. Newman, Publisher
Spokesman-Recorder Co., Inc.
909B Selby Ave.
St. Paul, MN 55104-6528

Target Audience: African American community
Geographic Area: St. Paul
Frequency: Weekly
Publication Date: Thursday
Circulation: 10,000
Distribution: 50¢ per copy at selected locations in St. Paul
Subscriptions available at \$25 per year in Minnesota, \$30 out of state

News and Events Announcements

Events Calendar: "Community Announcements"
Contact: Gayle Anderson
Phone: 612/827-4023
Email: spokesmn@bitstream.net
Fax: 612/827-0577
Deadline: Friday 2:00 p.m.

Advertising Rates and Data

Contact: Tracey Williams, Advertising Manager
Phone: 612/824-4452
Email: spokesmn@bitstream.net
Fax: 612/827-0577
Format: Newspaper
Page Size: 13" x 21"
Classified Rates: \$11.24 per column inch
Display Rates: \$16.06 per column inch; full page \$2,023.56, ½ page \$1,011.78,
¼ page \$505.89, ⅛ page \$252.95
Deadline: Monday 2:00 p.m.

Anishinaabeg Today

News from the White Earth Reservation

Box 418

White Earth, MN 56591-0418

Target Audience: White Earth tribal members, neighbors, friends and others
Geographic Area: White Earth Reservation
Frequency: Biweekly
Publication Date: 2nd and 4th Wednesdays
Circulation: 11,000
Distribution: All postal patrons in the White Earth area, metro areas in Minnesota and North Dakota, and by mail around the nation
Subscriptions available at \$20 for 24 issues

News and Events Announcements

Contact: Susan Stanich
Phone: 218/983-3641, ext. 206
Email: today@perham.eot.com
Fax: 218/983-3641
Deadline: Friday before publication

Advertising Rates and Data

Contact: Nancy Larson
Phone: 218/983-3641, ext. 206
Fax: 218/983-3641
Format: Tabloid; full color front page
Page Size: 11" x 13½"
Classified Rates: \$4 per line
Display Rates: Full page \$400, ½ page \$200, ¼ page \$100, ⅛ page \$50
Deadline: Friday before publication

Bois Forte News

P.O. Box 16
Nett Lake, MN 55772-0016

Target Audience: Bois Forte tribal members and local community
Geographic Area: Bois Forte Reservation, Nett Lake, Wisconsin, California, Oregon,
and Washington
Frequency: Monthly
Publication Date: First of the month
Circulation: 1,200
Distribution: Subscriptions available at \$4 per year

News and Events Announcements

Contact: Axel J. Holmes, Sr.
Phone: 218/757-3261
Fax: 218/757-3312
Deadline: 25th of the month

Advertising Rates and Data

Contact: Axel J. Holmes, Sr.
Phone: 218/757-3261
Fax: 218/757-3312
Format: Tabloid
Page Size: 12" x 16"
Classified Rates: None
Display Rates: Full page \$135, ½ page \$70, ¼ page \$35, ⅛ page \$20
Deadline: 25th of the month

Circle Newspaper

Minneapolis American Indian Center
1530 East Franklin Ave.
Minneapolis, MN 55404-2192

Target Audience: American Indian community
Geographic Area: Minneapolis, Greater Minnesota, 11 reservations (Great Lakes region)
Frequency: Monthly
Publication Date: 1st of the month
Circulation: 20,000
Distribution: Free at over 200 locations statewide
Subscriptions available at \$18 per year
Over 1,000 subscribers throughout the world

News and Events Announcements

Events Calendar: Workshops, Meetings, Arts, Entertainment, Powwows
Contact: Joe Allen, Editor
Phone: 612/879-1760
Email: circleMPLS@aol.com
Fax: 612/879-1712
Deadline: 20th of the month

Advertising Rates and Data

Contact: Ron Schulman, Advertising Manager
Phone: 612/879-1758
Fax: 612/879-1712
Format: Tabloid
Page Size: 10½" x 15"
Classified Rates: \$3 per line
Display Rates: Full page \$1,000, ¾ page \$750, ½ page \$500, ¼ page \$250, ⅛ page \$150
Deadline: 20th of the month

Native American Press/Ojibwe News

William J. Lawrence
1819 Bemidji Ave.
Bemidji, MN 56601-3866

Target Audience: Native American community
Geographic Area: Minnesota, eastern North and South Dakotas, western Wisconsin
Frequency: Weekly
Publication Date: Every Friday
Circulation: 8,000 in Twin Cities metro area
2,000 outside Twin Cities metro area
Distribution: Free at over 200 locations in the Twin Cities metro area and at additional locations outside the Twin Cities metro area
First class mail subscriptions available at \$58 per year

News and Events Announcements

Events Calendar: "Smoke Signals"
Contact: Bill Lawrence
Phone: 218/751-1655
Fax: 218/751-0650
Deadline: Tuesday 5:00 p.m.

Advertising Rates and Data

Contact: Bill Lawrence
Phone: 218/751-1655
Fax: 218/751-0650
Format: Newspaper
Page Size: 14" x 22"
Classified Rates: \$12-\$15 per column inch
Display Rates: \$15-\$18 per column inch
Deadline: Tuesday 5:00 p.m.

Asian American Press

Nghi Huynh, Publisher
Asian Business & Community Publishing, Inc.
417 University Ave.
St. Paul, MN 55103-1934

Target Audience: Asian American community
Geographic Area: Twin Cities metro area and Greater Minnesota
Frequency: Weekly
Publication Date: Friday
Circulation: 15,000
Distribution: Free at over 400 locations in the Twin Cities metro area
Subscriptions available at \$35 per year

News and Events Announcements

Events Calendar: "Schedule of Events" and "Calendar of Upcoming Artistic Performances"
Contact: Thomas Morley, Managing Editor
Phone: 612/224-6570
Fax: 612/224-7032
Deadline: Tuesday for upcoming Friday's edition

Advertising Rates and Data

Contact: Jim Horwath and Loan Cao
Phone: 612/224-6570
Fax: 612/224-7032
Format: Newspaper
Page Size: 13" x 21½"
Classified Rates: \$12 per column inch
Display Rates: \$18 per column inch; full page \$2,250, ½ page \$1,225,
¼ page \$575, ⅛ page \$285
Deadline: Wednesday 5:00 p.m. for upcoming Friday's edition

Asian Business & Community Directory

(Asian Yellow Pages)

Nghi Huynh, Publisher

Asian Business & Community Publishing, Inc.

