

Shop

Rochester .org



2020
MEDIA KIT

CONNECT MEDIA

Serious about growing your business? We are.

THIS IS BIG!



2020 Print Rates
Same Great Rates For The Past 8 Years!



**Built To Outperform
Everything Else In The
Mailbox.**

**UNMATCHED:
Quality, Quantity & Distribution**

- 11 Mailings Per Year
- 52,000 Print, 7,000 Racked, 45,000+ Homes Mailed USPS. Includes High-Income Homes In Greater Rochester
- Page Content To Extend Shelf-Life
- 4 Racks In The Kahler Subway
- 4 Racks In The Skyway
- Mayo Clinic
- 48 Hotels
- 40+ High Traffic Locations Around Town
- Your Ad On-Line At ShopRochester.org
- Radio Spots To Announce Each Issue
- Shop Rochester Digital Version Promoted

On Social Media to the following cities:

Byron, Cannon Falls, Chatfield, Dodge Center, Eyota, Kasson, Lake City, Mantorville, Mazeppa, Oronoco, Pine Island, Plainview, Red Wing, Rochester, Saint Charles, Spring Valley, Stewartville, Zumbrota

PRINT RATES INCLUDE: DESIGN, PRINT & DELIVERY

Regular Sections	1-7 Issues	8-11 Issues
Half Page	\$525	\$475
Full Page	\$995	\$895
Two-Page Spread	\$1,900	\$1,700
Back Cover (Upon Availability)	\$1,400	
Specialty Sections (Upon Availability)	1-7 Issues	8-11 Issues
Quarter Page	\$250	\$210
Third Page	\$340	\$300
Half Page	\$470	\$420
Full Page	\$930	\$830

THE RESULT: Your ad in Shop Rochester will receive unmatched exposure to your potential customers!



45,000+
Home Delivered



48
Rochester Hotels



40+
High-Traffic Locations



4800+
Facebook Followers



1.3 Million
Annual Visitors



2020 Ad Dates

2020 ISSUES	IN-HOME DATES	APPROVED ADS DEADLINE	THEMES & SPECIAL SECTIONS
February	January 20-22	1-3-20	Wedding Guide*** Valentine's Day 2/14
March	February 24-26	2-7-20	Automotive, St. Patrick's Day 3/17
April	March 23-25	3-6-20	Everything Home, Begins April-October***
May	April 20-22	4-3-20	Events Guide*** Mother's Day 5/10, Memorial Day 5/25 Golf Specials***
June	May 18-20	5-1-20	Father's Day 6/21
July	June 22-24	6-5-20	4th of July 7/4 Golf Specials***
August	July 27-29	7-10-20	Festivals Back to School
September	August 24-26	8-7-20	Customer Faves*** Labor Day 9/7 Grandparent's Day 9/8
October	September 21-23	9-4-20	Customer Faves*** Halloween 10/31
November	October 26-28	10-9-20	Holiday Gift Guide*** Thanksgiving 11/26 Black Friday 11/27
December & January Combined	November 23 -25	11-6-20	Holiday Gift Guide*** Christmas 12/25, New Year's Eve 12/31

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