



# ST. LOUIS POST-DISPATCH

## 2019 Digital Rates National Gross

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

Effective Jan 1, 2019

Product Name	Ad size(s)	Rate Type	Open	B	A
STLtoday Banner Advertising - Run of Site & Channel					
Standard - Run of Site (ROS) & Run of Channel (ROC)	728x90; 320x50; 300x250	CPM	\$15.00	\$12.00	\$10.00
ROS Specialty Banner - Adhesion	160x600; 300x600; 728x90; 320x100	CPM	\$15.00	\$15.00	\$15.00
Native Ad ROS	1200x900 image + text	CPM	\$15.00	\$15.00	\$15.00
Reveal ROS	1920x600; 800x250	CPM	\$35.00	\$23.00	\$18.00
Exit Intent Interstitial	800x600	CPM	\$35.00	\$23.00	\$18.00
STLtoday High Impact Exclusives - Daily Rate					
Reveal - Homepage Weekday	1920x600; 800x250	Flat	\$5,850	\$4,975	\$3,850
STLtoday High Impact Exclusives - Weekend Rate (Sat & Sun)					
Reveal - Homepage Weekend	1920x600; 800x250	Flat	\$4,235	\$4,153	\$3,530
STLtoday Apps					
Mobile App Interstitial	320x480;768x1024;480x320;1024x768	CPM	\$ 23.00	\$ 18.00	\$ 15.00
STLtoday Multimedia					
Video Pre-roll (In-Story)	:15 seconds	CPM	\$53.00	\$47.00	\$40.00
In View Video (In-Story)	:15 seconds	CPM	\$53.00	\$47.00	\$40.00
Video Sponsorship	custom	Flat	Custom Quote		
Photo Gallery Sponsorships	custom	Flat	Custom Quote		
STLtoday Email & Newsletter Advertising					
Full Zone	600x800	Flat	\$5,300	\$4,250	\$3,600
Metro Zone (North, South + West)	600x800	Flat	\$3,950	\$2,500	\$2,125
West Zone	600x800	Flat	\$1,200	\$950	\$775
South Zone (includes Jefferson County)	600x800	Flat	\$1,200	\$950	\$775
North Zone	600x800	Flat	\$850	\$850	\$590
St. Charles Zone	600x800	Flat	\$1,060	\$850	\$700
Illinois Zone	600x800	Flat	\$1,060	\$750	\$700
Ladue News Geography	600x800	Flat	\$1,800	\$1,425	\$1,200
Ladue News Subscriber List	600x800	Flat	\$200	\$200	\$200
E-newsletter Sponsor	300x250	Flat	\$200	\$150	\$120
E-newsletter Advertorial Listing	Logo + 1 sentence text + url	Flat	\$200	\$150	\$120
Brand Ave. Studios Custom Content					
Interested in having your content published on STLtoday.com? See your Media Specialist for a custom quote.					
stlhighschoolsports					
Standard - Run of Site (ROS)	728x90; 320x50; 300x250	CPM	\$15.00	\$12.00	\$10.00
Standard - Channel Exclusive	728x90; 320x50; 300x250	Flat	Custom Quote		
E-newsletter Sponsor	300x250	Flat	\$200	\$150	\$120
Video Pre-Roll	:15 sec	CPM	\$53.00	\$47.00	\$40.00
Video Sponsorship	Custom	Flat	Custom Quote		
Photo Gallery Sponsorships	custom	Flat	Custom Quote		
General Information					
All ad unit rates presented are gross 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.					
Contract Levels					
Open	No contract/commitment required				
B	Campaign Minimum 3 months or \$5,000				
A	Campaign Minimum 6 months or \$15,000				