

# COLUMBIA MISSOURIAN

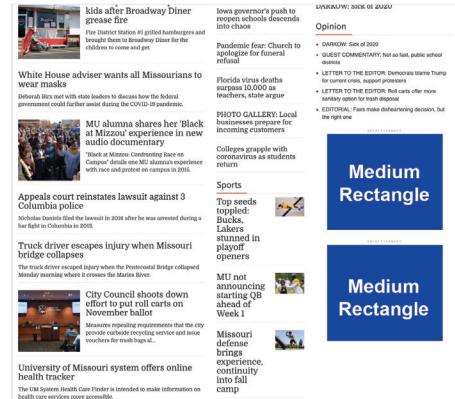
-COLUMBIA'S LOCALLY OWNED NEWSPAPER-

## ONLINE ADVERTISING RATE CARD

### ABOVE THE FOLD



### BELLOW THE FOLD



### Homepage Only

	NAME	SIZE	COST/1,000 IMPRESSIONS	COST/30 DAYS
ATF	LEADERBOARD*	728 X 90 PIXELS	\$10	\$800
	MEDIUM RECTANGLE	300 X 250 PIXELS	\$12	\$640
BTF	LEADERBOARD*	728 X 90 PIXELS	\$4	\$320
	MEDIUM RECTANGLE	300 X 250 PIXELS	\$6	\$480

\*LEADERBOARD ADVERTISEMENTS ALSO REQUIRE ARTWORK IN A 320 PIXEL X 50 PIXEL SIZE FOR MOBILE DISPLAY.

### Run of Single Section

	NAME	SIZE	COST/1,000 IMPRESSIONS	COST/30 DAYS
ATF	LEADERBOARD*	728 X 90 PIXELS	\$8	\$640
	MEDIUM RECTANGLE	300 X 250 PIXELS	\$6	\$480
BTF	LEADERBOARD*	728 X 90 PIXELS	\$4	\$320
	MEDIUM RECTANGLE	300 X 250 PIXELS	\$4	\$320

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### SECTION CHOICES INCLUDE:

NEWS | SPORTS | OPINION | OBITUARIES | FROM READERS | VISUALS | CLASSIFIEDS | ARCHIVES

# ONLINE ADVERTISING RATE CARD

## RUN OF SITE

	NAME	SIZE	COST/1,000 IMPRESSIONS	COST/30 DAYS
<b>ATF</b>	LEADERBOARD*	728 X 90 PIXELS	\$7	\$2,240
	MEDIUM RECTANGLE	300 X 250 PIXELS	\$5	\$1,600
<b>BTF</b>	LEADERBOARD*	728 X 90 PIXELS	\$3	\$960
	MEDIUM RECTANGLE	300 X 250 PIXELS	\$3	\$960

\*LEADERBOARD ADVERTISEMENTS ALSO REQUIRE ARTWORK IN A 320 PIXEL X 50 PIXEL SIZE FOR MOBILE DISPLAY.

### INCLUDES HOMEPAGE AND ALL SECTIONS:

NEWS | SPORTS | OPINION | OBITUARIES | FROM READERS | VISUALS | CLASSIFIEDS | ARCHIVES

MISSOURIAN

79°  
Sunny  
Forecast



Students' return brings optimism for economy, anxiety over how long it will last

"We're all very optimistic, or we wouldn't be in this business," said Rusty Strodtman, general manager of the Columbia Mall. [Read more](#)

Keep up with the latest COVID-19 news

Receive a regular roundup of news about the novel human coronavirus and how it is impacting mid-Missouri.

[Subscribe here](#)

Newsletter Ad



Fire Department helps feed kids after Broadway Diner grease fire

Columbia Fire Department Station #1 grilled hamburgers and brought them to Broadway Diner for the children.

White House adviser wants all Missourians to wear masks

Deborah Birx met with state leaders to discuss how the federal government could further assist during the COVID-19

## NEWSLETTER ADVERTISEMENT

Missourian newsletters deliver local news direct to subscriber inboxes. The Daily Headlines serve up top local news and columns every morning and the Sports newsletter gives readers access to the latest in high school, college, and professional sports including local favorite Friday Night Fever. At night readers can kick back with the Evening Update and enjoy a full roundup of the days news.

NAME	SIZE	COST/30 DAYS
DAILY HEADLINES	728 X 90 PIXELS	\$400
SPORTS	728 X 90 PIXELS	\$200
EVENING UPDATE	728 X 90 PIXELS	\$200
<b>ALL 3 NEWSLETTERS</b>	<b>728 X 90 PIXELS</b>	<b>\$500</b>

\*728X90 PIXELS ADVERTISEMENTS ALSO REQUIRE ARTWORK IN A 320 X 50 PIXELS SIZE FOR MOBILE DISPLAY.

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