



**ST. LOUIS POST-DISPATCH**

YOUR MEDIA SOLUTIONS COMPANY

# 2021 Digital Rates

# Digital Rates

Effective January 1, 2021

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

		Rate Type	Open	B	A
<b>STLtoday Banner Advertising - Run of Site &amp; Channel</b>					
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
<i>Demographic targeting (upcharge per demo)</i>	All sizes	CPM	\$3.00	\$2.00	\$1.00

<b>STLtoday High Impact Exclusives</b>					
Reveal - Homepage Weekday	1920x600; 800x250	Flat	\$4,950	\$4,225	\$3,250
Reveal - Homepage Weekend (Sat & Sun)	1920x600; 800x250	Flat	\$3,600	\$3,000	\$2,500

<b>STLtoday Apps</b>					
Mobile App Interstitial	320x480;768x1024;480x320;1024x768	CPM	\$20.00	\$15.00	\$12.00

<b>STLtoday Multimedia</b>					
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	custom quote	custom quote
Photo Gallery Sponsorships	custom	Flat	custom quote	custom quote	custom quote

## General Information

All ad unit rates presented are net and are subject to change.

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 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.

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		Rate Type	Open	B	A
<b>Email &amp; Newsletter Advertising</b>					
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, 728x90, 300x250	Flat	\$150	\$125	\$100

## Brand Ave. Studios Custom Content

Interested in having your content published on STLtoday.com? See your Media Specialist for a custom quote.

<b>STL High School Sports</b>					
Standard - Run of Site (ROS)	970x250; 728x90; 320x50; 300x250	CPM	\$8.00	\$7.00	\$6.00
Standard - Channel Exclusive	970x250; 728x90; 320x50; 300x250	Flat			
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	custom quote	custom quote
Photo Gallery Sponsorships	Custom	Flat	custom quote	custom quote	custom quote

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