



Boone County Journal

ADVERTISING RATES

Display Advertising

\$5.70 Per Column In

Common Sizes

	Price
2 Col x 3 In	\$34.20
3 Col x 5 In	\$85.50
3 Col x 10 In	\$171
6 Col x 10 In	\$342
6 Col x 20 In	\$684

SERVICE SOURCE ADVERTISING

Business Card Ad - 2 Col x 2 In	
4 Weeks	\$100

Classified Advertising

LINE ADS	\$0.20 per word
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DISPLAY ADS	\$5.70 PCI
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LEGAL NOTICE RATES

Legals (Per Line/Per Week)	\$0.65
Circuit & Probate Notices (4X)	\$100.00

Color Rates and Data

Prices are charged in addition to space.
No minimum ad size required.

COLOR CHARGES	Full Color	\$50.00
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Obituary Rate

\$40 Flat Fee

Includes Text and Color Photo to print in the next Wednesday edition as well as published on the website.

Mechanical Measurements

COLUMN	INCHES	PICAS
1	1.75	10p6
2	3.625	21p9
3	5.5	33p
4	7.375	44p3
5	9.25	55p6
6	11.125	66p9
DBL. TRK.	23.125	138p9
COL. DTH.	20"	120p

• Weekly full page-size is 6 columns x 20"

Advertising Deadlines

PRINT ADVERTISING

Space Reservation - Thursday at Noon**

Artwork Deadline - Friday at Noon**

** *The Boone County Journal does not print the week of July 4th or Christmas holiday.*

ONLINE ADVERTISING

Space Reservation - Two business days prior to start
Artwork Deadline - One business day prior to start

Print Artwork Requirements

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

Pre-Print Advertising Rates

Pre-Print Advertising costs \$50 per thousand. Inserts must be received within 5 business days of publication.

Maximum size - 7.5" x 10" Minimum size - 5" x 7"

Large multi-page catalogs (48 pages or larger) or other special handling inserts may necessitate an additional charge.

SHIPPING INSTRUCTIONS — Send to: Mailroom Manager - Boone County Journal, 2130 Schothill Woods Rd, Jefferson City, Missouri 65101. Deliveries accepted 9 am to 5 pm, Monday through Friday.

PRE-PRINT MINIMUM 1,000

To advertise call, 573-882-5700