417 University Ave.

St. Paul, MN 55103-1934

Target Audience: Asian American community
Geographic Area: Minnesota and Midwest region
Frequency: Annual
Publication Date: January
Circulation: 10,000
Distribution: Free at locations in the Twin Cities
Subscriptions available at \$12 per year

Advertising Rates and Data

Contact: Jim Horwath and Loan Cao
Phone: 612/224-6570
Fax: 612/224-7032
Format: Magazine
Display Rates: Full page \$980, ¾ page \$910, ½ page \$605, ⅓ page \$495,
¼ page \$440, ⅙ page \$230
Deadline: Last Friday of October

Asian Pages

C. Ting Insixiengmay
KITA Associates, Inc.
P.O. Box 11932
St. Paul, MN 55111-0932

Target Audience: Over 20 Asian groups in the Asian community
Geographic Area: Twin Cities, Greater Minnesota
Frequency: Biweekly
Publication Date: 1st and 15th of the month
Circulation: 75,000
Distribution: Free at over 1,500 locations in the Twin Cities, and Minnesota, Illinois, Iowa, Michigan, North and South Dakota, and Wisconsin
Subscriptions available at \$25 per year

News and Events Announcements

Events Calendar: Special events coverage
Contact: Cheryl Weiberg, Editor-in-chief
Phone: 612/884-3265, 800/998-8379
E-mail: apages@asianpages.com
Web site: <http://home.navisoft.com/asianpages>
Fax: 612/888-9373
Deadline: 10 days before publication date

Advertising Rates and Data

Contact: Joe Weiberg, Marketing/Sales Director
Phone: 612/884-3265
Fax: 612/888-9373
Format: Tabloid
Page Size: 11" x 12"
Classified Rates: \$14.00 per column inch
Display Rates: Back cover \$1,600, full page \$1,260, ¾ page \$1,008, ½ page \$630,
⅓ page \$504, ¼ page \$378, ⅙ page \$252, ⅛ page \$210,
½ page \$126
Lower rates for multiple insertions
Deadlines: Classified: 1 day before publication date
Display: 3 days before publication date

Hmong American Business Directory

Kao Lee, Publisher
379 University Ave., Suite 201
St. Paul, MN 55103-2000

Target Audience: Bilingual directory for Hmong community, Asian and mainstream community interested in Hmong culture
Geographic Area: Twin Cities and surrounding communities
Frequency: Annual
Publication Date: January
Circulation: 10,000
Distribution: Delivered to homes in Hmong residential neighborhoods and free at locations around the Twin Cities and surrounding communities
Subscriptions available at \$3.50 per directory, per year

Directory Contents

Contents: Listing of Hmong, Asian, and mainstream businesses in the Twin Cities and surrounding communities
Contact: Kao Lee
Telephone: 612/222-4939
Fax: 612/222-2171
Deadline: Friday, December 12, 1997

Advertising Rates and Data (1998 Directory)

Contact: James W. Lee
Phone: 612/222-4939
Fax: 612/222-2171
Format: Magazine
Page Size: 7½" x 10"
Display Rates: Outside back cover—full page, color: minimum bid \$3,500 by October 10, 1997
Inside back and front covers—full page, color, \$2,000,
Inside pages B&W \$700, ¾ page \$560, ½ page \$375, ¼ page \$200,
business card or 1/10 page \$85, business listing without ad \$25,
(3) windows on front cover \$250 each
Deadline: Friday, December 12, 1997

Hmong American Journal

Kao Lee, Publisher
379 University Ave., Suite 201
St. Paul, MN 55103-2000

Target Audience: Bilingual paper for Hmong community, Asian and mainstream community interested in Hmong culture
Geographic Area: Twin Cities and surrounding communities
Frequency: Bimonthly
Publication Date: 1st and 16th of the month
Circulation: 6,000
Distribution: Delivered to homes in Hmong neighborhoods and free at locations around the Twin Cities and surrounding communities
Subscriptions available at \$36 per year

News and Events Announcements

Events Calendar: "Brief News," "Events Coverage," "Culture," and "Calendar"
Contact: Kao Lee
Phone: 612/222-4939
Fax: 612/222-2171
Deadline: 4 days before publication

Advertising Rates and Data

Contact: James W. Lee
Phone: 612/222-4939
Fax: 612/222-2171
Format: Newspaper
Page Size: 14" x 22½"
Classified Rates: 2" wide column: \$12 first three lines, \$3 each additional line
Display Rates: Full page \$650, ¾ page \$480, ⅔ page \$440, ½ page \$335, ⅓ page \$245, ¼ page \$225, ⅑ page \$175, ⅒ page \$110, ⅓ page \$85, ⅒ page \$70, business card size \$35
Deadline: 4 days before publication

Ngay Nay Minnesota

Vu Quang
P.O. Box 1149
Maple Grove, MN 55311-6149

Target Audience: Vietnamese community
Geographic Area: Minnesota and five surrounding states
Frequency: Twice a month
Publication Date: 15th and 30th of the month
Circulation: 10,000
Distribution: Subscriptions available at \$30 per year bulk rate, and \$60 per year first class

News and Events Announcements

Events Calendar: "News Brief"
Contact: Vu Quang
Phone: 612/559-6396
Fax: 612/559-2872
Deadline: 13th and 27th of the month

Advertising Rates and Data

Contact: Vu Quang
Phone: 612/348-8014 or 612/559-6396
Fax: 612/559-2872
Format: Newspaper
Page Size: 13" x 21½"
Classified Rates: \$8 per column inch
Display Rates: \$12 per column inch; \$50 per 10 lines
Deadline: 12th and 25th of the month

