

VOX

MAGAZINE

The Voice of Columbia.

Display Advertising Rates

AVAILABLE SIZES	OPEN	6 Issues	11 Issues
Full Pg 8.5" x 11"		\$600 per Issue	\$550 per Issue
1/2 Pg 7.5" x 4.9167"		\$400 per Issue	\$350 per Issue
1/3 Pg Hor. 4.94" x 4.9167"	1/3 Pg Ver. 2.389" x 10"	\$250 per Issue	\$225 per Issue
COLOR COST*		\$100	FREE
*VOX can print full color on every page, with no placement restrictions.		FREE	

Online Advertising Rates

Run of Site:
Above the fold
Below the fold

Name	Size	Impressions
Leaderboard*	728x90 pixels	\$7 CPM
Medium Rectangle	300 x 250 pixels	\$5 CPM
Leaderboard*	728x90 pixels	\$5 CPM
Medium Rectangle	300 x 250 pixels	\$4 CPM

Includes Homepage and All Sections:

News & Features | Food & Drink | Arts & Culture | Music | Magazine

PUBLICATION CALENDAR

JULY/AUGUST

Publish Date: Jun 29
Space Deadline: Jun 15
Artwork Deadline: Jun 21

SEPTEMBER/OCTOBER

Publish Date: Sep 26
Space Deadline: Sep 12
Artwork Deadline: Sep 18

NOVEMBER

Publish Date: Oct 24
Space Deadline: Oct 10
Artwork Deadline: Oct 16

DECEMBER

Publish Date: Nov 28
Space Deadline: Nov 14
Artwork Deadline: Nov 20

JANUARY/FEBRUARY

Publish Date: Jan 9
Space Deadline: Dec 12
Artwork Deadline: Dec 18

MARCH

Publish Date: Feb 20
Space Deadline: Feb 6
Artwork Deadline: Feb 12

APRIL

Publish Date: Mar 20
Space Deadline: Mar 6
Artwork Deadline: Mar 12

MAY

Publish Date: Apr 24
Space Deadline: Apr 10
Artwork Deadline: Apr 16

JUNE

Publish Date: May 22
Space Deadline: May 8
Artwork Deadline: May 14

JULY/AUGUST

Publish Date: Jun 26
Space Deadline: Jun 12
Artwork Deadline: Jun 18

All dates are subject to change.

What is your **distribution** like?

- 6,000 copies distributed free each month in the Missourian and to 116 locations
- **EXCLUSIVE** Exclusive distribution to 35 MU Campus locations, 81 Columbia locations including Stephens College and Columbia College

Print Artwork Requirements

Camera-ready ads should be submitted electronically in the following formats PDF, TIF, or JPG. Files must be created to exact size, CMYK or B&W in 200dpi resolution.

Pre-Print Advertising Rates

Vox charges \$50 per thousand. Inserts must be received within 5 business days of publication.
Maximum size - 7.5" x 10" Minimum size - 5" x 7"

Print magazine ads work because...

- Readers are more focused
- Readers have higher comprehension & recall
- Paper based reading stimulates emotions & desires
- Print magazines are preferred by majority (even millennials)
- Paper based reading drives sensory involvement which contributes to reader impact

SOURCE: Nomos Research, October 2015

**95% of adults 18-29 read magazines
vs. 81% who use Facebook**

SOURCE: CfK MRI, Fall 2017

To advertise call, 573-882-5700