



1 Water Street West, Suite 200
St. Paul, MN 55017

Subject: Pioneer Press Classifieds: Column Format Change, effective November 1st, 2025.

Dear Valued Legal Partners,

This letter is to inform you of an upcoming change to the classified advertising section of the **St. Paul Pioneer Press**, effective **November 1st, 2025**.

As part of our ongoing efforts to optimize the layout and improve the reader experience, the classified section will transition from a **10-column** to an **8-column** page format. This adjustment will impact the width of classified ads and may affect how your ads are designed and displayed.

What This Means for Your Legal Ads/Liners:

- **New Column Widths:** The page width will now be divided into eight columns instead of ten, resulting in wider columns and updated ad dimensions.
- **Ad Size Adjustments:** Display ads and liners will be designed/formatted to fit within the new 8-column structure.
- **New Cost Per Inch (CPI) Rate:** The new CPI rate, effective November 1st, 2025, will be \$9.12. This rate is equivalent to the current 10-column rate based on the new wider columns. Please refer to the examples included with this letter for a comparison of the pricing between the two formats.

Our classified advertising team is available to assist you with any questions or support needed during this transition to ensure your ads continue to run smoothly.

Thank you for your understanding and continued partnership. We remain committed to providing you with effective advertising opportunities and excellent service.

Please contact us 651-228-2166 or legals@pioneerpress.com or tlee@pioneerpress.com.

Best regards,

True Lee
Multi-Media Sales Support

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