

Effective January 1, 2012

Section Front
9.8889" x 2"

JOIN US ONLINE STLOUTODAY.COM/BUSINESS • E-MAIL US BUSINESS@POST-DISPATCH.COM

THURSDAY • 11.07.2008 • A13

EVERYDAY

BOB IS BOSS • BY PAT BROWN

DILBERT • BY SCOTT ADAMS

THE TOYERS OF FILLMORE

SUDOKU

11.07.2008 • THURSDAY

EVERYDAY

CROSSWORD

JUMBLE

WORD GAME

TV TRICKS

SPOTLIGHT

FRIDAY NIGHT MOVIES

TV THURSDAY

Half Page
9.8889" x 11"

Monday - Sunday in the Post-Dispatch, full distribution broadsheet section.

The Everyday content is a daily destination for the majority of consumers.

Color comics, advice columns and puzzles in the same place every day bundled together for our readers.

Limited Advertising Opportunities: **Only 2 advertising units per day per advertiser.**

Front Strip Color Ad ABOVE the masthead (MON - SUN) and 1/2 page inside (MON - SAT) and full back page (SUN).

Ad Dimensions

**MON-SUN
FRONT PAGE STRIP (COLOR)**

Build Size: **9.8889" x 2"**

**MON-SAT
HALF PAGE INSIDE (B/W)**

Build Size: **9.8889" x 11"**

**SUNDAY ONLY
BACK FULL PAGE (COLOR)**

Build Size: **9.8889" x 22"**

Deadlines

DAY OF PUBLICATION	FINAL SPACE RESERVATION	ADS WITH PROOFS	CORRECTED PROOFS	CAMERA DIGITAL READY
MON	FRI Noon	WED 5pm	FRI 5pm	FRI Noon
TUE/THU	FRI 5pm	THU 5pm	FRI 5pm	FRI 5pm
WED	MON Noon	FRI 5pm	MON 5pm	MON Noon
FRI	WED Noon	TUE 5pm	WED 5pm	WED Noon
SAT	TUE 5pm	MON 5pm	WED 5pm	THU Noon
SUN	TUE 5pm (12 days prior)	MON 5pm (13 days prior)	WED 5pm (11 days prior)	WED 5pm (11 days prior)