La Prensa de Minnesota

The Latino Newspaper for News, Business, Arts & Entertainment

Mario Duarte, Publisher and Editor
417 University Ave. W.
St. Paul, MN 55103-1934

Target Audience: Latino community
Geographic Area: Minnesota
Frequency: Weekly
Publication Date: Every Thursday
Circulation: 12,000
Distribution: 300 locations in the metro area
75 locations in Greater Minnesota
Free at locations in the Twin Cities

News and Events Announcements

Contact: Mario Duarte, Publisher and Editor
Phone: 612/224-0404
Fax: 612/224-0098
Deadline: Friday 12:00 noon

Advertising Rates and Data

Contact: Grazia Duarte, Administrative and Advertisement Manager
Phone: 612/224-0404
Fax: 612/224-0098
Format: Newspaper
Page Size: 13" x 21"
Classified Rates: \$13 per column inch
Display Rates: \$18 per column inch
Full page \$2,268, ½ page \$1,134, ¼ page \$567, ⅓ page \$288
Deadline: Monday 5:00 p.m.

La Voz (La Raza Scene)

David Ramirez
P.O. Box 19206, Diamond Lake Station
Minneapolis, MN 55419-0206

Target Audience: Hispanic community, anyone interested in Spanish language, culture, business, or history
Geographic Area: Twin Cities, Minnesota, California, Texas, Illinois, New Jersey, New York, Florida, and other states
Frequency: Monthly
Publication Date: 22nd of the month
Circulation: 15,000
Distribution: Subscriptions available at \$12 per year, direct delivery or by mail; call for rates on foreign distribution

News and Events Announcements

Events Calendar: "Special Events"
Contact: Joan Ramirez
Phone: 612/825-1490
Fax: 612/825-1490, 612/866-7546
Deadline: 18th of the month

Advertising Rates and Data

Contact: Joan Ramirez
Phone: 612/825-1490
Fax: 612/825-1490, 612/866-7546
Format: Magazine
Page Size: 8½" x 11"
Display Rates: Full page \$387.50, ½ page \$288.20, 2½" x 3½" \$68.20. Call for quote on sizes between those listed.
Deadline: 18th of the month

COLORS

A New Voice • A New Time

Anthony Morley
Four Colors Productions, Inc.
3123 East Lake St.
Minneapolis, MN 55406-2028

Target Audience: African American, Native American, Asian American, and Hispanic communities
Geographic Area: Minnesota
Frequency: Quarterly
Publication Date: Spring, Summer, Fall, Winter
Circulation: 3,500
Distribution: Subscriptions available at \$20 per year

News and Events Announcements

Events Calendar: "Colors Calendar"
Contact: Kim Mosley
Phone: 612/721-6631
Fax: 621/721-3936
Deadline: February 15, May 15, August 15, November 15

Advertising Rates and Data

Contact: Kim Mosley
Phone: 612/721-6631
Fax: 612/721-3936
Format: Magazine
Page Size: 8¾" x 10¾"
Classified Rates: 85¢ per word, 20 word minimum
Display Rates: Full page \$777, ¾ page \$647, ½ page \$449, ⅓ page \$336,
¼ page \$252, ⅙ page \$177
Deadline: March 1, June 1, September 1, December 1

Focus Point

C.A. Lindahl-Urben, Publisher/Editor-in-Chief
401 North Third St., Suite 480
Minneapolis, MN 55401-1351

Target Audience: Gay/lesbian/bisexual/transgender
Geographic area: Minneapolis/St. Paul metro area, 36 other cities primarily in the Midwest, plus New York and California
Frequency: Weekly
Publication Date: Wednesday
Circulation: 30,000
Distribution: Free at 500 locations
Subscriptions available at \$45 for six months (first class)

News and Events Announcements

Events Calendar: Calendar
Contact: Events Calendar
Phone: 612/288-9008
Email: focusPNT@aol.com
Fax: 612/288-9868
Deadline: Thursday before publication

Advertising Rates and Data

Contact: Veronica Murphy
Phone: 612/288-9008
Fax: 612/288-9001
Format: Tabloid
Page size: 11" x 17"
Classified Rate: \$35 per column inch
Display Rates: Full page \$2,400, 1/2 page \$1,200, 1/3 page \$810, 1/4 page \$630, 1/6 page \$360, 1/8 page \$300, 1/10 page \$240, 1/12 page \$120
Deadline: Classified: Thursday before publication
Display: Thursday, two weeks before publication

Lavender Magazine

Stephen J. Rocheford, President
Lavender Lifestyles Marketing, Inc.
2344 Nicollet Ave., Suite 130
Minneapolis, MN 55404-3305

Target Audience: Gay/lesbian/bisexual/transgender
Geographic area: Minnesota, Wisconsin, North Dakota, South Dakota, Iowa, Illinois, Nebraska
Frequency: Biweekly
Publication Date: Every other Friday
Circulation: 20,000
Distribution: Free at many locations in the Greater Twin Cities metropolitan area; free at many other sites in states listed above; also available by subscription: \$45 for 26 issues (1 year)

News and Events Announcements

Events Calendar: Lavender Calendar
Contact: George Holdgrafer
Phone: 612/871-2237
Email: lavender@scc.net
Fax: 612/871-2650
Deadline: Tuesday, 10 days before publication

Advertising Rates and Data

Contact: Ross Erickson
Phone: 612/871-2237
Fax: 612/871-2650
Format: Magazine
Page size: 8½" x 10½"
Classified Rates: Please contact office
Display Rates: Please contact office
Deadline: Tuesday, 10 days prior to publication date

Q Monthly

Donna Schnieders, General Manager
10 S. 5th St., Suite 200
Minneapolis, MN 55402-1012

Target Audience: Gay/lesbian/bisexual/transgender
Geographic area: Twin Cities
Frequency: Monthly
Publication date: 1st Wednesday of the month
Circulation: 35,000
Distribution: Free at 475 locations in Twin Cities

