



## FULL RUN ADVERTISING

AD SIZE	Inches	OPEN		D		C		B		A	
		Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily
<b>DOUBLE</b>	286	n/a	n/a	n/a	n/a	\$54,051.38	\$36,520.72	\$52,882.21	\$35,676.45	\$51,838.88	\$34,836.75
<b>Full Page</b>	132	n/a	n/a	\$25,957.90	\$17,493.01	\$24,973.71	\$16,882.64	\$24,434.10	\$16,492.98	\$23,952.56	\$16,105.42
<b>Jr. Page</b>	90	\$36,474.80	\$22,540.64	\$17,714.48	\$11,942.96	\$17,043.44	\$11,526.80	\$16,675.52	\$11,261.12	\$16,347.20	\$10,996.88
<b>1/2 Page</b>	66	\$26,761.52	\$16,543.14	\$13,003.95	\$8,771.50	\$12,511.86	\$8,466.32	\$12,242.05	\$8,271.49	\$12,001.28	\$8,077.71
<b>Jr. Half</b>	44	\$17,857.68	\$11,045.42	\$8,685.97	\$5,864.34	\$8,357.90	\$5,660.88	\$8,178.03	\$5,530.99	\$8,017.52	\$5,401.81
<b>1/4 Page</b>	33	\$13,405.76	\$8,296.57	\$6,526.98	\$4,410.75	\$6,280.93	\$4,258.16	\$6,146.02	\$4,160.74	\$6,025.64	\$4,063.86
<b>Jr. Quarter</b>	24	\$9,763.28	\$6,047.50	\$4,760.53	\$3,221.46	\$4,581.58	\$3,110.48	\$4,483.47	\$3,039.63	\$4,395.92	\$2,969.17
<b>1/8 Page</b>	18	\$7,334.96	\$4,548.13	\$3,582.90	\$2,428.59	\$3,448.69	\$2,345.36	\$3,375.10	\$2,292.22	\$3,309.44	\$2,239.38
<b>Jr. Eighth</b>	12	\$4,906.64	\$3,048.75	\$2,405.26	\$1,635.73	\$2,315.79	\$1,580.24	\$2,266.74	\$1,544.82	\$2,222.96	\$1,509.58
<b>10 Wood</b>	10	\$4,097.20	\$2,548.96	\$2,012.72	\$1,371.44	\$1,938.16	\$1,325.20	\$1,897.28	\$1,295.68	\$1,860.80	\$1,266.32
<b>1/16 Page</b>	8	\$3,287.76	\$2,049.17	\$1,620.18	\$1,107.15	\$1,560.53	\$1,070.16	\$1,527.82	\$1,046.54	\$1,498.64	\$1,023.06
<b>Jr. Sixteenth</b>	6	\$2,478.32	\$1,549.38	\$1,227.63	\$842.86	\$1,182.90	\$815.12	\$1,158.37	\$797.41	\$1,136.48	\$779.79
<b>1/32 Page</b>	4	\$1,668.88	\$1,049.58	\$835.09	\$578.58	\$805.26	\$560.08	\$788.91	\$548.27	\$774.32	\$536.53
<b>A1 Strip (color) or Section Front (color)</b>	12	Please call your media specialist for rates and terms.									
	12										

## METRO ST. LOUIS ZONE (FRIDAY)

AD SIZE	INCHES	OPEN	D	C	B	A
		Daily	Daily	Daily	Daily	Daily
<b>DOUBLE</b>	286	n/a	n/a	\$25,579.50	\$24,989.20	\$24,401.18
<b>Full Page</b>	132	n/a	\$12,260.53	\$11,832.85	\$11,560.40	\$11,289.01
<b>Jr. Page</b>	90	\$15,793.52	\$8,375.36	\$8,083.76	\$7,898.00	\$7,712.96
<b>1/2 Page</b>	66	\$11,595.25	\$6,155.26	\$5,941.42	\$5,805.20	\$5,669.50
<b>Jr. Half</b>	44	\$7,746.83	\$4,120.18	\$3,977.62	\$3,886.80	\$3,796.34
<b>1/4 Page</b>	33	\$5,822.62	\$3,102.63	\$2,995.71	\$2,927.60	\$2,859.75
<b>Jr. Quarter</b>	24	\$4,248.27	\$2,270.10	\$2,192.34	\$2,142.80	\$2,093.46
<b>1/8 Page</b>	18	\$3,198.70	\$1,715.07	\$1,656.75	\$1,619.60	\$1,582.59
<b>Jr. Eighth</b>	12	\$2,149.14	\$1,160.05	\$1,121.17	\$1,096.40	\$1,071.73
<b>10 Wood</b>	10	\$1,799.28	\$975.04	\$942.64	\$922.00	\$901.44
<b>1/16 Page</b>	8	\$1,449.42	\$790.03	\$764.11	\$747.60	\$731.15
<b>Jr. Sixteenth</b>	6	\$1,099.57	\$605.02	\$585.58	\$573.20	\$560.86
<b>1/32 Page</b>	4	\$749.71	\$420.02	\$407.06	\$398.80	\$390.58

## ST. CHARLES or ILLINOIS ZONE (FRIDAY)

AD SIZE	INCHES	OPEN	D	C	B	A
		Daily	Daily	Daily	Daily	Daily
<b>DOUBLE</b>	286	n/a	n/a	\$6,067.44	\$5,927.87	\$5,790.59
<b>Full Page</b>	132	n/a	\$2,927.60	\$2,927.60	\$2,927.60	\$2,927.60
<b>Jr. Page</b>	90	\$3,739.28	\$2,012.00	\$1,943.60	\$1,899.68	\$1,856.48
<b>1/2 Page</b>	66	\$2,755.47	\$1,488.80	\$1,438.64	\$1,406.43	\$1,374.75
<b>Jr. Half</b>	44	\$1,853.65	\$1,009.20	\$975.76	\$954.29	\$933.17
<b>1/4 Page</b>	33	\$1,402.74	\$769.40	\$744.32	\$728.22	\$712.38
<b>Jr. Quarter</b>	24	\$1,033.81	\$573.20	\$554.96	\$543.25	\$531.73
<b>1/8 Page</b>	18	\$787.86	\$442.40	\$428.72	\$419.94	\$411.30
<b>Jr. Eighth</b>	12	\$541.90	\$311.60	\$302.48	\$296.62	\$290.86
<b>10 Wood</b>	10	\$459.92	\$268.00	\$260.40	\$255.52	\$250.72
<b>1/16 Page</b>	8	\$377.94	\$224.40	\$218.32	\$214.42	\$210.58
<b>Jr. Sixteenth</b>	6	\$295.95	\$180.80	\$176.24	\$173.31	\$170.43
<b>1/32 Page</b>	4	\$213.97	\$137.20	\$134.16	\$132.21	\$130.29



## 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 net and are per insertion. These rates and discounts may be used in all standard ROP sections. 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.
- 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

The following pick-up discounts 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.

INSERTION	FULL RUN	ZONE
<b>2ND</b>	35%	25%
<b>3RD</b>	50%	40%
<b>4TH-7TH</b>	60%	N/A

## 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.

<b>DAILY</b>	35%
<b>SUNDAY/HOLIDAY</b>	45%

Maximum color charge is \$2,880 for daily and \$3,600 for Sunday and Holidays.

## 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.