

SMALL BUSINESS SATURDAY

is a day dedicated to supporting small businesses across the country.

As a proud partner and supporter of area small businesses, the Pioneer Press is offering specially priced promotional opportunities on the high traffic holiday shopping day – in paper and online.

Thanksgiving Day Readership: 390,414 Scarborough 2017 R2

TwinCities.com
PIONEER PRESS



Use Your Super Power To Grow Local Prosperity

Even if you were never bitten by a radioactive spider, you've probably survived a deadly toxic chemical waste accident, you do have super powers. **Amazing Super Powers!** With one powerful swipe of your credit card you can inject growth and prosperity into your community. Here is how it works. All you have to do is shift some of your shopping from the mega big box retailers to the independent stores and businesses in your own community. Not only will you save gas and travel time, but you will also enjoy the Friendly Service, knowledgeable sales staff and unique high-quality products that are commonplace in the universe of local independent retailers. Your local expenditures will also generate revenues for your local community — 80K more than you ever anticipated. Did you know that locally owned businesses invest in the local economy at a 60% higher rate than chains and internet retailers? Or that small business access for 75% of all new jobs? Or that purchasing home improvement products from locally-owned retailers generates twice as much local economic activity than purchases made at the big box chain stores? Use your super powers this holiday season to Shop Small! Shop Local and be a Superhero in your own community.

Source: Research studies compiled by "Independent We Stand," a national movement of independent business owners dedicated to informing the public about the importance of buying local and how these efforts bolster the local economy. The Independent We Stand movement is sponsored by STILL, Inc. More information at www.independentwestand.org.

Take Advantage of these Special Daily Deals for Shop Local

<p>50% off</p> <p>MINI SCULPTOR</p> <p>Autographed Ron Schara 2018 Outdoor Information Calendar!</p>	<p>50% off</p> <p>BEER FLIGHT</p> <p>Beer Flight and Growler Fills at Saint Paul's Flat Earth Brewing!</p>	<p>50% off</p> <p>Two Tickets to A Minnesota Nutcracker - performed by Twin Cities Ballet of Minnesota</p>
<p>up to 54% off</p> <p>ACCOLADES SALON SPA</p> <p>Salon and Spa Packages from Accolades in St. Paul!</p>	<p>\$15</p> <p>MALLARDS</p> <p>Toward Award-Winning Seafood, Drinks, & More at Mallards on the St. Croix</p>	<p>50% off</p> <p>MENS SPA SALON MINNEAPOLIS</p> <p>Grooming Services at MENS SPA in Minneapolis!</p>

SHARPENING SALE! Sharpening while you wait!

Shogun Blades: \$2	Scissors: \$5
Serrated Blades: \$3	

Wusthof Classic 4 1/2" Asian Utility Knife
MSRP \$95 on sale for **\$49.99**

EverSharpKnives.com • 344 Tapp St NE | Minneapolis, MN 55418
612-379-1300 • Weekdays 9-6:30 | Saturday 8-4:30

Run any size full run ROP ad: Black & White: only \$30 per column inch
Full Color: \$50 per column inch (\$400 max color charge)
Front Page Strip: 6 x 3 full color \$1100

Daily Deal Option: Offer “doorbuster-like” deals through our TwinCities.com based Daily Deal product. The revenue generated by your Daily Deal will then be rolled into digital advertising for the remainder of the holiday season. This “digital coupon” feature will be placed in-paper next to content and other Small Business Saturday advertisers – creating a “small business doorbuster” destination.

Publishes:
Thursday, November 22
Space Reservation Deadline:
Friday, November 2
Creative Deadline:
Friday, November 9

For more information or to place an ad, please contact your Pioneer Press sales representative or
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ekunz@pioneerpress.com