News and Events Announcements

Events Calender: "Q-Tips"
Contact: Rick Nelson
Phone: 612/321-7366
fax: 612/321-7333
Deadline: 3rd Friday of the month

Advertising Rates and Data

Contact: Alan Wilkins
Phone: 612/321-7305
Fax: 612/321-7333
Format: Tabloid
Page size: 10⁵/₁₆" x 13"
Classified rates: \$3.40 per line
Display Rates: Full page \$1,440, ¾ page \$1,080, ½ page \$720, ⅓ page \$544,
¼ page \$360, ⅛ page \$180, 1/12 page \$120
Deadline: 3rd Friday of the month

Access Press

Charlie Smith, President
Access Press, Ltd.
1821 University Ave. W., Suite 185N
St. Paul, MN 55104-2803

Target Audience: Persons with disabilities; providers of care and support services; agencies and support groups
Geographic Area: Twin Cities metro area
Frequency: Monthly
Publication Date: 10th of the month
Circulation: 10,000
Distribution: Free at over 135 locations in Twin Cities metro area
Subscriptions available at \$15 per year

News and Events Announcements

Events Calendar: "Events Calendar"
Contact: Charlie Smith, Editor
Phone: 612/644-2133
Fax: 612/644-2136
Deadline: 25th of the month for events between the 10th of the next month's issue and the 10th of the following month, for example January 25 for events between February 10th and March 10th

Advertising Rates and Data

Contact: Charlie Smith
Phone: 612/644-2133
Fax: 612/644-2136
Format: Tabloid
Page Size: 10¼" x 16"
Classified Rates: \$7 minimum (20 words), 35¢ each additional word
Display Rates: Employment ads \$13 per column inch; full page \$1,100, ½ page \$600, ¼ page \$360, ⅛ page \$180, ⅙ page \$120, ⅓ page \$90
Deadline: 30th of the month for issue distributed 10th of the next month

Good Age

East Metro Edition
West Metro Edition

Amanda Bauer
570 Asbury St., Suite 305
St. Paul, MN 55104-1849

Target Audience: Older adults
Geographic Area: East Metro Edition: Ramsey County and surrounding areas
West Metro Edition: Hennepin County and surrounding areas
Frequency: Monthly
Publication Date: Last Monday of even-numbered months
Circulation: East Metro Edition: 20,500
West Metro Edition: 31,500
Distribution: Free at over 750 locations in the Twin Cities metro area
Subscriptions available at \$9 per year

News and Events Announcements

Events Calendar: "What's Going On"
Contact: Amanda Bauer, Editor
Phone: 612/917-1211
Fax: 612/917-1827
Deadline: 10th of the month preceding the event

Advertising Rates and Data

Contact: Greg L. Lawrence
Phone: 612/917-1212
Fax: 612/917-1827
Format: Tabloid
Page Size: 11½" x 15"
Classified Rates: \$7 per line
Display Rates: Full page \$1,755, ½ page \$1,010, ⅓ page \$710, ¼ page \$565,
⅙ page \$380, ⅛ page \$295, 1/12 page \$195
Deadline: 12th of the month

Minnesota Senior News

Rob Schanilec, Managing Editor
Minnesota Senior Federation
1885 University Ave., Suite 171
St. Paul, MN 55104-3403

Target Audience: Seniors 50 and older
Geographic Area: Minnesota
Frequency: Monthly
Publication Date: First Wednesday of each month
Circulation: 32,000 direct mail; 18,000 bulk drop
Distribution: Free at select locations around the Twin Cities metro area
Membership in Minnesota Senior Federation (couple \$20, single \$15) includes subscription to *Minnesota Senior News*
Subscriptions available at \$4.75 per year for non-members

News and Events Announcements

Contact: Rob Schanilec
Phone: 612/578-9171
Fax: 612/641-8969
Deadline: Second Monday of the month

Advertising Rates and Data

Contact: MaryAnn Sulik
Phone: 612/641-6100 or 800/365-8765
Fax: 612/641-8969
Format: Tabloid
Page Size: 11½" x 14"
Classified Rates: \$7 per line, 2 line minimum
Display Rates: Full page \$1,785, ¾ page \$1,410, ½ page \$1,040, ¼ page \$730, ⅓ page \$580, ⅙ page \$390, ⅛ page \$305, ¼ page \$205
Deadline: Third Thursday of the month

Senior Perspective

Jeanne Olson, Publisher
1110 S. Lakeshore Dr.
Glenwood, MN 56334-9008

Target Audience: People 45 and older
Geographic area: Douglas, Grant, Pope, Stevens, Otter Tail, Todd, and western Stearns Counties
Frequency: Monthly
Publication Date: 24th of the month
Circulation: 10,000
Distribution: Free at 600 locations in above mentioned counties
Subscriptions available at \$15 per year

News and Events Announcements

Events Calendar: "News and Events"
Contact: Jeanne Olson
Phone: 320/634-3720
Fax: 320/634-3720
Deadline: 20th of the month

Advertising Rates and Data

Contact: Jeanne Olson
Phone: 320/634-3720
Fax: 320/634-3720
Format: Tabloid
Page size: 10" x 15"
Display Rates: \$6 per column inch, 2" column minimum
Deadline: 20th of the month

The Senior Reporter

Larry Fortner
5302 Ramsey St.
P.O. Box 16193
Duluth, MN 55807-2926

Target Audience: Older people and those who care for them
Geographic Area: Duluth area, Itasca County, northern St. Louis County, and Superior and northwestern Wisconsin
Frequency: Monthly
Publication Date: First of the month
Circulation: 8,000
Distribution: Mail subscriptions are \$15 for 1 year, \$25 for 2 years

News and Events Announcements

Events Calendar: "Out 'N' About"
Contact: Larry Fortner
Phone: 218/624-4949
Email: SrFort@aol.com
Fax: 218/624-1541
Deadline: Two weeks before publication

