

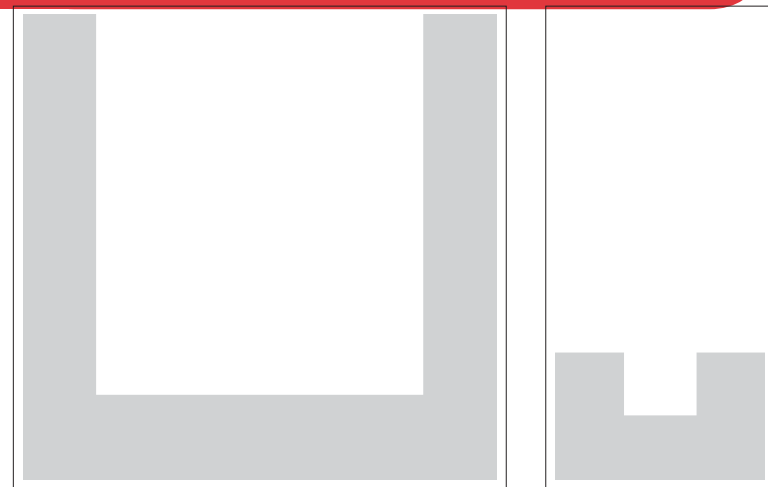
# CREATIVE SHAPES

## MAKE AN IMPRESSION WITH THE ST. LOUIS POST-DISPATCH CREATIVE SHAPES PROGRAM.

The St. Louis Post-Dispatch Creative Shape program allows you to use unique, non-traditional shapes to present your message.

Guidelines for the Creative Shape program are:

- Ads may be purchased from a set menu of sizes (see diagrams to the right) or you can build a completely custom sized unit.
- Rates for Creative Shapes are billed as a combination of our preferred sizes or as total billable inches, at single insertion, or repeat ad program rates at the earned contract level. Add rate card color charges plus 25% premium.
- Creative Shape revenue counts toward investment level contracts.
- Color is charged at regular ratecard rates.
- Deadline for Creative Shapes is three business days before the regular published deadlines.
- Although many shapes lend themselves to page exclusivity, no guarantee of page exclusivity is implied by the purchase of a Creative Shape program unit.
- Creative Shapes are only available in broadsheet products.
- Creative Shapes must be approved by the St. Louis Post-Dispatch, Vice-President of Advertising.



Goalpost

Bottom Hugger



Fireplace

Fireplace Double



Go Front

L-shape

T-shape

Triangle

# STANDARDIZED SIZES. HIGHER VISIBILITY. MORE IMPACT. BETTER RESULTS.

## Introducing Modular Ad Units.

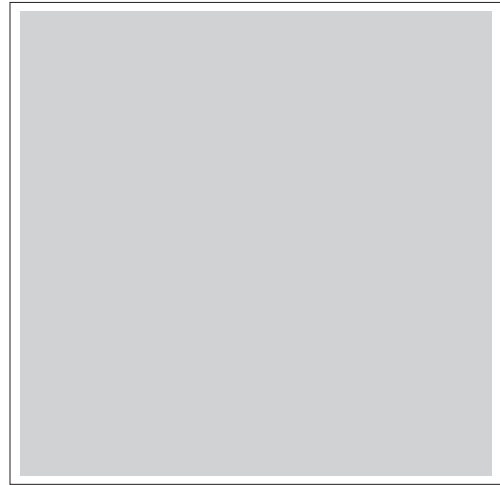
Modular ad units on the newly designed pages of the St. Louis Post-Dispatch and Suburban Journals will help make your advertisement stand out and achieve better results.

Utilizing logical page portion – full, half, quarter, eighth, etc. – instead of inches will make planning and buying print advertising easier. An added benefit: complicated rate cards are history – pricing is now provided for each advertising unit.

