



GENERAL INFORMATION

- The St. Louis Post-Dispatch is published 7 days a week. All ROP sections are broadsheet size unless otherwise noted.
- All ad unit rates presented are gross and are per insertion. These rates and discounts may be used in all standard ROP sections. Subject to change.
- The A1 Strip and Section Front rates include all premium and color charges. Positions are available on a first come basis. All rates and publications of the St. Louis Post-Dispatch are subject to change without notice. An annual contract is required for all rate options except the OPEN rate.
- Please consult your account executive for more information including contract terms and provisions.
- Creative service charge will be added to all non-camera-ready ads.
- All ROP ads are published on STLtoday.com

CONTRACT LEVELS

Open	No contract/commitment required.
D	Minimum of one (1) full page in any combination of advertising units within 12 months.
C	Minimum of two (2) full pages in any combination of advertising units within 12 months.
B	Minimum of four (4) full pages in any combination of advertising units within 12 months.
A	Minimum of ten (10) full pages in any combination of advertising units within 12 months.
Zone	Zone contracts require same paging commitments as full run. Ads may run in any zone with one contract.

PICK-UP DISCOUNTS

- A 25% discount may be applied to daily ROP advertisements running within six (6) days of the first ad. Discounts do not apply to color.
- No copy or size changes.
- No discounts allowed on Sunday or holidays.

COLOR PREMIUM

Color may be added to an ROP advertisement at the following rates. All color subject to availability.
To calculate the color charge of your advertisement, please increase the cost of each ad unit as follows:

	Full Run	Zone
Sunday/Holiday	\$5,520	\$2,759
Daily	\$4,793	\$2,397

HOLIDAY PREMIUM

Sunday rates apply for Thanksgiving Day and Christmas Day.

ShopSTL

All ROP advertisements will be uploaded to STLtoday.com. Please ask your account executive for details about this interactive advertising vehicle.

FRIDAY GO!

Our Friday **GO!** entertainment section is considered a specialty product. Please refer to a separate rate document for advertising rates and sizes.



FULL RUN ADVERTISING

CONTRACT LEVEL		OPEN		D		C		B		A	
AD SIZE	INCHES	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily
DOUBLE	286	n/a	n/a	n/a	n/a	\$93,202.37	\$68,432.60	\$91,185.56	\$66,849.59	\$89,385.82	\$65,275.16
Full Page	132	n/a	n/a	\$54,456.60	\$36,680.32	\$43,043.40	\$31,611.20	\$42,112.57	\$30,880.58	\$41,281.92	\$30,153.92
Jr. Page	90	\$45,353.30	\$30,400.70	\$37,145.41	\$25,025.22	\$29,363.68	\$21,569.00	\$28,729.02	\$21,070.85	\$28,162.67	\$20,575.40
1/2 Page	66	\$33,272.42	\$22,307.18	\$27,253.30	\$18,365.16	\$21,546.70	\$15,830.60	\$21,081.28	\$15,465.29	\$20,665.96	\$15,101.96
Jr. Half	44	\$22,198.28	\$14,888.12	\$18,185.53	\$12,260.11	\$14,381.13	\$10,570.40	\$14,070.86	\$10,326.86	\$13,793.97	\$10,084.64
1/4 Page	33	\$16,661.21	\$11,178.59	\$13,651.65	\$9,207.58	\$10,798.35	\$7,940.30	\$10,565.64	\$7,757.65	\$10,357.98	\$7,575.98
Jr. Quarter	24	\$12,130.88	\$8,143.52	\$9,942.11	\$6,710.06	\$7,866.98	\$5,788.40	\$7,697.74	\$5,655.56	\$7,546.71	\$5,523.44
1/8 Page	18	\$9,110.66	\$6,120.14	\$7,469.08	\$5,045.04	\$5,912.74	\$4,353.80	\$5,785.80	\$4,254.17	\$5,672.53	\$4,155.08
Jr. Eighth	12	\$6,090.44	\$4,096.76	\$4,996.05	\$3,380.03	\$3,958.49	\$2,919.20	\$3,873.87	\$2,852.78	\$3,798.36	\$2,786.72
10 Wood	10	\$5,083.70	\$3,422.30	\$4,171.71	\$2,825.02	\$3,307.08	\$2,441.00	\$3,236.56	\$2,385.65	\$3,173.63	\$2,330.60
1/16 Page	8	\$4,076.96	\$2,747.84	\$3,347.37	\$2,270.02	\$2,655.66	\$1,962.80	\$2,599.25	\$1,918.52	\$2,548.90	\$1,874.48
Jr. Sixteenth	6	\$3,070.22	\$2,073.38	\$2,523.03	\$1,715.01	\$2,004.25	\$1,484.60	\$1,961.93	\$1,451.39	\$1,924.18	\$1,418.36
1/32 Page	4	\$2,063.48	\$1,398.92	\$1,698.68	\$1,160.01	\$1,352.83	\$1,006.40	\$1,324.62	\$984.26	\$1,299.45	\$962.24