Advertising Rates and Data

Contact: Mary Lee Lalich
Phone: 218/624-4949
Format: Magazine
Page Size: 8½" x 11"
Display Rates: Full page \$875, ⅔ page \$589, ½ page \$444, ⅓ page \$309,
⅙ page \$160, ⅛ page \$103
Deadline: Two weeks before publication

Senior Times

Marci Mannis Demont, Publisher

P.O. Box 16422

St. Louis Park, MN 55416-0422

Target Audience: Seniors 50 and older
Geographic area: Twin Cities seven-county metro area
Frequency: Quarterly
Publication Date: February, May, August, November
Circulation: 65,000
Distribution: Free at 600 locations in the Twin Cities metro area

News and Events Announcements

Events Calender: "Entertainment Guide"
Contact: Margot Murray
Phone: 612/541-9363
Fax: 612/541-8315

Advertising Rates and Data

Contact: Margot Murray
Phone: 612/541-9363
Fax: 612/595-8315
Format: Magazine
Page size: 9½" x 11¾"
Classified Rates: Minimum rate: \$100
Display Rates: Full page \$1,800, ⅔ page \$1,400, ½ page \$1,075, ⅓ page \$1,000,
¼ page \$625, ⅛ page \$425

Minnesota Legionnaire

American Legion, Department of Minnesota
Veterans Service Building
20 W. 12th Street
St. Paul, MN 55155-2069

Target Audience: Veterans
Geographic Area: Minnesota
Frequency: Monthly
Publication Date: 1st of the month
Circulation: 121,000
Distribution: Subscriptions available at \$5 per year for nonmembers

News and Events Announcements

Contact: Al Zdon, Editor
Phone: 612/291-1800
Email: mnamlegion@landoflakes.com
Fax: 612/291-1057
Deadline: 15th of the month preceding publication date

Advertising Rates and Data

Contact: Al Zdon
Phone: 612/291-1800
Fax: 612/291-1057
Format: Tabloid
Page Size: 10¼" x 15"
Classified Rates: \$15 per column inch
Display Rates: Full page \$1,350, ½ page \$675, ¼ page \$338
Deadline: 10th of the month preceding publication date

Minnesota Women's Press

Glenda Martin and
Mollie Hoben, Publishers
Minnesota Women's Press, Inc.
771 Raymond Ave.
St. Paul, MN 55114-1522

Target Audience: Women
Geographic Area: Twin Cities and Greater Minnesota
Frequency: Biweekly
Publication Date: Every other Wednesday
Circulation: 40,000
Distribution: Free at 450 locations in Twin Cities
Subscriptions available at \$45 first class, \$27 standard mail per year

News and Events Announcements

Events Calendar: "Calendar"
Contact: Cynthia Scott
Phone: 612/646-3968
Fax: 612/646-2186
Deadline: Tuesday one week prior to publication

Advertising Rates and Data

Contact: Kathy Magnuson, Sales Director
Phone: 612/646-3968
Fax: 612/646-2186
Format: Tabloid
Page Size: 10" x 15"
Classified Rates: 65¢ per word, \$6.50 minimum
Lower rates for multiple insertions
Display Rates: Full page \$2,130, ¾ page \$1,704, ½ page \$1,065, ⅓ page \$681,
¼ page \$539.60, ⅙ page \$369.20, ⅛ page \$284, ⅟₁₂ page \$170.40
Deadline: Classified: Tuesday one week prior to publication
Display and display classified: 5:00 p.m. Friday, 12 days before issue date