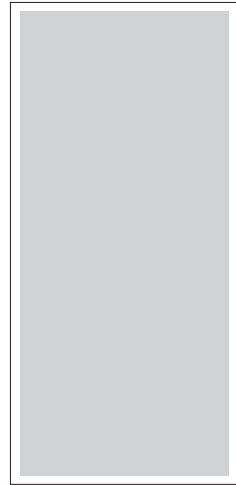
Our intention is to provide similar standardized advertising units found in other media like magazines, online, television and radio. In addition, your advertisements will easily fit other newspapers that have adopted this strategy.

Inside you'll find thumbnails and dimensions of our 13 standard advertising units...and 33 ways to build these ads. Of course, we will continue to offer creative ad shapes. A few of the popular shapes and sizes are noted in this packet as well.

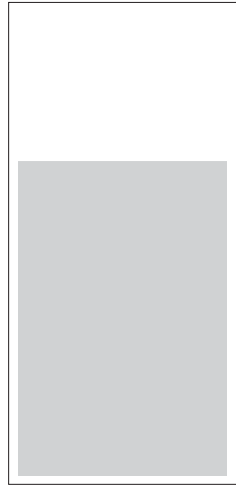




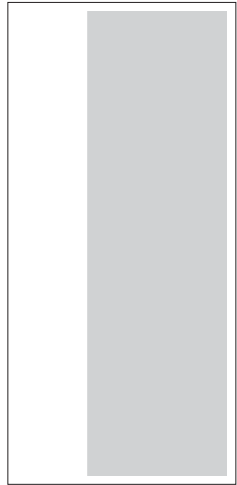
**Double Truck**  
BUILD SIZE: 20.875" x 22"  
SIZE ID: DT



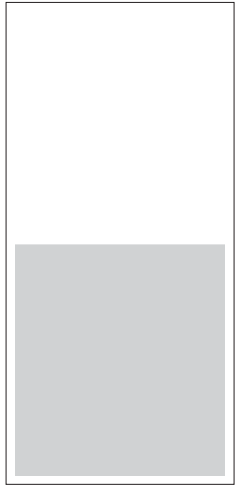
**Full Page**  
BUILD SIZE: 9.8889" x 22"  
SIZE ID: FP



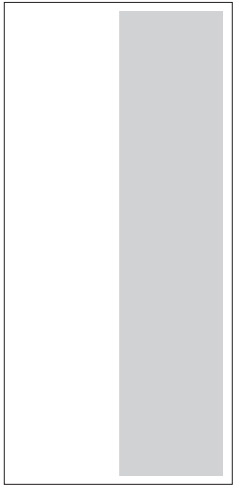
**Jr. Page Horizontal**  
BUILD SIZE: 9.8889" x 15"  
SIZE ID: 90



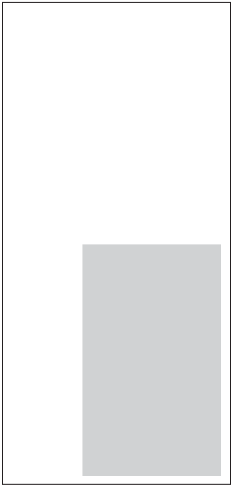
**Jr. Page Vertical**  
BUILD SIZE: 6.5556" x 22"  
SIZE ID: 88



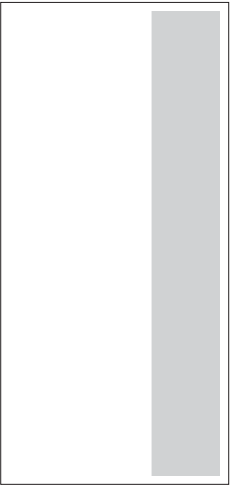
**1/2 Page Standard**  
BUILD SIZE: 9.8889" x 11"  
SIZE ID: 66



