



ST. LOUIS POST-DISPATCH

2020 Digital Rates - Retail

Unless noted, all advertising runs on all screen sizes; including mobile.

Effective Jan 1, 2020

Product Name	Ad size(s)	Rate Type	Open	B	A
STLtoday Banner Advertising - Run of Site & Channel					
Standard - Run of Site (ROS)	970x250; 728x90; 320x50; 300x250	CPM	\$15.00	\$12.00	\$10.00
Native Ad ROS	1200x900 image + text	CPM	\$15.00	\$12.00	\$10.00
Adhesion ROS	160x600; 300x600; 728x90; 320x100	CPM	\$35.00	\$25.00	\$20.00
Reveal ROS	1920x600; 800x250	CPM	\$35.00	\$25.00	\$20.00
Exit Intent Interstitial	800x600	CPM	\$35.00	\$25.00	\$20.00
Demographic targeting (upcharge per demo)	All sizes	CPM	\$3.00	\$2.00	\$1.00
STLtoday High Impact Exclusives - Daily Rate					
Reveal - Homepage Weekday	1920x600; 800x250	Flat	\$4,950	\$4,225	\$3,250
STLtoday High Impact Exclusives - Weekend Rate (Sat & Sun)					
Reveal - Homepage Weekend	1920x600; 800x250	Flat	\$3,600	\$3,000	\$2,500
STLtoday Apps					
Mobile App Interstitial	320x480;768x1024;480x320;1024x768	CPM	\$20.00	\$15.00	\$12.00
STLtoday Multimedia					
Video Pre-roll (In-Story)	:15 seconds	CPM	\$45.00	\$40.00	\$35.00
In View Video (In-Story)	:15 seconds	CPM	\$12.00	\$12.00	\$12.00
Video Sponsorship	custom	Flat	Custom Quote		
Photo Gallery Sponsorships	custom	Flat	Custom Quote		
STLtoday Email & Newsletter Advertising					
Full Zone	600x800	Flat	\$4,500	\$3,600	\$3,000
Metro Zone (North, South + West)	600x800	Flat	\$2,500	\$2,100	\$1,800
West Zone	600x800	Flat	\$1,000	\$800	\$650
South Zone (includes Jefferson County)	600x800	Flat	\$1,000	\$800	\$650
North Zone	600x800	Flat	\$720	\$600	\$500
St. Charles Zone	600x800	Flat	\$900	\$720	\$600
Illinois Zone	600x800	Flat	\$900	\$720	\$600
Ladue News Geography	600x800	Flat	\$1,500	\$1,200	\$1,000
E-newsletter Sponsor	970x250	Flat	\$150	\$125	\$100
E-newsletter Sponsored Listing	Logo + 1 sentence text + url	Flat	\$150	\$125	\$95
Brand Ave. Studios Custom Content					
Interested in having your content published on STLtoday.com? See your Media Specialist for a custom quote.					
stlhigschoolsports					
Standard - Run of Site (ROS)	970x250; 728x90; 320x50; 300x250	CPM	\$8.00	\$7.00	\$6.00
Standard - Channel Exclusive	970x250; 728x90; 320x50; 300x250	Flat	Custom Quote		
E-newsletter Sponsor	970x250	Flat	\$150	\$125	\$100
Video Pre-Roll	:15 sec	CPM	\$45.00	\$40.00	\$35.00
Video Sponsorship	Custom	Flat	Custom Quote		
Photo Gallery Sponsorships	custom	Flat	Custom Quote		
General Information					
All ad unit rates presented are net and are subject to change.					
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.					