Editorial Contacts

Papers listed in columns by order in directory

INSIGHT NEWS
BRANDT WILLIAMS
1815 BRYANT AVE N
MINNEAPOLIS MN 55411-3212

MINNEAPOLIS SPOKESMAN
GAYLE ANDERSON
3744 4TH AVE S
MINNEAPOLIS MN 55409-1390

ST. PAUL RECORDER
GAYLE ANDERSON
3744 4TH AVE S
MINNEAPOLIS MN 55409-1390

ANISHINAABEG TODAY
SUSAN STANICH
BOX 418
WHITE EARTH MN 56591-0418

BOIS FORTE NEWS
AXEL HOLMES, SR
PO BOX 16
NETT LAKE MN 55772-0016

CIRCLE NEWSPAPER
JOE ALLEN
1530 E FRANKLIN AVE
MINNEAPOLIS MN 55404-2192

NATIVE AMERICAN PRESS
OJIBWE NEWS--BILL LAWRENCE
1819 BEMIDJI AVE
BEMIDJI MN 56601-3866

ASIAN AMERICAN PRESS
THOMAS MORLEY
417 UNIVERSITY AVE
ST PAUL MN 55103-1934

ASIAN BUS/COMMUNITY DIR
THOMAS MORLEY
417 UNIVERISTY AVE
ST. PAUL MN 55103-1934

ASIAN PAGES
CHERYL WEIBERG
PO BOX 11932
ST PAUL MN 55111-0932

HMONG AMERICAN BUS DIR
KAO LEE
379 UNIVERSITY AVE STE 201
ST PAUL MN 55103-2000

HMONG AMERICAN JOURNAL
KAO LEE
379 UNIVERSITY AVE STE 201
ST PAUL MN 55103-2000

NGAY NAY MINNESOTA
VU QUANG
PO BOX 1149
MAPLE GROVE MN 55311-6149

LA PRENSA DE MINNESOTA
MARIO DUARTE
417 UNIVERSITY AVE W
ST PAUL MN 55103-1934

LA VOZ (LA RAZA SCENE)
JOAN RAMIREZ
PO BOX 19206, DIAMOND LK STA
MINNEAPOLIS MN 55419-0206

COLORS
KIM MOSLEY
3123 E LAKE ST
MINNEAPOLIS MN 55406-2028

FOCUS POINT
EVENTS CALENDAR
401 N 3RD ST STE 480
MINNEAPOLIS MN 55401-1351

LAVENDER MAGAZINE
GEORGE HOLDGRAFER
2344 NICOLLET AVE STE 130
MINNEAPOLIS MN 55404-3305

Q MONTHLY
RICK NELSON
10 S 5TH ST STE 200
MINNEAPOLIS MN 55402-1012

ACCESS PRESS
CHARLIE SMITH
1821 UNIVERSITY AVE W #185N
ST PAUL MN 55104-2803

GOOD AGE
AMANDA BAUER
570 ASBURY ST STE 305
ST PAUL MN 55104-1849

MINNESOTA SENIOR NEWS
ROB SCHANILEC
1885 UNIVERSITY AVE #171
ST PAUL MN 55104-3403

SENIOR PERSPECTIVE
JEANNE OLSON
1110 S LAKESHORE DR
GLENWOOD MN 56334-9008

THE SENIOR REPORTER
LARRY FORTNER
PO BOX 16193
DULUTH MN 55807-2926

SENIOR TIMES
MARGOT MURRAY
PO BOX 16422
ST LOUIS PARK MN 55416-0422

MINNESOTA LEGIONNAIRE
AL ZDON
20 W 12TH ST--VETS SERV BLDG
ST PAUL MN 55155-2069

MINNESOTA WOMEN'S PRESS
CYNTHIA SCOTT
771 RAYMOND AVE
ST PAUL MN 55114-1522

Advertising Contacts

Papers listed in columns by order in directory

INSIGHT NEWS, CLASSIFIED ADS
MICHELLE DEZIEL
1815 BRYANT AVE N
MINNEAPOLIS MN 55411-3212

INSIGHT NEWS, DISPLAY ADS
MICHELLE WELLS
1815 BRYANT AVE N
MINNEAPOLIS MN 55411-3212

MINNEAPOLIS SPOKESMAN
TRACEY WILLIAMS, AD MANAGER
3744 4TH AVE S
MINNEAPOLIS MN 55409-1390

ST PAUL RECORDER
TRACEY WILLIAMS, AD MANAGER
3744 4TH AVE S
MINNEAPOLIS MN 55409-1390

ANISHINAABEG TODAY
NANCY LARSON
BOX 418
WHITE EARTH MN 56591-0418

BOIS FORTE NEWS
AXEL HOLMES, SR
PO BOX 16
NETT LAKE MN 55772-0016

CIRCLE NEWSPAPER
RON SCHULMAN, AD MANAGER
1530 E FRANKLIN AVE
MINNEAPOLIS MN 55404-2192

NATIVE AMERICAN PRESS
OJIBWE NEWS--BILL LAWRENCE
1819 BEMIDJI AVE
BEMIDJI MN 56601-3866

ASIAN AMERICAN PRESS
JIM HORWATH OR LOAN CAO
417 UNIVERSITY AVE
ST PAUL MN 55103-1934

ASIAN BUS/COMMUNITY DIR
JIM HORWATH/LOAN CAO
417 UNIVERSITY AVE
ST PAUL MN 55103-1934

ASIAN PAGES
JOE WEIBERG, MKTG/SALES
PO BOX 11932
ST PAUL MN 55111-0932

HMONG AMERICAN BUS DIR
JAMES W LEE
379 UNIVERSITY AVE #201
ST PAUL MN 55103-2000

HMONG AMERICAN JOURNAL
JAMES W LEE
379 UNIVERSITY AVE STE 201
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PO BOX 1149
MAPLE GROVE MN 55311-6149

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ST PAUL MN 55103-1934

LA VOZ (LA RAZA SCENE)
PO BOX 19206
DIAMOND LAKE STATION
MINNEAPOLIS MN 55419-0206

COLORS
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3123 E LAKE ST
MINNEAPOLIS MN 55406-2028

FOCUS POINT
VERONICA MURPHY
401 N 3RD ST STE 480
MINNEAPOLIS MN 55401-1351

LAVENDER MAGAZINE
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2344 NICOLLET AVE STE 130
MINNEAPOLIS MN 55404-3305

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ALAN WILKINS
10 S 5TH ST STE 200
MINNEAPOLIS MN 55402-1012

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CHARLIE SMITH
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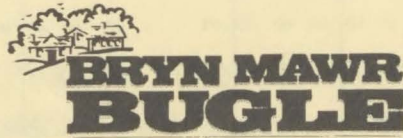
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MARY LEE LALICH
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DULUTH MN 55807-2926

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MARGOT MURRAY
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ST LOUIS PARK MN 55416-0422

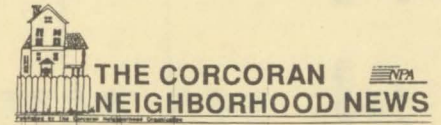
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ST PAUL MN 55155-2069