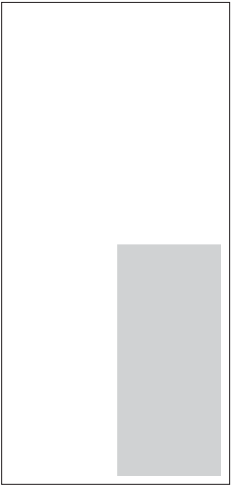
**1/2 Page Vertical**  
BUILD SIZE: 4.8889" x 22"  
SIZE ID: 67



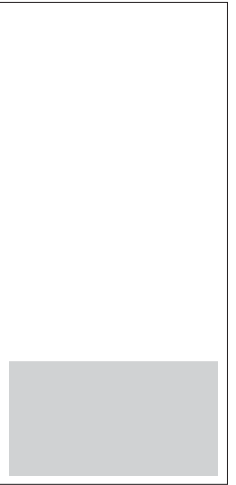
**Jr. 1/2 Standard**  
BUILD SIZE: 6.5556" x 11"  
SIZE ID: 44



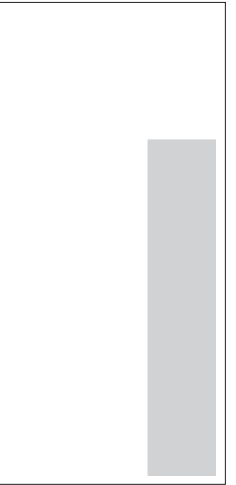
**Jr. 1/2 Vertical**  
BUILD SIZE: 3.2222" x 22"  
SIZE ID: 45



**1/4 Page Standard**  
BUILD SIZE: 4.8889" x 11"  
SIZE ID: 33



**1/4 Page Horizontal**  
BUILD SIZE: 9.8889" x 5.5"  
SIZE ID: 34



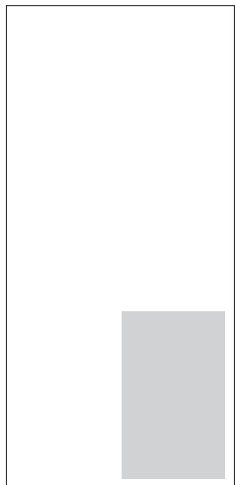
**1/4 Page Tall**  
BUILD SIZE: 3.2222" x 16"  
SIZE ID: 35



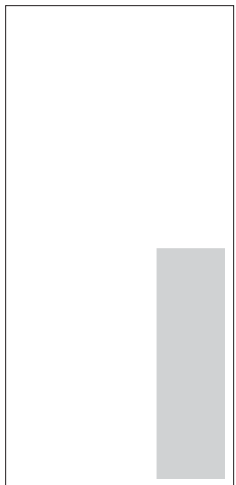
**Jr. 1/4 Page Standard**  
BUILD SIZE: 6.5556" x 6"  
SIZE ID: 24



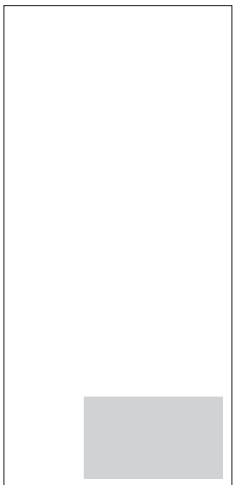
**Jr. 1/4 Page Horizontal**  
BUILD SIZE: 9.8889" x 4"  
SIZE ID: 25



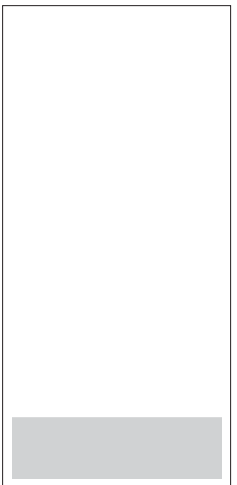
**Jr. 1/4 Page Vertical**  
BUILD SIZE: 4.8889" x 8"  
SIZE ID: 26