A1 Strip or 12 Please call your media specialist for rates and terms.
Section Front 12

METRO ST. LOUIS ZONE (FRIDAY)

CONTRACT LEVEL		OPEN	D	C	B	A
AD SIZE	INCHES	Daily	Daily	Daily	Daily	Daily
DOUBLE	286	n/a	n/a	\$47,917.82	\$46,811.00	\$45,708.47
Full Page	132	n/a	\$25,692.11	\$22,142.84	\$21,632.00	\$21,123.14
Jr. Page	90	\$29,569.10	\$17,533.26	\$15,113.30	\$14,765.00	\$14,418.05
1/2 Page	66	\$21,697.34	\$12,871.05	\$11,096.42	\$10,841.00	\$10,586.57
Jr. Half	44	\$14,481.56	\$8,597.37	\$7,414.28	\$7,244.00	\$7,074.38
1/4 Page	33	\$10,873.67	\$6,460.53	\$5,573.21	\$5,445.50	\$5,318.29
Jr. Quarter	24	\$7,921.76	\$4,712.20	\$4,066.88	\$3,974.00	\$3,881.48
1/8 Page	18	\$5,953.82	\$3,546.65	\$3,062.66	\$2,993.00	\$2,923.61
Jr. Eighth	12	\$3,985.88	\$2,381.10	\$2,058.44	\$2,012.00	\$1,965.74
10 Wood	10	\$3,329.90	\$1,992.58	\$1,723.70	\$1,685.00	\$1,646.45
1/16 Page	8	\$2,673.92	\$1,604.07	\$1,388.96	\$1,358.00	\$1,327.16
Jr. Sixteenth	6	\$2,017.94	\$1,215.55	\$1,054.22	\$1,031.00	\$1,007.87
1/32 Page	4	\$1,361.96	\$827.03	\$719.48	\$704.00	\$688.58

ST. CHARLES or ILLINOIS ZONE (FRIDAY)

OPEN	D	C	B	A
Daily	Daily	Daily	Daily	Daily
n/a	n/a	\$11,332.70	\$11,071.01	\$10,813.61
n/a	\$6,092.96	\$6,092.96	\$6,092.96	\$6,092.96
\$6,967.40	\$4,170.20	\$3,600.50	\$3,518.15	\$3,437.15
\$5,122.76	\$3,071.48	\$2,653.70	\$2,593.31	\$2,533.91
\$3,431.84	\$2,064.32	\$1,785.80	\$1,745.54	\$1,705.94
\$2,586.38	\$1,560.74	\$1,351.85	\$1,321.66	\$1,291.96
\$1,894.64	\$1,148.72	\$996.80	\$974.84	\$953.24
\$1,433.48	\$874.04	\$760.10	\$743.63	\$727.43
\$972.32	\$599.36	\$523.40	\$512.42	\$501.62
\$818.60	\$507.80	\$444.50	\$435.35	\$426.35
\$664.88	\$416.24	\$365.60	\$358.28	\$351.08
\$511.16	\$324.68	\$286.70	\$281.21	\$275.81
\$357.44	\$233.12	\$207.80	\$204.14	\$200.54