MINNESOTA WOMEN'S PRESS
KATHY MAGNUSON, SALES DIR
771 RAYMOND AVE
ST PAUL MN 55114-1522

Notes



COMMON SENSE



DAYTON'S BLUFF PRESS

Neighborhood & Community Press Association

District 1 News

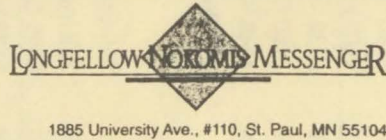


FROGTOWN TIMES

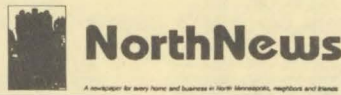
grand gazette

1996/1997 Member Directory

VILLAGER



MIDWAY COMO MONITOR



North End News



THE POWDERHORN PAPER

Seward Profile



Southwest Journal



NEIGHBORHOOD NEWSPAPERS OF THE TWIN CITIES

MAP LOCATION NUMBER	PUBLICATION NAME	PHONE #	FAX #	ADDRESS	CIRCULATION	OPEN AD PRICE/ COLUMN INCH	COLUMN WIDTH (INCHES)	NUMBER OF COLUMNS
<u>MINNEAPOLIS PAPERS</u>								
1	The Alley	729-9410	729-3510	PO Box 7599 • 55407	15,000	\$12.50	1.875	5
2	Bryn Mawr Bugle	926-8196		PO Box 3950 • 55403	1,600	\$6.00	3.5	2
3	Camden Community News	521-3060		PO Box 11492 • 55411	12,200	\$15.00	1-9/16	6
4	Common Sense	824-6828	824-6828	3536 Nicollet Ave. • 55408				
5	The Corcoran Neighborhood News	722-0754		3332 20th Ave. S • 55407	2,500	\$10.00	3.25	3
6	East Calhoun News	823-6005		PO Box 80535 • 55408	5,500	\$10.00	3.25	3
7	Hill & Lake Press	374-0892		2018 Queen Ave. S. • 55405	6,500	\$10.00	3.25	3
8	Longfellow Nokomis Messenger	645-7045	645-4780	1885 University Ave. W., Suite 110 • 55104	21,000	\$16.70	1.875	5
9	North News	788-9003	788-3299	2304 Central Ave. NE • 55418	30,000	\$20.83	1.75	5
10	Northeast	788-9003	788-3299	2304 Central Ave. NE • 55418	33,000	\$20.83	1.75	5
11	The Powderhorn Paper	721-4134	721-0553	3136 Cedar Ave. S. • 55407	10,000	\$12.50	2.33	4
12	Seward Profile	729-9410	729-3510	2600 Franklin Ave. • 55406	9,000	\$10.00	1.875	5
13	Southeast Angle	729-9410	729-3510	2732 - 41st Ave. S. • 55406	12,000	\$11.00	1.875	5
14	Southside Pride	822-4662	822-0342	3200 Chicago Ave. S. • 55407	43,000	\$15.00	1.875	5
15	Southwest Journal	922-6263	927-4039	4948 Washburn Ave. S. • 55410	35,000	\$20.00	1.875	5
16	Wedge	377-5181		PO Box 80510 • 55408	4,500	\$10.00	3.25	3
<u>ST. PAUL PAPERS</u>								
17	Community Reporter	699-8870		265 Oneida Street • 55102	12,000	\$11.50	2.0	5
18	Dayton's Bluff Press	776-3414	776-2694	732 Margaret Street • 55106	8,000	\$6.00	2.0	5
19	District 1 News	292-7828	292-7829	2090 Conway St., Room 126 • 55119	11,400	\$9.00	1.875	5
20	Frogtown Times	489-2318	904-0239	843 Van Buren Ave. • 55104	7,500	\$8.50	1.625	5
21	Grand Gazette	690-3817	699-6501	757 S. Snelling Ave. • 55116	22,000	\$22.00	1 9/16	6
22	Highland Villager	699-1462	699-6501	757 S. Snelling Ave. • 55116	45,400	\$27.00	1-9/16	6
23	Merriam Park Post	645-4267		2000 St. Anthony Ave. • 55104	10,000	\$13.75	2 2/5	4
24	Midway/Como Monitor	645-7045	645-4780	1885 University Ave. W., Suite 110 • 55104	21,000	\$17.55	1.875	5
25	North End News	488-8828		1021 Marion St. • 55117	15,000	\$14.00	1 6/8	6
26	Park Bugle	646-5369	642-9243	PO Box 8126, 2301 Como Ave. • 55108	10,500	\$10.15	1.75	5
27	Riverview Times	228-1495	397-9102	878 Smith Ave. S. • 55107-3527	20,000	\$12/13.00	1-9/16	5

To place ads
or inserts in
several
papers...

METRO-WIDE ADVERTISING BROKER

Total Market Coverage 922-6263 927-4039 4948 Washburn Ave. S. • 55410

Most neighborhood and community newspapers offer inserts and classified advertising. Please call for rates.



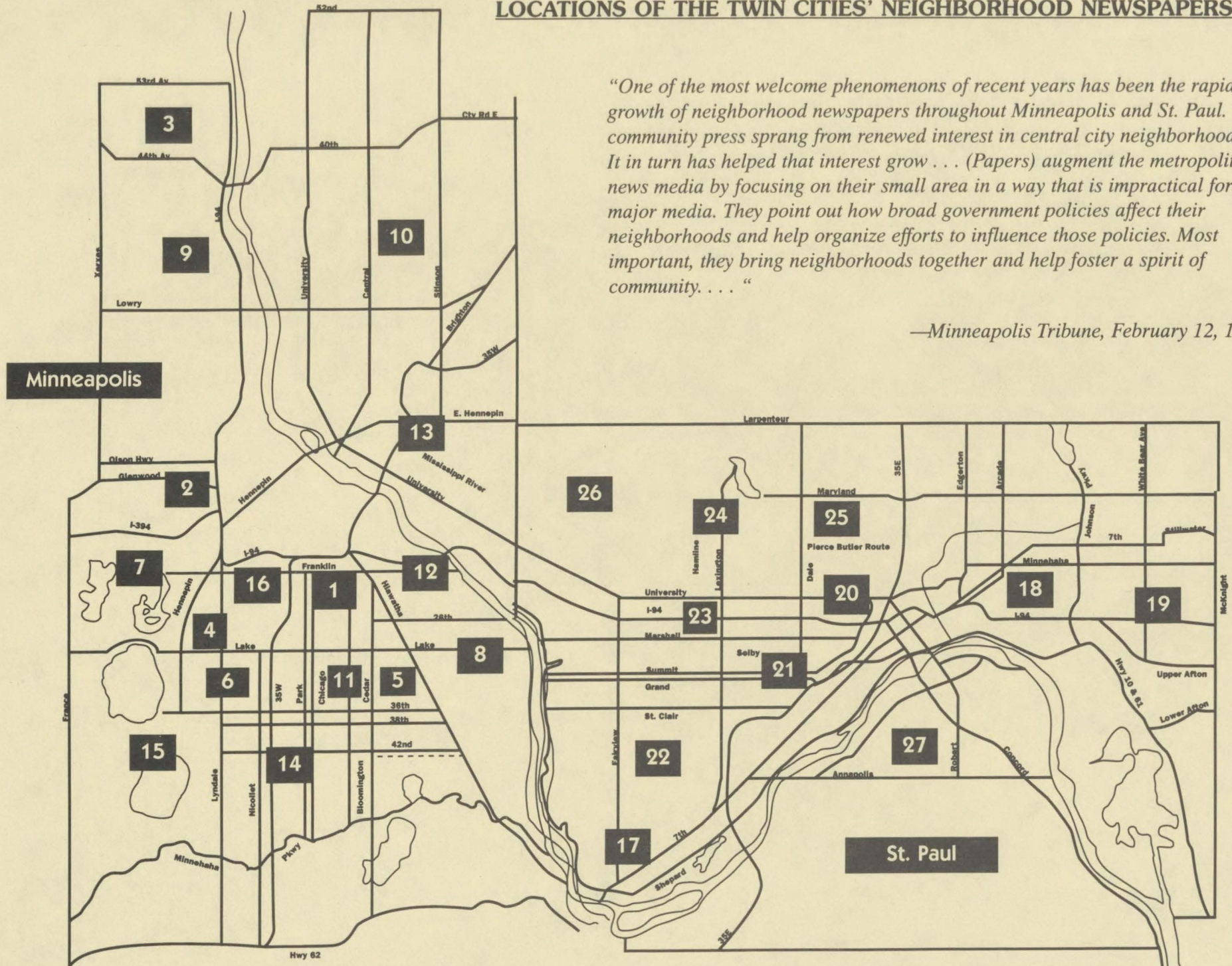
612-647-9293
NCPA, P.O. Box 14304
St. Paul, MN 55114-0304