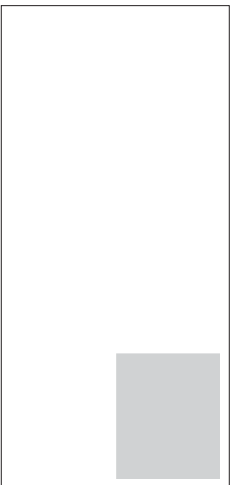
**Jr. 1/4 Page Tall**  
BUILD SIZE: 3.2222" x 11"  
SIZE ID: 22



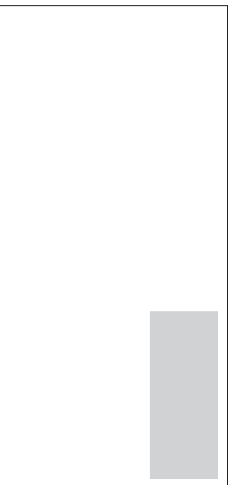
**1/8 Page Standard**  
BUILD SIZE: 6.5556" x 4"  
SIZE ID: 16



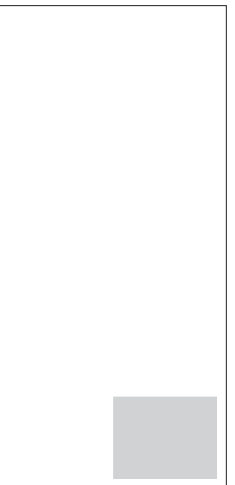
**1/8 Page Horizontal**  
BUILD SIZE: 9.8889" x 3"  
SIZE ID: 17



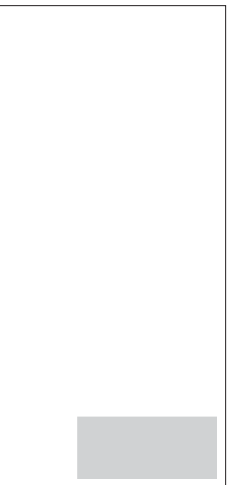
**1/8 Page Vertical**  
BUILD SIZE: 4.8889" x 6"  
SIZE ID: 18



**1/8 Page Tall**  
BUILD SIZE: 3.2222" x 8"  
SIZE ID: 19



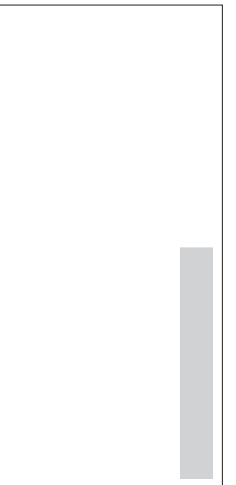
**Jr. 1/8 Page Standard**  
BUILD SIZE: 4.8889" x 4"  
SIZE ID: 12



**Jr. 1/8 Page Horizontal**  
BUILD SIZE: 6.5556" x 3"  
SIZE ID: 13



**Jr. 1/8 Page Vertical**  
BUILD SIZE: 3.2222" x 6"  
SIZE ID: 14



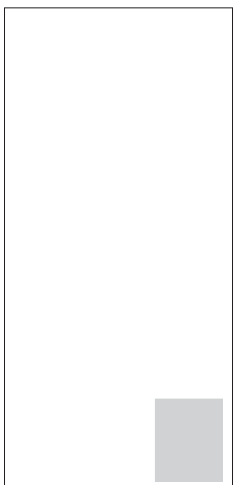
**Jr. 1/8 Page Tall**  
BUILD SIZE: 1.5556" x 11"  
SIZE ID: 11



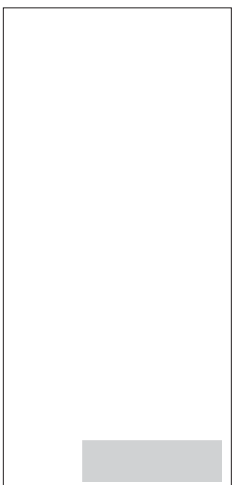
**Jr. 1/8 Page Wide**  
BUILD SIZE: 9.8889" x 2"  
SIZE ID: 15



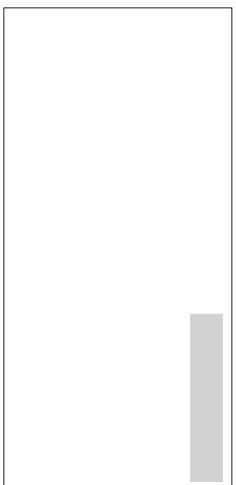
**10 Wood**  
BUILD SIZE: 3.2222" x 5"  
SIZE ID: 10



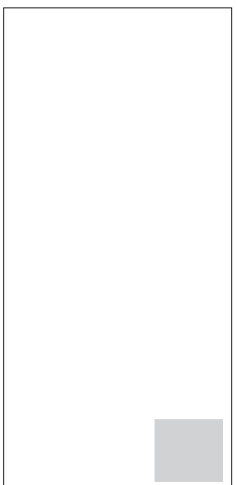
**1/16 Page Standard**  
BUILD SIZE: 3.2222" x 4"  
SIZE ID: 08



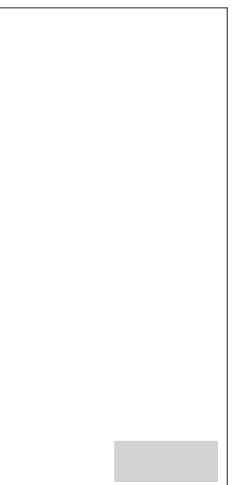
**1/16 Page Horizontal**  
BUILD SIZE: 6.5556" x 2"  
SIZE ID: 09



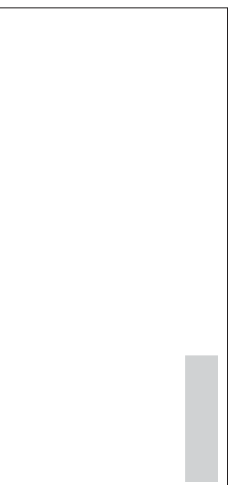
**1/16 Page Vertical**  
BUILD SIZE: 1.5556" x 8"  
SIZE ID: 07



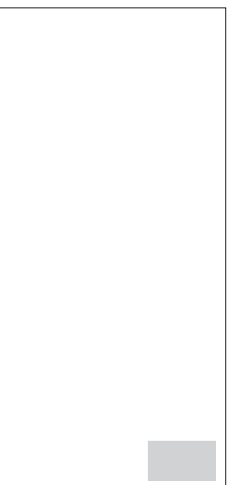
**Jr. 1/16 Page Standard**  
BUILD SIZE: 3.2222" x 3"  
SIZE ID: 06



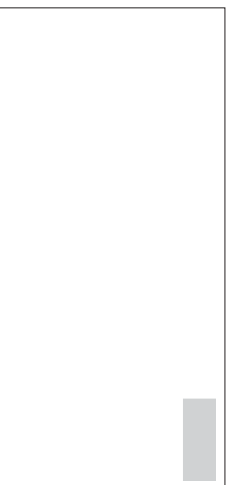
**Jr. 1/16 Page Horizontal**  
BUILD SIZE: 4.8889" x 2"  
SIZE ID: 05



**Jr. 1/16 Page Vertical**  
BUILD SIZE: 1.5556" x 6"  
SIZE ID: 03



**1/32 Page Standard**  
BUILD SIZE: 3.2222" x 2"  
SIZE ID: 04



**1/32 Page Vertical**  
BUILD SIZE: 1.5556" x 4"  
SIZE ID: 02



**A1 Strip**  
BUILD SIZE: 9.8889" x 2"  
SIZE ID: A1



**Section Front**  
BUILD SIZE: 9.8889" x 2"  
SIZE ID: SF

**Post-Dispatch ONLY!**