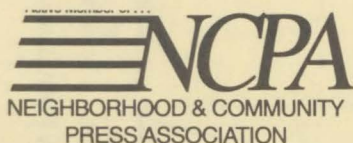
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LOCATIONS OF THE TWIN CITIES' NEIGHBORHOOD NEWSPAPERS

"One of the most welcome phenomenons of recent years has been the rapid growth of neighborhood newspapers throughout Minneapolis and St. Paul. The community press sprang from renewed interest in central city neighborhoods. It in turn has helped that interest grow . . . (Papers) augment the metropolitan news media by focusing on their small area in a way that is impractical for the major media. They point out how broad government policies affect their neighborhoods and help organize efforts to influence those policies. Most important, they bring neighborhoods together and help foster a spirit of community. . . ."

—Minneapolis Tribune, February 12, 1980





P.O. BOX 14304
ST. PAUL, MN 55114-0304
612-647-9293

***Are you interested in reaching
the residents of Minneapolis &
St. Paul in a publication that
shows them you care about
making their community
stronger?***

We'll bring you to the doorsteps of the Twin Cities!

We cover the Twin Cities

Neighborhood newspapers regularly arrive at more than 400,000 homes in Minneapolis and St. Paul. That impact is amplified through distribution on newsstands through the Twin Cities, where you can also find many of the area's thriving community newspapers. Advertising dollars spent with NCPA newspapers get your message out — and get the response you need!

People tear us up . . .

And we don't take it personally. Many businesses find that a coupon in a NCPA paper gets more results than in any other medium. What better way to promote a special sale, menu item or new service? Talk to your advertising sales representative for details.

. . . But they keep us around

With community calendars, interesting features and news stories that don't get covered anywhere else, neighborhood and community newspapers are welcomed and waited for by readers. Unlike flyers that clutter your mailbox, neighborhood and community newspapers are read and referenced repeatedly before recycling. That means your advertising dollars go that much further.

Use us to target a market

Who's your customer? Home owners in Highland Park? Prospective students from Seward? Business owners from Battle Creek? Candidates for employment from Camden? Seek a market niche, and NCPA newspapers will help you find it. No one knows Minneapolis-St. Paul — and urban newspaper reader demographics — better than we do. Ad placement in one newspaper, or a group, can get the results you need. Also, ask about special sections or directories offered by many of our newspapers. For dining, home repair and remodeling, child care and other services, we provide readers with handy references.

. . . Or reach an entire city

If you need coverage of the entire Minneapolis-St. Paul area, NCPA members have the ability to make that happen with just one phone call. Call us for a referral to specialized insert and joint ad placement services. Saturate the market with your message!

We do it all for you

Starting with an idea — and little else? Virtually all NCPA newspapers offer advertising design, typesetting or desktop publishing services. Ask your advertising sales representative for details.



**Neighborhood and Community Press Association general information:
612-647-9293 or write to NCPA, P.O. Box 14304, St. Paul, MN 55114-0304
Please, do not send press releases to this address.**

**NCPA MEMBER PAPERS IN TWIN CITIES NEIGHBORHOODS WITH
SIGNIFICANT MINORITY RACIAL/ETHNIC POPULATIONS**

MINNEAPOLIS PAPERS

MINORITY POPULATION

<i>The Alley</i>	African, African American, American Indian, Chicano/Latino, Southeast Asian
<i>Camden Community News</i>	African American, Southeast Asian
<i>Common Sense</i>	African, African American, Chicano/Latino, Southeast Asian
<i>Longfellow-Nokomis Messenger</i>	African American, Southeast Asian
<i>North News</i>	African American, Southeast Asian
<i>Northeaster</i>	African American, Southeast Asian
<i>Seward Profile</i>	African American, Southeast Asian
<i>Southside Pride</i>	African, African American, American Indian, Chicano/Latino, Southeast Asian

ST. PAUL PAPERS

MINORITY POPULATION

<i>Community Reporter</i>	African American, Chicano/Latino, Southeast Asian
<i>Frogtown Times</i>	African American, American Indian, Southeast Asian
<i>Grand Gazette</i>	African American, Southeast Asian
<i>Highland Villager</i>	African, African American, Chicano/Latino, Southeast Asian
<i>Midway-Como Monitor</i>	African American, Southeast Asian
<i>North End News</i>	African American, Southeast Asian, Russian
<i>Riverview Times</i>	Chicano/Latino, Southeast Asian

UNIVERSITY OF MINNESOTA



Center for Urban and Regional Affairs

330 HHH Center

301 19th Avenue South

Minneapolis, MN 55455

612/625-1551